

AUG 2 1939

# The Billboard

The World's Foremost Amusement Weekly

AUGUST 5, 1939

15 Cents

Vol. 51. No. 31

PERIODICAL ROOM  
GENERAL LIBRARY  
UNIV. OF MICH.



**TOMMY DORSEY** and His Orchestra  
Currently Hotel Pennsylvania, New York  
On the Air RALEIGH-KOOL Cigaretts  
WEAF Wednesdays 8:30 P.M. EDST—Victor Recordings  
Direction: MUSIC CORP. OF AMERICA

*It's August ~*

*and that means the big annual*

# **Fall Special**

*will soon make its appearance!*

This important seasonal issue of The Billboard offers advertisers a good opportunity to place their sales messages before all buyers in the amusement field at a time when they are planning orders for fall delivery.

The Fair season has started — agricultural conditions are good all over the country. Farmers have money and millions of patrons are giving show people a very profitable season.

Preparations for indoor entertainment in all its forms are already under way in anticipation of a good season ahead.

The annual Fall Special with its all-inclusive circulation will serve the large amusement market as a buyers' guide. Be sure you are in it with a large advertisement.



**MAIL YOUR COPY TODAY  
FORMS START TO PRESS AUGUST 16**

**The  
Billboard**

*The World's Foremost Amusement Weekly*

**25-27 OPERA PLACE**

**CINCINNATI, OHIO**

PHONES: Main 5306-07

NEW YORK OFFICE  
Medallion 3-1616, 7, 8, 9

CHICAGO OFFICE  
Central 8430

ST. LOUIS OFFICE  
Chestnut 0443

PHILADELPHIA OFFICE  
Madison 6895

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

## Steuernville, O., Closed 3 Years, Opened by Dodson

STEUERNSVILLE, O., July 29.—Steuernville will have its first carnival in three years when Dodson's World's Fair Show appears here for one week starting August 7 under auspices of the combined veteran posts. The showgrounds are admirably located, being some six blocks from the business district.

Practically every agent in the east has made an attempt to open this spot in the three-year period, but without success. Roy B. Jones, Dodson president, who heads here, has been working untiringly for the last seven weeks and his efforts were rewarded on Tuesday evening when City Council unanimously voted to grant a permit.

Dodson's was the last carnival to exhibit in Steuerville three years ago. "We at that time grossed an unbelievable sum," said Mr. Dodson. "It was with the mills working 90 per cent and no show for three years—well, it looks as if we are heading, and we are looking forward to the biggest week of the season."

## AFA Awarded Charter by IA; AGVA Continues to Organize

Whitehead cites appointment of Maida Reade as AGVA secretary as additional evidence of Equity dominance—ruling on AFA's injunction not forthcoming

NEW YORK, July 29.—According to Ralph Whitehead, executive secretary of the American Federation of Actors, a complete understanding of affiliation has been reached between the AFA, defunctured by the Associated Actors and Artistes of America, and the International Alliance of Theatrical Stage Employees. In a letter to the latter organization, Whitehead stated that the AFA is cooperating to the fullest extent. As yet the American Federation of Musicians has not rescinded last year's executive order, which required musicians to work with Whitehead. Whitehead refused to go into the details of affiliation with the IA, but said, "George Browne and I have a complete understanding of the matter. What this meant he has indicated before that of the IA, he said, 'Yes.' The sweeping extent of the somewhat vague IA international charter, he explained, which has been issued by the IA, is that it is a union to enter the performer jurisdiction. AFA affiliation with IA, through a referendum of AFA members, he justified on grounds that the AFA constitution empowered the council to set fully between annual elections. He says he intends, however, to submit the new affiliation to the members for ratification at a special meeting to be held next week to set date for such a ballot.

This dual unionism prevails within the American Federation of Labor, both the AFA and the new group, the American Guild of Variety Artists, continue to claim membership in the IA membership in New York and an 1,800 nationally. At a meeting of the emergency committee of the IA on Tuesday, Maida Reade, counselor of Actors' Equity Association, was appointed to represent the IA. Reade, who is supposed to carry with a yearly salary of \$6,000, is subject to a referendum election by the membership.

The appointment was attacked by Ralph Whitehead, who said that the dominance of Equity dominance did not come as a surprise to Equity. However, when (See AFA AWARDED on page 18)

## "Aquacade" Rehearsal Monkeys Now in Escrow

NEW YORK, July 29.—Rehearsal monkeys for the cast in Billy Rose's "Aquacade" were placed in escrow yesterday as per contract with the American Federation of Actors. Total of \$20,000 was divided into amounts of a little more than \$100 and deposited in names of the individual members of the cast. Last week alone the show took in \$110,000. Money is to be paid the cast if at the end of the World's Fair's run Rose still is in the money in the opinion of Walter Winchell.

Ralph Whitehead, executive secretary of AFA, and Rose offered also to pay the rehearsal money for those who, on account of illness, had left the show. He said that the deal whereby the money is held in escrow was a fast one pulled on the performers were branded by Whitehead as "deliberate lie and misrepresentation of facts." He argued that the cast delegates had been informed of the terms at the arbitration session held at the apartment of Sophie Tucker, AFA president. Four's trial showed that terms of contract as first reported in the AFA Reporter differed from the latest contract Rose is executing now.

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

Hollywood morals code prefers drinking in clubs rather than home—stars hanging around night clubs another angle—20 current MGM films have cafe scenes

NEW YORK, July 29.—Without much splash or ceremony, Hollywood has finally given its blessing to night clubs and their owners. No longer are night clubs depicted as dens of iniquity in motion picture settings and their owners as people who belong in Alcatraz. Niteries are now proper places in which to get drunk, thus preserving the American dream that people shouldn't get drunk at all. Change in film night club atmosphere has been slow—but sure. Whereas in the past Hollywood had no better use for night clubs than as a front for racketeering and gangsters' hideouts, gambling joints, or trading posts of illicit love, in the past few years, however, motion pictures have given more sympathetic treatment to night clubs and now they are respectable places of meeting, important to the film in plot and character build-up. And the owners are now depicted as kindly gentlemen who wouldn't underestimate a performer for the world.

This change has done much to stimulate night club business among the middle class thru the power of suggestion, and has also given film employment to night club and vaudeville talent that couldn't ordinarily get into pictures. One of the reasons for the sympathetic change in the night club picture is entertainment such as a dance team, specialty artist, magician, comedy emcee.

It would be used to relieve heavy moments of a picture. The popularity of name bands is also cashed in in this manner. More night club settings are used than ever before. And if perchance a stray bullet or something equally repugnant were to hit an innocent customer's flesh the owner is always absolved and night clubs are still your best entertainment in the few hours, according to Hollywood. To illustrate this, 20 pictures on this season's MGM schedule have night club settings and the night club entertainment. Where a star is working as a performer in a night club, regular talent usually benefits because (See HOLLYWOOD OKHS on page 16)

## TA Committee Not Investigating AFA

NEW YORK, July 29.—Confirming reports in last week's Billboard that a committee had been appointed to investigate the Theater Authority, Walter Vincent, chairman of that committee, on July 27 sent Ralph Whitehead, executive secretary of the American Federation of Actors, a letter denying that his committee was out to investigate the AFA.

The committee was appointed for the purpose of running down rumors that the Theater Authority was not functioning as intended. Vincent determined the truth or falsity of such rumors, he wrote, saying also that he was checking up on the Theater Authority fund to press the erroneous statement that the committee would investigate the AFA.

Last Friday the TA wrote Whitehead asking him to submit a statement determining the truth or falsity of such rumors. Whitehead's reply to today expressed willingness to turn over accounts of Theater Authority funds if the TA makes similar examination of books of other members of the TA and auditors are appointed by the courts. Whitehead maintains that the TA already has in its possession periodic statements of disposition of the funds, which he further claims have always been kept in a separate account.

## Ripley's Odditorium Picketed by AFA

NEW YORK, July 29.—The defunctured by its parent body, the American Federation of Actors yesterday picketed Ripley's Odditorium. The sign said it was an affiliate of the American Federation of Labor and asked "for recognition."

John McMahon, of the Odditorium, had said he would sign a contract with the AFA as soon as it has lined up the

majority of the performers and offered to allow organizers to book AFA, however, insisted on a closed-shop contract, representation or no.

Whitehead's sign must be designated by the cast as exclusive bargaining agent "does not alter the situation," Whitehead advised McMahon, however, stands pat on refusal to sign until the competing unions have battled it out among themselves. AFA, also organized the spot, admitted it had not yet enough representation to warrant its negotiating for contracts.

## All-Time High for Midway Gross At Edmontan Exh. Topped by RA

SASKATOON, Sask., Can., July 29.—Final tabulation of last week's business at the Edmonton Exhibition announced by officials of Royal American Shows to such an extent that a veritable jubilee was held here Monday. Walter Wynne, secretary, reported Edmonton had topped the all-time high.

The gain was less than \$100 above the high peak established in 1936. But when consideration was given to four days of the week, the gain was \$100 above the temperatures Carl J. Sedlmayr and the Vellare brothers, executive directors, were very much surprised. Sunshine on

Friday and a record-breaking attendance this one day of the week when the first of the week's business for the record possible. Saturday was ahead of any previous Saturday in spite of a two-hour drought in the afternoon.

Indications were that Saskatoon also had a chance of going over the top of the previous all-time high. Weather began and continued ideal thru the first three days of the week. Business for the first three days is ahead of last year by more than 15 per cent and the 1936 peak by approximately 5 per cent.

## In This Issue

	Page
Broadway Beat, The	23
Burlesque	23
Carnivals	39-46
Circus	47-50
Classified Advertisements	47-50
Comedians	64-64
Endurance	64-64
Fairs-Expositions	36-37
General News	3-5
General Outdoor	57-62
Haven's	16-17
Legitimate	14-15
Letter List	26 and 63
Magic	9-13
Musical	9-13
Night Clubs-Vaudeville	16-22
Non-Theatrical Film	28
Notes From the Crossroads	28
Orchestra Notes	11
Parks-Pools	33-35
Possibilities	55-56
Radio	6-8
Revue	24
Reputable-Tent Shows	24
Rink-Skaters	28

ROUTES: Orchestra, page 12; Acts and 60. Dramatic and Musical, 60. Camerian, 60. Grand and Wild West, 68. Miscellaneous, 61. Show Family Album 48. Sponsored Events 51. Theatrical Film 24. Wholesale Merchandise-Pipes 52-56. World's Fair News 28-29



## Fly Takes FCC Chairman Post

WASHINGTON, July 29.—President Hoover's (27) named Lawrence Fly, general counsel of the Tennessee Valley Authority, as a member of the Federal Communications Commission to succeed Chairman Frank E. McNichol, who is resigning.

Fly, who is 47, has almost constantly for his censorship attempts and moves to dominate the other six commissioners. On leave since April, McNichol has been in ill health, and for the last two months has been absent from the commission.

Intimation that he was about to resign has been recurrent throughout his stay at the FCC. On Wednesday (26), during a visit to the White House, he strongly hinted that he was retiring from the warping commission. Change is said to be welcomed by the Administration, which consistently had to come to McNichol's rescue with public eviscerators over some contested issue within the commission.

Fly has carved for himself a distinguished career in the legal field. He has served with the government since the Hoover Administration, but his acquaintance with Washington was not so recent as Senator Pat Harrison, of Mississippi.

His service with the Department of Justice brought him into the government prosecution of the antitrust racket in New York and other anti-trust cases instituted by the federal authorities. His brilliance was rewarded with one post after another until he was appointed general counsel of the TVA, with headquarters in Knoxville.

## Exhustive E. T. Use Frowned On by FCC

WASHINGTON, July 29.—Federal Communications Commission believes in liveliness on radio, at least it frowns on continuous use of musical recordings. This week the FCC would grant only a 60-day ticket to Station KIEV at Glenview, Ill., while an investigation proceeded to draw the distinction between program service as rendered and what is called the Cannon System, Ltd., when it first asked the FCC for a license. Station, a 250-watt, daytime only, is charged with use of phonograph re-

## National AFRA Execs Urge Into Chi's Local Air Fight

CHICAGO, July 29.—A prolonged session of the National AFRA local here and the national AFRA execs secretaries, George Heller and Emily Holt, took place at the local commercial battle between the two agencies into such a maze of complexities that it was felt the whole situation had reached a stage where anything could happen. Another meeting scheduled for late Friday night between Miss Holt and Heller and the Chi AFRA board was called late Friday afternoon, but it was canceled. The AFRA board's decision would be reached on the question of a union warfare.

Possibility of an amicable settlement on the AFRA code was more than re-

## Indians on Madison

NEW YORK, July 29.—In case anybody is still interested in getting the "how" of the thing that happened to the Indians," he is hereby informed that said Indians are now broadcasting. Later, Redmen to share the ether were the Seminoles. They were tracked into WNEB from the World's Indian Village on Wednesday morning to call upon the radio. They were to stay in the main and end the drought. Spiritual confab via radio ended with the Seminoles' "ade" medicine man reporting there would be rain within three weeks.

After this disappointing prognostication the Seminoles, barefooted and in gorgeous costume, were driven back to the Whelan reporting in a cab. They started the Madison Avenue yodels by leaning their plumed heads and painted faces out of the cab windows.

Next day it rained.

Recordings during 88 per cent of its operating hours.

## ABI Books Theater Dates on "Dr. IQ"

CHICAGO, July 29.—Artists Bureau, Inc., the WEA artists bureau, has been retained by Grant Advertising agency here to book personal appearances for the Mary Candy Co., Dr. I. Q. show, currently aired from the stage of the Chicago Theater.

Chuck Smith, formerly of the CKLW artists' bureau in Detroit, who has been with ABI the past four months, is handling the arrangements for the show's first p. a. into the Minnesota Theater, Minneapolis, Tuesday night, starting at 8:30. The show is to be broadcast as over the air, except it will not be broadcast. Smith hopes to fill in the rest of the week with other dates in the territory. Lew Valentine, the Dr. I. Q. will plane to Minneapolis each week for the show.

Grant agency was forced to obtain an injunction here last week, restraining the city police from closing the stage show at the Chicago Theater on the ground that it didn't jibe with the lottery laws. The show is to be broadcast and show continues from this house until late in August.

more, because, at this point, both factions have publicly stepped out on a limb by making concessions on certain terms of local contracts. A breakdown now by either side would put the AFRA in a very awkward position. Alto AFRA, in its revised code, completed early this week, had made several concessions on points discussed prior to the break-up of the negotiations. It did not change the principle of demanding extra pay for airtime announcers working commercial locals. Broadcasters will adamant on their refusal to capitulate to this clause.

That Chi radio all around was in for a rough time, complicated by a request for an amicable settlement from good authorities. The AFRA board had secured a stanza promise from management and national support from the NAB, in case a union strike was called. This was obtained at the recent NAB convention in Atlantic City. There were also rumors that pressure was being brought on AFRA by other allied AFL affiliates, who insisted a strike would not be good at this time, what with all the other eruptions in the 44's. AFRA local, on the other hand, insists its scales are within reason, and that a breakdown would leave no yards to fall on. The AFRA board's position at all if these prices were not met by the broadcasters. Miss Holt and Heller are maintaining their position until their arrival here and a check-up of the whole case.

## Stock Shortage, Record Muddle And Small Combos Are Factors

Libraries running out of material cut under old AFM scale—local sponsors grab for small instrumental combinations—record situation will help—angles

NEW YORK, July 29.—Current was situation augurs well for booming activity in the electrical transcription industry. Reasons are various, and, according to Ben Sberin, recording director of Associated Recording Program Service, the most important include (1) thinning out of the stock of waxen made by transcription studios prior to last September 16, on which date the American Federation of Musicians put its hyped scale into effect; (2) unsettled conditions surrounding the radio use of records, as a result of the recent decision in the Paul Whitman versus WNEB case, and (3) marked trend toward increased use of small musical combinations for transcriptions designed to be sold for sponsorship by local merchants.

## WOR, Planet-Crazy Will Try It Again

NEW YORK, July 29.—WOR, apropos of its glorious failure to contact the planet Mars this week says "It was really a letdown when the signal was not forthcoming.

A terrific pseudo-scientific gesture, WOR's hocus-pocus at its short-wave receiving station in Baldwin, L. I., was accomplished by drama of publicity and not a little scientific interest. Clyde Fischer and Dr. Arthur Draper, officials of the Hayden Planetarium, did just as much nail-biting as WOR-engineer Arthur Draper and the WOR-Mutual network audience when the six minutes and 29 seconds elapsed without any dots or dashes from the Martians. Scientists had figured it would take just that time for a signal to be received and returned over the 36,000,000 miles—the nearest the planet has ever been to the earth.

WOR made its first attempt to reach the planet with a signal 15 years ago and vows it will try again 15 years hence. Why not?

### ROLL AND FOLDED TICKETS

As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE

Shipment Within 24 Hours—If Requested

**CASH WITH ORDER PRICES—1x2 INCHES—NO C. O. D.**

100	100	100	100
\$.30	\$.40	\$.50	\$.60
1000	1000	1000	1000
\$.30	\$.40	\$.50	\$.60

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

**STOCK TICKETS** **WELDON, WILLIAMS & LICK**

3 ROLLS — \$50  
10 ROLLS — \$200  
100 ROLLS — \$2,000

**FORT SMITH, ARK.**  
\$50,000.00 Bond Guarantee Quality and Accuracy

## WESTERN UNION

KEEP IN TOUCH WITH HOME AND OFFICE BY SENDING DAILY WESTERN UNION TOURATE TELEGRAMS THE COST IS ONLY 35c FOR THE FIRST FIFTEEN WORDS TO ANY WESTERN UNION POINT IN THE UNITED STATES.

### STOCK TICKETS

ONE ROLL — \$ .50	TEN ROLLS — \$ 5.00
FIVE ROLLS — \$ 2.50	FIFTY ROLLS — \$ 12.50
TEN ROLLS — \$ 5.00	HUNDRED ROLLS — \$ 25.00

Double Coupon, Double Price

No. C. O. D. Orders Strictly Prohibited

**SPECIAL PRINTED**

Roll or Machine, 1000, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10,000, 15,000, 20,000, 25,000, 30,000, 35,000, 40,000, 45,000, 50,000, 55,000, 60,000, 65,000, 70,000, 75,000, 80,000, 85,000, 90,000, 95,000, 100,000, 105,000, 110,000, 115,000, 120,000, 125,000, 130,000, 135,000, 140,000, 145,000, 150,000, 155,000, 160,000, 165,000, 170,000, 175,000, 180,000, 185,000, 190,000, 195,000, 200,000, 205,000, 210,000, 215,000, 220,000, 225,000, 230,000, 235,000, 240,000, 245,000, 250,000, 255,000, 260,000, 265,000, 270,000, 275,000, 280,000, 285,000, 290,000, 295,000, 300,000, 305,000, 310,000, 315,000, 320,000, 325,000, 330,000, 335,000, 340,000, 345,000, 350,000, 355,000, 360,000, 365,000, 370,000, 375,000, 380,000, 385,000, 390,000, 395,000, 400,000, 405,000, 410,000, 415,000, 420,000, 425,000, 430,000, 435,000, 440,000, 445,000, 450,000, 455,000, 460,000, 465,000, 470,000, 475,000, 480,000, 485,000, 490,000, 495,000, 500,000, 505,000, 510,000, 515,000, 520,000, 525,000, 530,000, 535,000, 540,000, 545,000, 550,000, 555,000, 560,000, 565,000, 570,000, 575,000, 580,000, 585,000, 590,000, 595,000, 600,000, 605,000, 610,000, 615,000, 620,000, 625,000, 630,000, 635,000, 640,000, 645,000, 650,000, 655,000, 660,000, 665,000, 670,000, 675,000, 680,000, 685,000, 690,000, 695,000, 700,000, 705,000, 710,000, 715,000, 720,000, 725,000, 730,000, 735,000, 740,000, 745,000, 750,000, 755,000, 760,000, 765,000, 770,000, 775,000, 780,000, 785,000, 790,000, 795,000, 800,000, 805,000, 810,000, 815,000, 820,000, 825,000, 830,000, 835,000, 840,000, 845,000, 850,000, 855,000, 860,000, 865,000, 870,000, 875,000, 880,000, 885,000, 890,000, 895,000, 900,000, 905,000, 910,000, 915,000, 920,000, 925,000, 930,000, 935,000, 940,000, 945,000, 950,000, 955,000, 960,000, 965,000, 970,000, 975,000, 980,000, 985,000, 990,000, 995,000, 1000,000, 1005,000, 1010,000, 1015,000, 1020,000, 1025,000, 1030,000, 1035,000, 1040,000, 1045,000, 1050,000, 1055,000, 1060,000, 1065,000, 1070,000, 1075,000, 1080,000, 1085,000, 1090,000, 1095,000, 1100,000, 1105,000, 1110,000, 1115,000, 1120,000, 1125,000, 1130,000, 1135,000, 1140,000, 1145,000, 1150,000, 1155,000, 1160,000, 1165,000, 1170,000, 1175,000, 1180,000, 1185,000, 1190,000, 1195,000, 1200,000, 1205,000, 1210,000, 1215,000, 1220,000, 1225,000, 1230,000, 1235,000, 1240,000, 1245,000, 1250,000, 1255,000, 1260,000, 1265,000, 1270,000, 1275,000, 1280,000, 1285,000, 1290,000, 1295,000, 1300,000, 1305,000, 1310,000, 1315,000, 1320,000, 1325,000, 1330,000, 1335,000, 1340,000, 1345,000, 1350,000, 1355,000, 1360,000, 1365,000, 1370,000, 1375,000, 1380,000, 1385,000, 1390,000, 1395,000, 1400,000, 1405,000, 1410,000, 1415,000, 1420,000, 1425,000, 1430,000, 1435,000, 1440,000, 1445,000, 1450,000, 1455,000, 1460,000, 1465,000, 1470,000, 1475,000, 1480,000, 1485,000, 1490,000, 1495,000, 1500,000, 1505,000, 1510,000, 1515,000, 1520,000, 1525,000, 1530,000, 1535,000, 1540,000, 1545,000, 1550,000, 1555,000, 1560,000, 1565,000, 1570,000, 1575,000, 1580,000, 1585,000, 1590,000, 1595,000, 1600,000, 1605,000, 1610,000, 1615,000, 1620,000, 1625,000, 1630,000, 1635,000, 1640,000, 1645,000, 1650,000, 1655,000, 1660,000, 1665,000, 1670,000, 1675,000, 1680,000, 1685,000, 1690,000, 1695,000, 1700,000, 1705,000, 1710,000, 1715,000, 1720,000, 1725,000, 1730,000, 1735,000, 1740,000, 1745,000, 1750,000, 1755,000, 1760,000, 1765,000, 1770,000, 1775,000, 1780,000, 1785,000, 1790,000, 1795,000, 1800,000, 1805,000, 1810,000, 1815,000, 1820,000, 1825,000, 1830,000, 1835,000, 1840,000, 1845,000, 1850,000, 1855,000, 1860,000, 1865,000, 1870,000, 1875,000, 1880,000, 1885,000, 1890,000, 1895,000, 1900,000, 1905,000, 1910,000, 1915,000, 1920,000, 1925,000, 1930,000, 1935,000, 1940,000, 1945,000, 1950,000, 1955,000, 1960,000, 1965,000, 1970,000, 1975,000, 1980,000, 1985,000, 1990,000, 1995,000, 2000,000, 2005,000, 2010,000, 2015,000, 2020,000, 2025,000, 2030,000, 2035,000, 2040,000, 2045,000, 2050,000, 2055,000, 2060,000, 2065,000, 2070,000, 2075,000, 2080,000, 2085,000, 2090,000, 2095,000, 2100,000, 2105,000, 2110,000, 2115,000, 2120,000, 2125,000, 2130,000, 2135,000, 2140,000, 2145,000, 2150,000, 2155,000, 2160,000, 2165,000, 2170,000, 2175,000, 2180,000, 2185,000, 2190,000, 2195,000, 2200,000, 2205,000, 2210,000, 2215,000, 2220,000, 2225,000, 2230,000, 2235,000, 2240,000, 2245,000, 2250,000, 2255,000, 2260,000, 2265,000, 2270,000, 2275,000, 2280,000, 2285,000, 2290,000, 2295,000, 2300,000, 2305,000, 2310,000, 2315,000, 2320,000, 2325,000, 2330,000, 2335,000, 2340,000, 2345,000, 2350,000, 2355,000, 2360,000, 2365,000, 2370,000, 2375,000, 2380,000, 2385,000, 2390,000, 2395,000, 2400,000, 2405,000, 2410,000, 2415,000, 2420,000, 2425,000, 2430,000, 2435,000, 2440,000, 2445,000, 2450,000, 2455,000, 2460,000, 2465,000, 2470,000, 2475,000, 2480,000, 2485,000, 2490,000, 2495,000, 2500,000, 2505,000, 2510,000, 2515,000, 2520,000, 2525,000, 2530,000, 2535,000, 2540,000, 2545,000, 2550,000, 2555,000, 2560,000, 2565,000, 2570,000, 2575,000, 2580,000, 2585,000, 2590,000, 2595,000, 2600,000, 2605,000, 2610,000, 2615,000, 2620,000, 2625,000, 2630,000, 2635,000, 2640,000, 2645,000, 2650,000, 2655,000, 2660,000, 2665,000, 2670,000, 2675,000, 2680,000, 2685,000, 2690,000, 2695,000, 2700,000, 2705,000, 2710,000, 2715,000, 2720,000, 2725,000, 2730,000, 2735,000, 2740,000, 2745,000, 2750,000, 2755,000, 2760,000, 2765,000, 2770,000, 2775,000, 2780,000, 2785,000, 2790,000, 2795,000, 2800,000, 2805,000, 2810,000, 2815,000, 2820,000, 2825,000, 2830,000, 2835,000, 2840,000, 2845,000, 2850,000, 2855,000, 2860,000, 2865,000, 2870,000, 2875,000, 2880,000, 2885,000, 2890,000, 2895,000, 2900,000, 2905,000, 2910,000, 2915,000, 2920,000, 2925,000, 2930,000, 2935,000, 2940,000, 2945,000, 2950,000, 2955,000, 2960,000, 2965,000, 2970,000, 2975,000, 2980,000, 2985,000, 2990,000, 2995,000, 3000,000, 3005,000, 3010,000, 3015,000, 3020,000, 3025,000, 3030,000, 3035,000, 3040,000, 3045,000, 3050,000, 3055,000, 3060,000, 3065,000, 3070,000, 3075,000, 3080,000, 3085,000, 3090,000, 3095,000, 3100,000, 3105,000, 3110,000, 3115,000, 3120,000, 3125,000, 3130,000, 3135,000, 3140,000, 3145,000, 3150,000, 3155,000, 3160,000, 3165,000, 3170,000, 3175,000, 3180,000, 3185,000, 3190,000, 3195,000, 3200,000, 3205,000, 3210,000, 3215,000, 3220,000, 3225,000, 3230,000, 3235,000, 3240,000, 3245,000, 3250,000, 3255,000, 3260,000, 3265,000, 3270,000, 3275,000, 3280,000, 3285,000, 3290,000, 3295,000, 3300,000, 3305,000, 3310,000, 3315,000, 3320,000, 3325,000, 3330,000, 3335,000, 3340,000, 3345,000, 3350,000, 3355,000, 3360,000, 3365,000, 3370,000, 3375,000, 3380,000, 3385,000, 3390,000, 3395,000, 3400,000, 3405,000, 3410,000, 3415,000, 3420,000, 3425,000, 3430,000, 3435,000, 3440,000, 3445,000, 3450,000, 3455,000, 3460,000, 3465,000, 3470,000, 3475,000, 3480,000, 3485,000, 3490,000, 3495,000, 3500,000, 3505,000, 3510,000, 3515,000, 3520,000, 3525,000, 3530,000, 3535,000, 3540,000, 3545,000, 3550,000, 3555,000, 3560,000, 3565,000, 3570,000, 3575,000, 3580,000, 3585,000, 3590,000, 3595,000, 3600,000, 3605,000, 3610,000, 3615,000, 3620,000, 3625,000, 3630,000, 3635,000, 3640,000, 3645,000, 3650,000, 3655,000, 3660,000, 3665,000, 3670,000, 3675,000, 3680,000, 3685,000, 3690,000, 3695,000, 3700,000, 3705,000, 3710,000, 3715,000, 3720,000, 3725,000, 3730,000, 3735,000, 3740,000, 3745,000, 3750,000, 3755,000, 3760,000, 3765,000, 3770,000, 3775,000, 3780,000, 3785,000, 3790,000, 3795,000, 3800,000, 3805,000, 3810,000, 3815,000, 3820,000, 3825,000, 3830,000, 3835,000, 3840,000, 3845,000, 3850,000, 3855,000, 3860,000, 3865,000, 3870,000, 3875,000, 3880,000, 3885,000, 3890,000, 3895,000, 3900,000, 3905,000, 3910,000, 3915,000, 3920,000, 3925,000, 3930,000, 3935,000, 3940,000, 3945,000, 3950,000, 3955,000, 3960,000, 3965,000, 3970,000, 3975,000, 3980,000, 3985,000, 3990,000, 3995,000, 4000,000, 4005,000, 4010,000, 4015,000, 4020,000, 4025,000, 4030,000, 4035,000, 4040,000, 4045,000, 4050,000, 4055,000, 4060,000, 4065,000, 4070,000, 4075,000, 4080,000, 4085,000, 4090,000, 4095,000, 4100,000, 4105,000, 4110,000, 4115,000, 4120,000, 4125,000, 4130,000, 4135,000, 4140,000, 4145,000, 4150,000, 4155,000, 4160,000, 4165,000, 4170,000, 4175,000, 4180,000, 4185,000, 4190,000, 4195,000, 4200,000, 4205,000, 4210,000, 4215,000, 4220,000, 4225,000, 4230,000, 4235,000, 4240,000, 4245,000, 4250,000, 4255,000, 4260,000, 4265,000, 4270,000, 4275,000, 4280,000, 4285,000, 4290,000, 4295,000, 4300,000, 4305,000, 4310,000, 4315,000, 4320,000, 4325,000, 4330,000, 4335,000, 4340,000, 4345,000, 4350,000, 4355,000, 4360,000, 4365,000, 4370,000, 4375,000, 4380,













## Music Items

### Songs and Such

**NICK KIRBY**, *New York Mirror* columnist, is putting the finishing touches on a new ditty for *Revit*, *Take a Trip From the Wagon*. Kirby's Charlie Barnett has already recorded it for a bluebird waxing . . . because of his retiring nature, song written by Elliott (Deacon) Eberhart, pianist for Al Donau at New York's Rainbow Room, has been titled *The Deacons Takes Off* by the maestro. . . . **Andy Fitzgerald**, clarinetist with the *Ten Voice Quartet* at King's in Panama, N. J., has penned an instrumental piece for the black-stick, *Phantomaria*. . . . Just in case you're interested, it's live talk for "living in a fog."

**Case of Louis Herscher** and Robert Chertoff, Hollywood tunesmiths, against Warner Bros., Harns et al., alleging their "Garden of the Moon" was supposed to make way for the movie music, was dismissed this week in the Coast courts. Stipulation for the dismissal was entered into after making a cash settlement and Harns returning the tune to Herscher and Gilbert.

### Pub Patter

**HARRY LINK** gets back to the West Coast next week to get the campaign for *The Wizard of Oz* picture tunes under way. . . . **John Magro** leaves his publicity post at Mills Music next month city, *Ciro's of London*. . . . **E. B. Marks** left this week for his annual Saratoga vacation, where he hopes to beat the bookies with a system that proved plenty profitable last summer. . . . **Mrs. Marks** will accompany. . . . **Marks**, incidentally, has taken *The Jumpin' Jive*, the Jimmie jumper created by Cab Calloway, Frank Froeba and Jack Palmer. . . . **Brogman, Vocco** and **Cohn** takes *Sub-Bop Blues*, the penning of **George MacKinnon**, *Boston Record* columnist, and **Billy Sears**, a beautiful sub-deb who lyricized a lament of her sheltered life.

. . . **Clarence Williams** wrote and published *Love Keep Away From My Heart*, which will be introduced by **Erva Taylor** (Mrs. Williams), marking her return to theatrics.

### Hooked

**CRYSTAL MICH**, July 29.—The world's most unlucky man must be Steve Long, drummer in the Hal Berelin Band, playing the pavilion here. Long decided to go fishing for the first and only time in his life, but fell asleep instead, and was awakened by the game warden. Altho he didn't catch a single fish, he paid \$11.85 fines and costs for fishing without a license.

It was a moon-june-noon pattern for lyricist **Yip Harburg** in wedding words to "The Wizard of Oz" music, rhymes as "ash" with "kewah," "shephant" with "celophant" and "hippotamus" with "top to bottomus."

### Hollywood Harmonies

**FRANK KELTON** is back on the boulevard, after a fyer as Spud Murphy's band manager, and is again pepping for Mills Music. . . . **Frank Skinner**, Universal composer-arranger, had his option lifted and is now scoring *First Love*, Deanna Durbin feature. . . . **Skizner** also collaborated with **Hal Fred** on *Heart of Mine*, to be used in Universal's *Rio*, **Sigrid Gurie** star. . . . for the same flicker, **Fred** looked heads with **Jimmy McHugh** to give the pic's theme tune, *Love Open My Eyes*. . . . **Fred Hollander** and **Frank Lesser** draw the assignment to fashion the ditties for **Dorothy Lamour's** forthcoming *Ypokoona*, a sarong special. . . . **Frank Waxman**, MGM composer-arranger, draws a new binder that holds him another year. . . . **Artie Shaw** using two originals for his *Dancing Coed* pic, *Stealin' Apples* and *Rocket Rhythm*. . . . **Victor Young** goes to Miami late this month to write the background music and conduct the ock for the scoring of **Max Fleischer's** cartoon classic, *Quilter's Trystle*. . . . *Birth of a Smother*, which **Young** wrote with **Paul Webster**, is about spotted in the forthcoming *Everything's on Ice* for an ice ballet sequence.

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

## Classics in Beer Garden But Cleave Music Lovers Snub Suds

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

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

To make sure that the first night would strike the proper note, the orchestra, composed chiefly of Cleveland Symphony members, leaned heavily on **Berlioz**, **Mascagni** and **Johann Strauss**. But the audience, an almost entirely different group from those usually seen at Cleveland musical events, listened as carefully as a more sophisticated audience would to *Tristan and Isolde* or **Brahm's Fifth**, leaving their beer untouched during the numbers and frowning at those who dared profane the event by conversation. The management, almost pleased by the result, is in great fear lest those who do know music, and like to listen to it on a summer evening with a glass of beer or a spritzer in hand, will be driven back to their usual summer haunts by the showers. It has long been the custom among Cleveland Musicians to spend the summer listening to **Gypsy** and **Magyar** bands in the smaller Grinnings-like winshops of the Budapest, Esseg and Lublana districts of the town, where they can hear more ambitious compositions well played, and sing to the music if they like.

Second worry is a peculiar one. The cheapest seats aren't selling, and there is fear that the house was sealed too low to draw properly. Add this to the fact that the foreign guests, always counted

on to buy out the cheapest section at any musical event, aren't buying, either because the music isn't by composers interesting enough, or because of the phony hush-hush "music lovers."

Cheapest seats, more than 4,000 of them, are 25 cents; then 1,000 seats at 50 cents, and 1,200 seats at 300 tables, evenly divided in the 50, 75 and 81 brackets. But those 4,000 aren't selling, tho the rest are.

## Det. Dansant Buys Names of Tomorrow

**DETROIT**, July 29.—A deliberate policy of booking promising unknown bands is being adopted by the management of **Jefferson Beach Ballroom** here. Spot has experimented with several different types of bands and now has an order out to bookers to send along bands without a present "name" who look like future names.

Typical of the bands being booked under this policy are **Jack McLean**, late of the College Inn, San Diego; **Gene Beecher**; **Charley Cartwright** and his *Great Collegians*; and **Bill Carlson**, who recently played the State-Lake Theater, Chicago.

## Dancers Beat the Clock

**KANSAS CITY**, Mo., July 29.—In order to hype attendance at the opening hours, **Manager Bennett Sidman** is promoting a "Beat the Clock" campaign for dancers at **John Tunison's Fairland Park Ballroom**. Those on hand before the ock mounts the stand at 9 p.m., get thru the gate at the reduced two-bit admish. Stunt is going over and dancers are now plenty prominent on the floor when the band strikes up, minimizing the barren atmosphere of a ballroom when it lights up for the night.

**AS STAPLEAS AND HIS ORCHESTRA**

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

One Niter Promotional—  
Wesleyville, Miss.  
Wesleyville, Miss.  
Wesleyville, Miss.  
Wesleyville, Miss.

Evanesce of Mid Western Colleges Songs & Favorites

Missy Mill WGN & Mutual 1939-39 Winter Season

Ohio's Leading Markets Summer 1939

VOCALION RECORDS

**Celebrating our 4th Anniversary**

**FREDERICK BROS. MUSIC CORPORATION**

MANAGEMENT

**DICK COFFREN** **HAROLD KING**  
**HARRY HEFFELFINGER** **OZZIE OZBORN**  
**JOHN LEUTHARD** **BENNY GARRELS**

**NEW YORK · CHICAGO · CLEVELAND**





## Managers Decide on Own Ticket Agency; AEA Awaits Report

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

NEW YORK, July 29.—The ticket sellers received renewed vigor this week authorized James F. Reilly, its executive secretary, a project, tacitly admitting inadequacy of the Equity Association admitted that the League the producers could technically proceed with such an enterprise without awaiting formal approval of the union, provided that fulfillment of promised subsidy from League membership is equivalent to the agency's being created. Actor union speculated too on possibility of managers setting up own agency and means of self-government, to avoid dependence upon Equity's basic agreement and surveillance accompanying Equity's being party to the code. Smooth sailing is expected if the new agency is approved strictly as a means of providing more efficient marketing of tickets.

The new agency has been expected to pre-War World War II. It has been alternately dormant and considering since the Joint-Advertising-Meeting of the Association version (1933) went by the boards. It returned shortly after the present project, which has been the subject of squawks from brokers and producers harassed by the code enforcement principle. The bill, introduced in the House on October 29, 1938, as a solution for the complaints. Then, however, it failed to attract sufficient support from brokers into consideration. It was projected primarily as a check on the producer office sales, where no premium existed. The bill would have required the producer to operate agency would eliminate brokers entirely.

A move naturally would bring opposition from the brokers, whose attorney, Gustave A. Gerber, has already indicated his attitude on the subject. He assumes more tangible aspect. Reilly late yesterday said details of the arrangement have been worked out. Generally, however, the project would establish a 25-cent mark-up or service fee on customer tickets, and a 10-cent premium extracted by the brokers under the code. It would not supersede the present system of "retailer" tickets. Proposed that theater operators share in the cost of running the agency.

That arrangement has been argued, would place the Shuberts in a monopolistic position and enable them to run the whole show. Reilly argued against that opinion, holding that in recent years custom placed control of ticket distribution in hands of producers, and that, along with theater operators, and that any plan decided upon would have to protect that property right. However, it may still money coming to the Shuberts from the deal negotiated with Lehman in 1928, as substantial dominion still threatens, according to predominant opinion.

Decision to report to the central agency, subject to its own approval, made by a League committee appointed in January to study the present code operations and means of self-government. The committee consists of Marcus Heiman, Brock Pemberton and Herman Shubert.

Paul Dullneil, executive secretary of Equity, said the union would not comment on its own report. He said it is entitled the report on the code prepared by Alfred Harding, Broadway Union secretary, and the report prepared by Philip Loeb, who said date of his report to Council was indefinite. Equity members are expected to be very carefully before negotiating with the League for next year's contract. Equity is expected to be in conference of League and brokers on letters' request to modify the tax, pending disposition of the code. The League is expected to depend almost entirely on this report for its future guidance, feeling that it has now done its "single week" and should abide by its disclosures. Union plans to ask the League to share the expense on

agency idea of distribution of theater tickets when the League of New York Theaters secretary, to shop for headquarters for such a ticket code promulgated last December under the present agreement with the League. The producers could technically proceed with such an enterprise without but Equity pool-poohed the prevailing opinion.

an equal base. Equity caution on the code goes back at least seven months, when for first time union publicity expressed dissatisfaction with manner in which League was enforcing the law. Union then threatened to withdraw if the producers didn't enforce the code. In April of this year Equity declared it would insist upon representation on and enforcing the code if agreement were renewed next year.

Legal opinion holds that the central agency will be backed up by the courts on two counts. If producers are able to prove that the new method of distribution was instituted to effect greater efficiency and not to run the brokers out of business, the new agency will be upheld exclusive contracts with the Union News and similar agencies. Similarly the producer would be within their rights to contract for distribution of their tickets with a central agency which does not necessarily have to service the brokers.

## Paris Goes for Shakespeare Play

PARIS, July 29.—The Parisian press has been unanimous in praising Grand Will, the drama adapted from the Comtesse de Chambrun's novel. Even so severe a critic as Andre Belloison declares that although some 80 persons, including Ben Jonson, Marlowe and King James, appear in turn, the play is at the moment when the play is not "amusing, amusing, varied, moving." All leading newspapers devote long articles to the performance.

Play is founded on the most recent discoveries of erudition but brings in at the same time all the spirit and atmosphere of the Elizabethan epoch. Shakespeare's own wit enlivens the dialogue, his poetry becomes audible and the spectators are made conscious of his living presence.

## Statistics of Theater Ticket Code Operation

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

Month	Sales
September 3 weeks beginning September 12	14,800
October 4 weeks	96,491
November 4 weeks	117,841
December 5 weeks	136,636
January 4 weeks	130,263
February 4 weeks	121,811
March 4 weeks	89,452
April 5 weeks	113,936
	804,445

Average sold by brokers per month..... 100,555  
Average per week..... 24,377

Biggest four-week month..... January..... 136,636  
Biggest single week (week ending Dec. 24)..... 117,841

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

ence. Thus the love duo with Nan Davenport at the end of the second act recalls the poetic nocturne between Jessica and Shylock in the balcony scene. The prologues stage the farewell representation of The Tempest and don't Prospero's monologue. The scene is set in the wings words the accent of sublime alacrity.

part of Will is sustained by the young tragedian, Louis Eymond, with warmth and emotion. In Madeleine Sillva certain dropped words and scenes comedies are easily recognized. Suzanne Roulet makes a beautiful and touching Anthea.

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

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

LOS ANGELES, July 29.—All members of the Grand Will project will be reinstated and kept on payrolls until October 1, it was announced here this week by the central agency. The project is C. O. Only ones who will not be taken back will be those who fall into the 18-month classification. Those taken back will be paid for time they were out and will not be required to work.

Colonel P. C. Harrington from Washington and Sixty-day extension was ordered. It was not known how many of the 2000 workers dropped were reinstated. New order calls for workers who have been on rolls for 18 months to be dropped. Workers in this group have to take 30-day layoff before applying for posts again.

Will PTP is still in turmoil here, it was announced that new co-operative venture with former project workers has been planned. It was reported that tentative title of proposed opus would be The Show Goes On, Hollywood Playhouse which opened in Los Angeles on Two a Day and Run, Little Chiffon, was said to have been cut in on the deal on a percentage basis.

New show, Mikado in Swing, will open Sunday (30) at the El Capitan in Hollywood and will be produced by Matthew Allen. Mikado was rehearsed under PTP banner, but went out on its own after project closed down. Present plan calls for 10 shows a week with three matinees and 15:00 top. Show carries 35-piece orchestra and cast of nearly 100. If his warrants show may go on the road, with several Coast spots reportedly lined up.

## Civil Service House Mgr.

MADISON, Wis., July 29.—Bureau of personnel here has announced a civil service examination for a theater manager at \$220 per month to take charge of the new University Memorial Theatre. Qualifications include five years of experience in professional stage and theater work and financial management, building, shifting, sound films and light control. The bureau reports that ten producers and operators and a large scale productions will be presented at the theater.

## Broker Sales Hit Just 14 Per Cent

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

NEW YORK, July 29.—Accredited ticket brokers, who together with non-accredited to the code, market about 14 per cent of the theater ticket, sold approximately 804,445 tickets in the 33-week period of the code's operation from September 12, 1938, to April 30, 1939. Estimated that all brokers together hit the million mark, which accounts for one-seventh of the total sales.

Were the 31-cent tax assessed by the code paid up, the fund would be bringing over with about \$28,000. Sixty per cent of the taxes have been paid, reports James F. Reilly, executive secretary of the League of New York Theaters. He compiled these statistics for The Billboard.

Analysis of the accompanying chart must take into consideration the fact that the code, the going into effect September 12, did not really get under way until October. Also, breakdowns were difficult to establish as of monthly dates. The code's report is subject to misapprehension of a previous month.

## Equity Exec Group Rotates; Greaza in As Exec Assistant

NEW YORK, July 29.—In keeping with the recommendations of the Efficiency and Economy Committee report of last month, the Equity Association has instituted the first switch in its executive committee make-up as part of a general rotation policy. Robert Greaza replaced Walter N. Greaza, council member, as an executive assistant to replace Robert F. How has Robert Smith and committee with Harry Lane and James O'Neil. Greaza's post is starboard, and is experimental for six months.

Rotation of the executive committee among the council members is better understood by the number of members governing the union a better grounding in the union's affairs. For the first change three appointments were made, the only two expired. In place of Haines and Philip Loeb, the committee now has Robert Smith and Hiram Sherman. Beverly Bayne was added when the committee was increased to six to maintain a constant set as the first half of changes. Shifts will take place hereafter the council, and mathematically a complete rotation will be accomplished in two years, thereby skipping some, because the longest terms of office are five years. The rotation will be completed by re-elected at least once and thus they will get their turn on the executive committee.

## Gotham Players Start

AVON, N. Y., July 29.—Gotham Players, a new company, has replaced LeRoy and Robert Koster, who announced opening of a new outdoor July 28 with production of Petrarch's Petrarch. The company's first week-end show policy will prevail. Company includes Wanda Rogers, Marion Hildebrand, James H. Williams, Kenneth James MacNeil, Richard Warren, Christoper King and Franklin Evans.

## Fears' Minnie Operettas

HOLLYWOOD, July 29.—New plan for road show has been announced by John Hildebrand, who said that Peggy Pars plans to take some of Jerome Kern's operettas and go on a road show. Two operettas to be in abbreviated form will be given. Bookings have been made in Los Angeles, San Francisco, and then Los Angeles. Planned to take the campaign on tour to New York if everything goes well here.







## Boon Air Country Club, Wheeling, Ill.

The charming dance routines of Dean and Florida and expert mimicry of Dean Murphy top the new show in this elaborate summer spot. Individually the others in the show (Benny Fields, George Tappes and Dolly Arden) contribute noteworthy performances to some degree.

The girls again are flashily costumed but are presented in parading numbers only. A stage of this size can well afford more active ensemble numbers and decidedly more dancing on the chorus.

Mario and Florida work with plenty of grace, and the way they sell their smartly tailored numbers skyrocketed them in the top class. Emphatic little but beautiful music (a feature which sets them more attention). Do a waltz, tango, musical comedy design and a version of *Beer Barrel Polka*. Go over big.

Dean Murphy is another rising personality, due mostly to an individual style of presenting an act and his clean-cut manner of doing impersonations. His youth, appearance and sharp voice is in his favor.

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

George Tappes holds his own with sly tap-dancing numbers, and Dolly Arden, a thoroughly pleasing and attractive control acrobat, makes a fancy showing in this set-up.

Band stand has a new tenant in Eric Rodriguez's Orchestra. Eric tops his attraction with a pleasing personality and able direction. Band, however, lacks enough commercial tricks to rate more than average mention here.

The Skyline, novel girl trio, fulfill the vocal assignment with high instrument-aping voices. Don Orlando's act is in for intermission work.

Sam Honigberg.

# Night Club Reviews

## St. Regis Hotel, Viennese Roof, New York

Vincent Astor's reversion for the upper crust closed its tridium Room July 22 to concentrate on its Viennese Roof for the rest of the summer. And the Roof offers an elegant floor-show revue that should please the most discerning of the Longfellow set.

The show, a second edition of LeBoy Prinz's revue called *The St. Regis Bugles*, is a gay, dashing, charming affair staged in two halves, one at 9:45 and the other at 11:30. Dancers Mary Parker and Billy Daniels, a young and handsome couple, are featured, and they ingratiate themselves easily with their dancing ability and their personalities. Daniels is an excellent dancer, having also staged the choreography for the show, and combines tap and ballet for excellent, acrobatic, airy effects. Miss Parker, a luscious blond, is sprightly and graceful.

Parker and Daniels handle the boy-meets-girl theme that runs thru both halves of the show. The romantic idea, capped by the warm kiss spin in the last number, ties the show together nicely. It sets the motif for the music, costuming and choreography. The six Paramount Starlets (Harriet Haddon, Nora Gale, Marie De Forest, Bernice Stewart, Barbara McLean and Lucille La Mar) prance around gayly in charming James Mitchell Linsen gowns. They are young, shapely and fresh. Harold Richards sings romantic ditties in the background and rising elevator from the floor below brings the cast into view and also provides a miniature stage setting. All in all, the show is in perfect keeping with the refined atmosphere of the room and hotel.

Joe Rine's Band (11 men) is a balanced crew that can produce a five-man violin section for the sweet passages and that can get jazzy when the crowd turns gay. Jules Lande's Band (8 men) provides excellent rabbit music. Barbara Semple is the hotel publicity director.

Paul Denis.

## Royal Palm, Miami, Fla.

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

The Palm, perhaps the only grade A, year-around ritzy here, while never having trouble filling its immense capacity during seasonal months, has always taken on the appearance, in the off-season, of a deserted barn.

The big room is now closed, except Saturday nights, and the Bamboo Terrace has been created. This, coupled with the bar, seats about 250 and offers a charmingly intimate atmosphere for the performances of the Three Diamond Brothers, Jean Bolton, the Southern Sweethearts, Lovey Warren's Dancers, Jack Eby's Orchestra and a busboy—the last named a one-minute stooge during one of the Diamond Brothers' madcap routines.

The Diamonds are knockabout, versatile and vulgar—a combination which pleased the audience, help, owner and reviewer. Seemingly crashing in mid-air, next pretending to be purple, then a smutty song, then an excellent acrobatic dance, the boys moved at a lightning clip. The Lovey Warren Dancers, usually in the main spot, are now subordinated yet still pleasing. Their Honolulu and Park Avenue routines are termed well and are mildly spectacular. The Southern Sweethearts dance and Jean Bolton sings. Top-notch music for the show and dancing is handled by Jack Eby's Orchestra—six men week nights but 10 Saturdays. Alberto's rillet-rumba band does a fine job.

Lee Simmonds.

## The English Village, Fair Park, Dallas

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

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

pacily crowd of 1,000. The new tarp temple is situated on the exposition grounds at Fair Park and has an attractive dance floor built into the former swimming pool of the Old English Village of Texas centennial fame.

Keller's band is of a definite commercial style, featuring tenor saxes, steel guitar, accordion, a palpitating shuffle rhythm and an unusual phrasing and shading of dynamics. The maestro is also a past master at improvising and often leads his band into tunes without set music. Keller fronts his band with grace and real showmanship and, in this reviewer's opinion, is one of the finest violinists in front of any band in the country. The band has its own glee club which does sock notes, vocals are capably handled by Miss Dee Lohman and Earl English.

Keller's program is versatile, including tango, rumbas, Viennese waltzes and even classic. One of the band's novelties which received two repeat requests is a parody on *Ding Dong Daddy*. Another big request number is one of Keller's original compositions, *The Turkish Street Song*.

The English Village is enjoying good business with moderate prices. Admission 40 cents week days and 33 cents Saturdays and holidays.

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

## Village Club, New York

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

A Bernard Bernardi revue and the Freddy Masters four-piece band provides entertainment and dance music, with organist- pianist Jack Reynolds accompanying his own saucy songs between shows. The Bernardi show did not go on the night caught, an impromptu show going on instead.

Talent going on included Blenda Hanson, exotic-type brunet singing throxy-style songs; Bolson and Blus, mixed dance team that is not of professional timber; Dorothy Parker; lovely hula and rumba dancer, Eleanor McCann, charming emcee, singer and dancer, and Della

Varieties  
 July 20, 1939  
**INT'L CASINO, N. Y.**  
 The Billboard  
 July 22, 1939  
 Berle a Hit as Feature  
 of New Int'l. Cas. Show  
 NOW IN 10TH SMASH WEEK  
 INTERNATIONAL CASINO  
 Management: WILLIAM MORRIS AGENCY, Inc.  
 1,358 Customers



## SUGAR'S DOMINO

(Continued from page 4)  
close to 17 years; in fact, he's been doing it for so long that his life seems to be a blur. It was in London, England, that the new boy, Jessel had as much to do with Sugar getting the job as he did.

It happened like this: The opening act of the village of Alton, N. Y., and Burns and Allen were heavily billed all over the outside as special guests. The holders in New York City had no inkling of the honored guests made an appearance on Broadway early in the evening and the big hall honored guests who don't want to wear out their welcome, left almost immediately after Cantor did a song and Burns took a bow on the platform. But because the confusion of an opening day spread to the outside the "bookers" at the various entrances kept on touting Cantor and Burns and Allen. They touted well because by the time the late evening show was about to go on there were about 16,000 people in the open space. The show went on and a clamor began for the guests. There was nobody available to make any kind of an answer. The crowd started hissing and calling. They refused to pay any attention to the usual "barker" talk. The men and women were in the verge of becoming as uncontrollable a mob.

Spears was dining on the terrace of the Knickerbocker Hotel and was getting longings to land a job at Old New York and no actor was ever arrested for day-dreaming. He was just looking on the go. He sat powerless as did many others who understood what was wrong. He saw Cantor and Burns and Allen hammer jump up on the platform and try to quiet the mob. He didn't wait until the third act. He was already back on his feet against it. He fairly leaped down the steps of the Knickerbocker and saw a number for a moment and it began again. The crowd was a howling mob. He talked, sang, danced and gagged. He gave a performance that lasted about 40 minutes. He went on the stage for a long time. He wound up with the 10 in the palm of his hand. It disappeared in the palm of his other hand. He was truly melodramatic. He saved the day for Old New York. The crowd roared. He was back on the stage. He told it anyway. The big bosses of the village grabbed him, asking him if he would return. He said yes and came on the spot. Spears has been working there every day since and he seems to be a regular actor and singer. And he had nothing to do with it.

◆  
Some issues back we carried a piece about rackets flourishing in connection with the show business in New York City. It was good to learn recently that the New York, one of the American Federation of Musicians (A.F. M.), took steps to curb the hotel managers who forced bands to play in order to sign their lives away. But it was not as pleasurable to discover the reasons for the present. The A. F. M. has alluded to in the racket article is still going on all right. He is a press man for the A. F. M. and he has all the usual talent consistently: enough to make it an important spot. This bird, who has forced bands to play in order to force acts and bands in his suave but forceful way to enlist his services as a promoter agent when they play the 100—80—even when they are working on the proposition of trying to get into the racket and bookers all over the country (among themselves) as freely as possible. He has a number of other notable reasons they fear to make their acquaintances to persons who can help them. These reasons are:

1. He is a press man on the spot and they have the mistaken idea that the manager of the hotel who forced bands to play in order to sign their lives away is a member on a profit-sharing basis but out of friendship for the steamroller racketeer.

2. He is a press man on the spot and he has a pleasant condition because the squawkers refuse to back up what they say by any means. They are not only signing for their backs but for the benefit as well as for the manager of the hotel who forced acts and bands that are yet to be caught. He is a press man on the spot and he has a pleasant condition because the manager of the hotel who forced acts and bands together and present their cases to the "barker" union or to the manager of the hotel who forced acts and bands together will be exposed one of these days in some way but the sooner the better.

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

**NEW YORK, July 29.**—New vaude season will be booked. It got better than the one just ending, according to bookers and theater owners. Band attractions are being booked more than ever in popularity in vaude as ever before, but standard acts not traveling with name into Columbia, Akron, Richmond, Atlanta and Norfolk on and off.

Warner—Strand, New York; Fox, Philadelphia, and Earle, Washington (full weeks), with several one, two and three-day stanzas scheduled to resume in September.

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

**Houses Resuming Vaude**  
Houses that will probably resume vaude the fall: Orpheum and Paramount theaters, Minneapolis; Fay's, Philadelphia, September 7; Fay's, Providence, August 31; Fox, Detroit, September 1; Lyric, Indianapolis; Roxy and the Capitol, Atlanta, September 2; Paramount Newark, Paramount, Fort Ward, Palace, Akron; Tower, Kansas City; Roxy, Salt Lake City.

The D. Kemp Agency expects to book again many houses through Chicago, the Carolans, Virginia, and West Virginia, and the New York State Sparks Circuit, of Florida, may use the same arrangement. The Butterfield Circuit of Michigan, will probably again try vaude in four or five of its key-cities through the Guy Sun Agency of Springfield, O. expects to sell small units and acts to a raft of small houses in Michigan, Ohio, and Boston bookers again hope to book at least a dozen weeks combined through New York, Newark, and Buffalo.

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

**DETROIT, July 29.**—Resumption of vaude within the next few weeks at the Michigan Theater is probable. Such a change will depend on the terms of the resignation of George W. Trendle as president.

It is now without vaude and it has been expected that the Fox would return to stage show September 1. However, if the Michigan comes in first, the policy it is likely that the Fox will stick to straight picture, inasmuch as Detroit has had only one success vaude house for over a year past.

**WILKES-BARRE, Pa., July 29.**—Thirty vaude will return next month after more than a year's absence. Trial shows of Major Bowes and World's Fair units were staged in June by Scrantom and his officials were satisfied with response. Shows will be resumed next month and Fox's unit is expected to appear. Fox has designated for shows. Comford chain has four possible houses. Bowes' unit ran in New York last year's vaude shows were staged in Irving.

**HOLLYWOOD, July 29.**—New bookings are being tried out by Fox-West Coast's Arlington Theater in Santa Barbara. Theater, which has been closed for a long time, has spotted Stroud, the Great Lakes and Co., the Gilling and Kersting-Slat and Co., Johnny Singer, New York agent, and a new joined vaude staff. Fox reported that the Fox vaude unit into Minnesota Theater, Minneapolis.

**WASHINGTON, July 29.**—A modest revival of vaude is promised by experiments being made at the Sidney Lake Hotel, a suburban house, which is trying single acts for two and three-night stanzas.

Denver, Colo., who operates 11 theaters in Washington and near-by Maryland and Virginia, has found the addition of live vaude to the picture, which was previously as 33 per cent. So far the Milo, Rockville, and the Green, Md., are reported to be registered the best picture policy is to use single act the middle

of the week, allowing a 30-minute run-in time. Books so far have been thru the William Morris Agency, but it is understood this is not an exclusive arrangement. Shows are to be low priced because of the limited capacity of houses. Lusk tested a 9-cent hike in admission prices for one stage attraction and still found the public responsive. This would indicate possibilities of a slightly higher rate.

Lusk management estimates it could offer 14 days' work to good acts. So far the Blue Mountains, Luceford's Texas City, the Del Mar Brothers, the Cabin City, the Tennessee Barn Dance and the Sun Kid Vaude (all girls) have individually played the Lusk theaters. Vaudeville so far has been on a strike entertainment, but this is not an inability to vary the diet and because casual entertainment was a rigid requirement.

**PHILADELPHIA, July 29.**—The Caravan will retain a wide balance of the season. The musicians' union refused the theater permission to embark on a tour of the city and the balance of the season. Theater has a contract with the union stipulating that the ark be canceled during the summer.

**AKRON, O., July 29.**—Henry Bonebrake, manager of the Orpheum, has had Eddie Anderson for a personal appearance. No date set.

## Vaudeville Notes

**DAVE APOLLON** is reading a new vaude unit to be known as the Jubilee Revue. . . **JACK DURANT** goes into the East City and after his 10 weeks are up at the Palladium, will go to L. K. JOHNSON is now running the old Vaudeville Bookery. . . **JOHN GALLAGHER** moves on with Buddy Valgren to the Orpheum, Minneapolis, Friday (4). . . **TED LEWIS** opened a two-week run at the Orpheum, Los Angeles, at \$7,500 a week, followed by a week at the Orpheum, Los Angeles, at \$7,500 a week. . . **Bill Miller**, Pickingman, New York.

## Saratoga Season Opens With Ban Still on Games

**SARATOGA SPRING, N. Y., July 29.**—While gambling has been lifted for the first week of the racing season, which begins here on Monday, it is still on high hopes that the city will relax the regulations after the first week is over.

The city officials have been battling for months to make the law less strict, but apparently have failed. The city has been in a long and expensive show budgets are out.

**Ted Straker**'s Oct. moves into Piping Rock. . . **Bill Miller**, Pickingman, New York. . . **Adelaide Moffatt**, Nelson's Novelties and Vincent Briffette's Band, Status of the other clubs is still unsettled.

**DETROIT, July 29.**—To Jo Farms, \$10,000 in Clay Shocks, has been demolished by fire early Tuesday morning. It was operated by Paul La Patta and James McCort.

## Crossing the Hard Way

**NEW YORK, July 29.**—Word around town is that the new vaude unit in New York, that Jack Durant is going to attempt to swim the East.

Durant went to England several months ago and has been playing the Durant Circuit. Durant has a good show, says it's not a gag and that it is a former swimming champion. Durant says he will be a good swimmer, but he is a hard way. He attempts the muscular navigation August 9.

Durant's first engagement in New York was at Billy Rose's Casa Manana. If he really does swim the Channel, he will be a big catch for Rose's Aqueduct.

## Loew's State, New York

(Reviewed Thursday Evening, July 27)

Altho individual acts are okeh, the bill this week is certainly not entertaining enough to offset the boring film, transition to Happiness (Paramount).

The show gets off to a neat opening with the Lathrop Brothers and Virginia Lee, a stately blonde. Their simultaneous tapping is a pleasure and the boys' team work, along with the girl's nimble solo, make this turn fun among tap-dancing acts. Their tapping is clean and elegant. William and Joe Manning are still doing their comedy balancing and trampoline routine, altho a bit changed. Drew some laughs and went off to a fair hand, but act still has that impromptu quality, but it moves too slowly for modern audiences.

Owen McConvey is still doing his Bill Sykes playlet in which he plays all five characters, only this time quick changes are done with lucids on so that the audience may justly marvel. McConvey moves too fast to actually create any sense of character, and the dialog is meaningless, leaving the act to stand or fall on the impressiveness of quick changes in full view. A snappy trailer preceded the act, which drew a solid hand.

Sue Ryan, just back from two years in England, is easily the hit of the bill. A small, dynamic comedienne, she drew hearty laughs with her satires on a night club singer, a chanteuse, a torcher and an opera singer, closing with an odd and modern version of "The Merry Widow Band." Her pliant body, bent into comic postures, and her shrewd stunts combined to put her over solid.

Fats Waller, the fat man at the piano, and his 14 men provide a pleasing musical session. Waller, with his tricky distinctive rhythmic style at the piano and his stinging and mugging, sold himself easily. Myra Johnson helped by singing "What Goes Up and Goes Down" in easy-going style that sold the lyrics well. The band is a good, solid crew that swings it easily, pouring out top-tapping rhythm.

## Vaudeville Reviews

After the hot opener it did *Two Sleepy People*, *Ding Dong Daddy*, *Hallelujah* and *Joined Wives*, electric organ rendition of Gershwin's *Summertime*, his style being choppy but effectively rhythmic. The cards outside bill *The Wager* as an act, but the act ran the first show only and was yanked out. In it the Mandels beat McConvey they could duplicate his quick change act and then do so. They worked the stunt the last time they played the State together.

Leith Stevens heads next week's show. Paul Denis.

## Hippodrome, Baltimore

(Reviewed Friday Evening July 28)

A large and responsive audience greeted this week's 80-minute stage show and picture, *Bachelor Mother* (RKO). Good curtain raiser for the variety fare was supplied by Helen Reynolds' World Champion Roller Skaters. Groups of eight spritely females in pairs and groups present a series of high-speed whirling and a combination of dangerous lifts. Herman Hyde and Thelma Lee follow with some clever comedy. Miss Lee, tall blonde, is a good foil for Hyde, while both have their costumes saturated with trick gadgets and play a number of trick musical instruments. Act leans a bit to the busy side, but it's good for plenty of laughs. Two men and a girl, billed as the Del Rio, furnish the novelty turn. Young girl on axle, acro trio performs an unusual routine of difficult feats.

Featured spot is capably handled by Ben Wain, ex-Larry Clifton vocalist. A petite brunet, Miss Wain has all it takes with a smooth easy-flowing style which ranks her among the best. *Deep Purple*, *Our Love* and *My Reverie* were included in her selections, sung in a manner that makes her make each popular. Miss Wain

begged off after an encore of "Taint What You Do."

St. Clair and Brothers, three song and dance men, after a poor beginning, improve and close strong to bring the show to a neat ending. They play a number of the most part, while dusting off numerous old gags, the boys are still singing well, but incidentally have lost their flash delivery. Felice Lulu heads the pit band.

Phil Lehman.

## State-Lake, Chicago

(Reviewed Friday Afternoon, July 28)

A loosely booked seven-act bill, giving way to choppy presentation. Major fault is appearance of too many songs, which incidentally have little merit, make the affair too night-clubbish and unsuitable for a theater audience.

At first show opening day the emcee assignment was handled by both Elaine Boyd, a tall bovine-voiced blonde, and Dick Ware, singing and dancing juvenile. Miss Boyd would acquit herself more nobly in after-dark spots where such intimacy of voice is more greatly desired. Ware handles the show matter of factly, with a few good songs. Dick Ware, Kenny and Burke open strong with bar act. The boys work on a portable table, and the girls do some dancing and away-from-the-beaten-path tricks. One works in a comedy suit and injects a Al and Margie Gavin, in a session of legomania, revive some old knock-about stuff and amuse best with take-off of an apaché dance. There is some business with the band leader that is funny. Act generally is entertaining and Sully, of Novette Brothers and Sully, does a single in this spot, executing a couple of dance steps and working with her dog at the same time. It is good sight stuff but needs the bolstering of a routine. Dick Ware and the Novettes usually furnish. This time they close the bill and net their customary favorable results. Dick Ware, the clowning and bird whistling playlet still remain fresh and different.

Elaine Boyd, in her own spot, sings special arrangements of *Thanks for the Memory* and *Your Broadway and Mine*. This is a song and novelty act, and her voice which is appealing, but it is strictly night club fare. Finishes more impressively with a frolic and back-bitch kick routine.

Dick Ware opens with a couple of character numbers that are mildly amusing. Redeems himself at the end with a strong tap turn.

Ernie Stanton and Julia Curtis are a pleasant surprise with their ventriloquism. Stanton comes on first to do his familiar jaw-harp impression, but the act really doesn't get going until he is joined by Miss Curtis, who is his partner. They sell their wares well, too.

Elaine Arden is another surprise with her *On the Beach* and an attack on her personality, a feature that enables her to get away with a number of somewhat off-cool songs and gags that do no harm the act. Opens with a talk session. Ware, serving as straight, and Curtis, as comic, close with a short song set to music of snatches from current hits.

Stage layout was quite spectacular. An screen, Paramount's *Gracie Allen Murder Case*, a weakie. Sam Montyberg.

## Music Hall, New York

(Reviewed Thursday Evening, July 27)

The much heralded build-up of Ann Sheridan as Hollywood's latest palpitation, finally reached the dignified portals of the Music Hall. In the picture, *Water Carnival*, Effort is as silly a piece of balderdash as I have ever seen, and if Ann Sheridan has all the oomph her press agents claim she has, then she must be hiding it. Picture is really 30-minute intermission between stage shows.

Stage layout was quite spectacular, arty and restful. Outstanding were the settings by Nat Karson and the costumes by Willy Van Der Broek. By Russell Markert was a difficult one but very well executed. Theme, however, was a little overboard with comic opera, crowd and vaude rolled up into one and leaving the patron slightly bewildered.

However, Henrietta Gottmann as solo pianist in Bachmannoff *Concerto* in C Minor was a prize in aristocracy on the keyboard. She, too, was well conceived and scored well here, perhaps one of the few

vaudevillians in the nation where she could play a date.

Show proper is built around an astrological theme. Florence Hoag's *Copie de Ballet* did beautiful work in a number called *Yves*, with June Forrest doing a bang-up job with the vocal interpretation.

The Glee Club went to work on something called *Mars*, rising as a challenge to war and a prayer for peace—program notes (you figure it out) and a dancing act, with the vocal interpretation titled *Mercury*, and Jan Perce was in fine voice as *Mercury*.

As Satellite, Paul Gerrits, who does a good act no matter what other name they call it, proved his versatility in judging, aerobics and roller skating, plus a winning base manner. *Byod out* from the large stage. St. Clair and Day are another act augmenting the regular Music Hall staff. They are a dance team once well known around here, who have been abroad for four years. Routines are pleasant and technically of high caliber, but limited, has to be deducted, therefore, it can be assumed.

Sol Zarr.

## Fox, Philadelphia

(Reviewed Friday Afternoon, July 28)

Fox this week hikes itself out of the standard groove, going in for a show designed to catch those who shy away from vaude houses in favor of cleaner forms of entertainment. Current session features the Philadelphia Ballet Co., headed by socially prominent Catharine Littlefield, in a satirical dance recital tabbed *Cafe Society*, with music by Perle Grotto.

E. P. O. sign was hung out at the first show, but-o value of the troupe having been upped by rave reviews given it during a recital two weeks ago at the al fresco Biron Hood Dell. The company, as well as the number offered, now has a rep locally, papers having been given of space to triumph in Hollywood Blvd. and an engagement at an opera house in Chi. Outside of Philly the engagement of this troupe in a vaude house would constitute risky biz, since the group contains no names other than the Littlefield, who would pull on the marquee, along with the fact that most aesthetes underrating in vaude spots give cashiers much time to read while waiting for customers.

Cafe *Society*, preceded by a set of program notes flashed on the screen, describes an evening in a swank spot, Debs and escorts, as well as visiting

Princess and Baby

WYONE WYONE

"PSYCHIC WONDERS"

"NEW BOY OPERA" (with) DOC M. IRVING SENSATION! 433 Roosevelt Blvd., Phila., Pa.

New Fourth Time at

RADIO CITY MUSIC HALL

New York

Just Completed Six Months at

EARL CARROLL'S,

Hollywood, Cal.

Pau Gerrits

Still Guided by—MARK LEDDY.

48 West 48th Street, New York

## MARBLIN and MARTINEZ

Featured with George Hamid's

"FANTASIES OF 1939"

## DAVE SOLT and GEORGE A. HAMID

RECOGNIZED AS THE WORLD'S HIGHEST SHOULDER PERCH ACT

Now Appearing at the ROXY THEATRE, New York. Thanks to DAVE SOLT, of GEORGE A. HAMID, INC.

SENSATIONAL COMEDY PORTABLE BAR DUO

WILLIAM and BURKE

3 WEEKS — SAN FRANCISCO WORLD'S FAIR  
2 WEEKS — PALMER HOUSE CHICAGO  
NOW — STATE-LAKE THEATER, CHICAGO

Direction: GUY PERKINS

"The Versatile Playboy"

THIS WEEK — STATE-LAKE THEATER, CHICAGO

Direction: DANNY GRAHAM, Woods Theater Bldg., Chicago

















FLUSHING,  
L. I.

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

NEW YORK, July 29.—As daily patronage at the World's Fair continued to slide downward, fair officials, exhibitors and concessioners joined in a not too cordial series of meetings to find the answer to the decline in the fair's popularity. All sorts of suggestions were offered, from the old car give-away stunt to a straight gate slash, from 75 to 50 cents.

Foreign and commercial exhibitors joined the fight for reductions this week following the concessioners who have been asking the fair management for several weeks to take steps toward making the expo less expensive to visit. Little of a revolutionary nature was accomplished thru the confab, although 50-cent face prices were up for discussion again on Monday at the board of directors' meeting. Free name-plates in the main entertainment area, financed by the fair, are scheduled to begin next Saturday. A detachable daily program, which has held little hope for adoption of a 60-cent gate next week.

A dollar-a-day main weekend brought the largest crowds to the amusement area since the Fourth of July holiday

# WORLD'S FAIR

APRIL 30  
TO OCT. 31

### Gross Attendance

Previously reported.....	14,448,989
Saturday, July 29.....	291,500
Sunday, July 23.....	256,314
Monday, July 24.....	130,902
Tuesday, July 25.....	138,869
Wednesday, July 26.....	179,098
Thursday, July 27.....	101,229
Friday, July 28.....	124,608
Total.....	15,658,988
Includes passes averaging 35,000 daily.	

and attractions on the combo ticket were jammed thru city streets until late at night. Attractions not on the combo showed good patronage during the two days and operators readily admitted that the combo changed an otherwise very quiet two days into a profitable week-end attraction on the ticket, on the other hand, reported comparatively small profit because of the very limited revenue realized from the cut-rate duet. (Explained in detail elsewhere this issue.)

The sharp drop in attendance beginning Monday and lasting thru Friday resulted in the poorest week-day business of the season's run, with very few shows meeting their operating net. Feeling is running strong among concessioners that strip-ticket system must be given a try before it will be worth while to attractions other than big villages and similar large-capacity shows.

### Colonel Value Resigns

Reduction in the personnel of the Fair Corp., which began last week with (See CONTINUED DECLINE on page 62)

## Concessioners' "Hot Mikado" Goes On; Four Sunday Shows Are Added to Combo Ticket

NEW YORK, July 29.—Reaction of participating concessioners to the \$1 combination ticket introduced by the fair on July 22 and 23 as a test of public interest in a week-end bargain, remained mixed following the week-end's \$58,647 daily figure, which was reported by the fair's accounting department for 556,233 paid entries, of which 154,827 (133,823 adults and 20,976 kids) bought the combo. Sunday's paid work of 212,222, of which about 133,000 drew the \$1 setup.

Supplemental text this week-end was covered today by a storm which hit (See CONCESSIONERS on page 62)

## Cuban Village on Smaller Scale; 12 Performers Out

NEW YORK, July 29.—Performances and music were scheduled to return to the Cuban Village tonight following policy performers, which cut Tuesday when Harry Daab, manager, informed them that salaries could not be paid. Many employees stated later that they had not obtained wages for several weeks.

How returns tonight on a smaller scale, more than a dozen performers having been dropped. Actors agreed to a "satisfactory" settlement by the American Federation of Actors, which holds contract with Daab. Enclosed, Forest and Chester Hale's Extrude. Shows are offering nudity at their own risk, fair officials say, as no standard ratings in the jurisdiction of city police. Police department

## Nudity at Own Risk

NEW YORK, July 29.—Briseries were made this week by girls in Norman Bel Geddes' Crystal Leases, Jack Sheridan's Living Magistrate, Cecily Deas, Enclosed, Forest and Chester Hale's Extrude. Shows are offering nudity at their own risk, fair officials say, as no standard ratings in the jurisdiction of city police. Police department

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

NEW YORK, July 29.—Michael Todd's *Hot Mikado* will close tonight, as the producer threatened Tuesday when Actors' Equity Association refused to cut chorus salaries from \$56 to \$40 weekly. Union went as far as allowing him seven-day week for \$50 provided he paid up his arrears and agreed to the outstanding contracts of some of the cast. Instead of closing, the production will add four Sunday shows.

Todd's application for salary cut brought on a heated Equity council session when the producer and Winifred Cushman, council member, disagreed over interpretation of Todd's financial statements. Todd had asked the producer for support his contention that he was losing money with financial statements. Committee looking into his reports found many discrepancies and had to turn to the treasury department of the fair for accounting.

## Wild West Continues

NEW YORK, July 29.—Following a pick-up in business this week, fair-goers enjoyed the Wild West and Bedouin in Flat 7 will continue indefinitely. Closing date had been set for July 31. Shows closed the week-end with Sunday ticket patrons over last week-end and regulars hit ran considerably ahead of the week previous. They were crunched by Director John Krimsky about the combo week-end, nearly \$4,000 being reported as lost. Wild West and Bedouin remains as headline performer. Running time has been cut to 42 minutes.

and License Commissioner Paul Moss, however, said that the show's exhibition nudity would be "tolerated" unless the privilege is abused.

## An Insider Looks at the Fair

—Sixth of a Series

The writer of this series is a consultant on the staff of the New York World's Fair who sought an outlet for a frank discussion and analysis of Amusement Area problems. His aim is only to help the midway and show operators find 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 1939.

For obvious reasons the name of the writer cannot be divulged.

### Subject: Executives

IF THE laughter of the gods can be counted, then the amusement area situation and the fair in general can be considered a howling success. But if the peals of derisive belly shakers resounding across the meadows happen to fall on the ears of an unfortunate concessioner with his fortune tied up in one or more ventures, then it is indeed a bitter sound. The fact is that among the gods is not funny—and it isn't too fantasy. One really faces a fantastic fiasco keyed to the same gigantic proportions on which the fair is built. Nothing could be quite so amazing even if created by a writer of mysteries.

This writer is a little fed up with that not to say, ears that will not hear and with general business intelligence checked in banks and mercantile and industrial offices on Manhattan Island.

It would seem that by now the fiasco has reached the proportions where the executive committee might give the fair some attention. It even seems large enough a problem to concern them vitally; for if small losses are running small concern the bankers and businessmen whose money is tied up in the fair.

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

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

The few examples cited could be multiplied a thousandfold and the whole inquisitory story would not yet be told. It grows a little wearisome trying to crowd into a few futile paragraphs all the minor things that make up the sum total of a mess. These articles are only the contents page of a book. They are meant to indicate, as nothing else but the National Cash Register attendance card indicates, the vital need of a quick reorganization of the fair.

As someone remarked only last week, if only a mere baker's dozen of top executives were removed, the fair would gain a new lease on life. The names that were mentioned for removal—namely, the fair's crisis as it can meet it by using other people's money to meet the crisis: As *The Billboard* pointed out last week, the price reductions so gallantly and desperately made were made at the expense of the concessioners, not the fair.

FERLEY BONE, Director of Exhibits—For his contribution to the messy press situation.

GEORGE H. McCAFFERY, Technical Adviser to the President—For his reactionary much-ado about things he knows

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

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

MAURICE MERMEY, Director of Exhibits and Concessions—For several empty fair buildings and arrogance in the naming of exhibitions.

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

If Mr. Moses could be induced to take over at this point or if Earle Andrews could be persuaded to come back to finish the job he started so bravely, then there will remain some hope for the fair. I believe it would do the fair a great deal of good if the country at large were told one morning that a working executive who had made a success of his job was back at the fair. But the chances that politics at the fair were too much even for Andrews, before this article goes to press, it might even be too late.

Instead of fair officials wasting their time investigating the source of these articles, it would be better if the executive board did some investigating of the series of mischances which made this series possible and necessary.





## With the Circus Fans

By THE RINGMASTER

President: CHERRY C. W. Hill, PROGRAM Editor: BOB BARK, Treasurer: CHARLEY DAVIS, C. I. D. Director: WALTER BORNENKAMP, Editor: THE RINGMASTER, Advertising: FREDERICK CONNER, BOSTON, ILL.

ROCHELLE, Ill., July 28.—A party of fans headed by National Secretary Walter M. Burdette and wife attended the evening performance of Downie Bros. Circus in Manchester, Conn., July 19. Many returned to the circus in the backyard. Later the party was greeted by members of the staff. An interesting feature of the evening was an excellent band. Many remained to see the tea-dance. Those present besides the Burdettians were National Directors Charley Davitt and Bugs Raymond, Joe Bach, Jim Hoye, Mr. and Mrs. Jeffrey O. Fedriz, Charley Davis, C. I. D. Commissioner Lindquist, Bill Montague and honorary member John Yeast, of Rockville, Md. It has been an excellent season. Walter B. Hohenadel, of Rochelle, attended Ringling-Barnum July 22 in Chicago. On the lot he met John Sheppard, Walter Krawiec and Gordon Potter, Mr. and Mrs. Sverre O. Braasten, Madison, Wis., accompanied by Robert Clark, Dwight Cole Bros. Circus at Beaver Falls, Pa. Other fans there were Dr. and Mrs. Tom Tenney, Mr. and Mrs. William Jackman, of Washington, D. C., McFarland, Leoni, Wis., Mr. and Mrs. Roy N. Henderson and Mr. and Mrs. Clarence Kachel, Whitewater, Wis., Eugene Wilson and Joe Taggart, Rockford, Ill. Mr. and Mrs. Rudy Tjudy and son were visitors.

Walter B. Hohenadel, Providence, R. I., writes that he saw Downie Bros. Circus at East Providence July 18. He also attended the tea-dance. He also attended the card-dance on the 22d. Show consisted of 10 acts, some of which were Les Kimball, the Five Arrows, Hancock Family and Delmar Fighting Lions.

## Favorite Outdoor Performer Contest

See Coupon This Page

- The First 50 Leaders**  
(3,000 or more)
- Mabel Stark ..... 6,646
  - Joe Kyle ..... 5,993
  - Aeol Apollis ..... 4,974
  - Four Jacks (Act) ..... 4,842
  - Walter Kallio ..... 4,802
  - Hubert Castle ..... 4,077
  - Diane Wilson ..... 4,057
  - Charles Berman ..... 3,997
  - Frank Cushing ..... 3,590
  - English Macks ..... 3,037
- 12,000-2,999**
- Dorothy Herbert ..... 2,955
  - Wilno ..... 2,916
  - Blondie Gillis ..... 2,914
  - Harry Clark ..... 2,775
  - Fussner ..... 2,506
  - Flying Bachelors ..... 2,296
  - Flying Valentines ..... 2,271
  - Oscar Sabook ..... 2,200
  - Schick ..... 2,099
  - Sherry Flemm ..... 2,151
  - Dave Geary ..... 2,114
  - Clayton ..... 2,099
  - Wells Bros. ..... 2,000
- (1,807 to 1,999)**
- Eddie Curtis ..... 1,995
  - Clyde Beatty ..... 1,938
  - Flying Bebs ..... 1,927
  - Miss Hester ..... 1,805
  - Bert Nelson ..... 1,761
  - Nash Colter ..... 1,743
  - Paul Jacobs ..... 1,692
  - Maximo ..... 1,692
  - Myr Gordon ..... 1,661
  - John Bealor ..... 1,661
  - Flying Cancellis ..... 1,656
  - Flying Valentines ..... 1,618
  - Carew's Clowns Horse ..... 1,614
  - Joe Jackson ..... 1,612

## WANTED CATCHER

FOR FLYING ACT. Needs you the year around. Write for details.

# OFFICIAL BALLOT

## FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellowes Trophy), 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 credited 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 TROUPE.

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 mark postmark of no later than midnight of November 4.

Your Name \_\_\_\_\_ Please Print \_\_\_\_\_

Permanent Address \_\_\_\_\_ Please Give City and State \_\_\_\_\_

Affiliation in Show Business or by Whom Employed \_\_\_\_\_

Signature \_\_\_\_\_

### CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO: The Billboard, 1564 Broadway, New York, N. Y.

- Orlo Grubling ..... 1,540
  39. Wallendas ..... 1,516
  40. Zeebuchs ..... 1,513
  41. Arthur (Buddy) Dunn ..... 1,512
  42. Mickey King ..... 1,477
  43. Charles Siegel Trupe ..... 1,464
  44. Vernita Byrd ..... 1,434
  45. Ruffinitch Trupe ..... 1,385
  46. Four Queens ..... 1,374
  47. Arthur Henry ..... 1,369
  48. Christian Young ..... 1,354
  49. Colie Trupe ..... 1,326
  50. Daredevil Waters ..... 1,307
- Others in the 1,000-point class are: Yeacop, 1,291; Emmet Kelly, 1,269; Ben Bone, 1,255; Pete Conant, 1,231; Con Coleman, 1,216; Ed and Jenny Boney, 1,203; DeCaros, 1,165; McCall's Circus, 1,165; Helen Claestems, 1,141; Smith's Diving Ponies, 1,119; Black Bros., 1,097; Rita and Tom, 1,088; Sel Solomon, 1,064; Frank Brown, 1,060; Australian Water, 1,078; Marie and Lefors, 1,048; Ethel Jensen, 1,033; Mill Taylor, 1,021; Sea Starr, 1,016; Pearlina Peters, 1,012; Nestor Trupe, 1,009; Rudy Rudyoff, 1,004.

### Pittsburgh Distributors Transfer From CIO to AFL

PITTSBURGH, July 29.—Three hundred distributors here have transferred their union affiliation from the CIO to the AFL, President Leo Abernathy of the Billers' Alliance, announced. They have been granted Charter 116. Their local will be separate from Chapter 3. TABBY unit, here for years, also with 300 members. Months ago the Philadelphia CIO distributors' union of 800 men also switched to the I.A.B.D. AFL affiliate. Abernathy and William McCarthey will go to Scranton July 30 for the annual clambake of Local LABD.

### New Lot at Torrington

TORRINGTON, Conn., July 29.—Downie Bros. Circus broke in a new lot here July 27. It is located on Oak Avenue and is quite a way out.

### 129th Anniversary Of Birth of Barnum

BRIDGEPORT, Conn., July 29.—Altogether the world at large has probably forgotten the fact, the 129th anniversary of the birth of the late P. T. Barnum was not forgotten at the Barnum Museum here. The museum, which was donated by Barnum, has been taken over by the city and has regular visiting hours every day. New gifts have been received during the past year to add to the Barnum collection, and municipal authorities are endeavoring to popularize the place. Admission to the museum is free.

HUGH S. MCGILL advises that Charles Post was producing clown at the 5th annual Police Circus in Los Angeles, and that the following were in clown alley: Arthur, Borrell, Tylo, Danny McAvoy, Laveno and Bordella, Curly Phillips, Bono, Bimbo, George Perkins, Bob Petterson, L. Anstruter, Richard Wally, Fay Wolcott, Fay Avalon, Long Harold DeGarr, Ashforth, Bernie Orings, Raymond Babe, Hank Wagner and Everett Hart. He adds that Jimmie Woods is president of the Venice Mardi Gras and Bob Thornton also is on the committee, and that it looks as if Matreello Bros. Circus will be on road under auspices of a political pension party for the next three months.

FRED KLINER, penit that he will be associated with Cole Robinson as partner in one unit during the indoor season and the Robinson will handle the other. Units will have acts and small cowboy band.

### WANTED FOR HONOLULU CIRCUS ACTS, VAUDEVILLE ACTS.

SIDE SHOWS, ATTRACTIONS, ETC. ETC. ROUND TRIP TRANSPORTATION PAID FROM PACIFIC COAST. PEOPLE LEAVE COAST ABOUT SEPTEMBER 28. E. K. FERNANDEZ Blackstone Hotel, Chicago, From Aug. 5 to 20th.

PHOTO POST CARDS  
Quality Reproductions

Straight Reproductions of any Photograph or Drawing. One copy Negative made up with "Glass Mount" finish only.  
100, 50¢; 250, 84.50; 500, 97.50; 1,000, 97.50.

Send 50¢ Cash with Order, Bal. C. O. D. Money order or check on "ATLANTIC" ATION GUARANTEED.

810 Lobby Phone, Special. New 12 for \$1.00. 24 for \$1.00. 48 for \$1.00. 96 for \$1.00. 192 for \$1.00.

SPECIALY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

CHICAGO 2100 Franklin St. DAYTON, O.

ELECTRIC LIGHT  
FOR ROAD SHOWS AND CONCESSIONS.

Universal  
Light Plants.  
Portable lighting units from 100 to 500 ft. 10 ft. in width. 10 ft. in height. 10 ft. in length. 10 ft. in diameter. Write for information. Ask for Catalogue B-8.

### UNIVERSAL MOTOR CO. OHIO

NEW USED TENTS  
FOR SALE OR RENT  
See our price catalog  
VANDERHERCHER, INC.  
2840 Emerald St., Philadelphia, Pa.

WINDOW CARDS  
200 Window Sticks, Each 65 Cts.  
200 Scotch Cardboard Posters, 2 1/2 x 3 1/2, 91¢ each, or on Paper, 89¢ each.  
100 Cardboard Posters, 4 1/2 x 7, 84¢ each, including Imprinting. Write for Catalogue.

BOWER SHOW PRINT 375 FOWLER RD.

SAVE MONEY MOTORIZE SAVE MONEY  
SPECIAL Finance Plan SPECIAL  
WRITE Chas. T. Goss  
With Standard Chevrolet Co.  
EAST ST. LOUIS, ILL.

WANTED  
High Perch Act, Teetoo-Bar, Acrobatic Act, Comedy Acrobats, Girls to Sing, Jugglers and Musicians, Young Man Wire Walker to work in recognized act. Wire  
COLE BROS. CIRCUS  
PER BILLBOARD ROUTE

RICHARD BROS. CIRCUS WANTS  
To join an wire: Wild West Concert with stock, an Elementary Cart Stand, Big Show Act and Pitt Show, Drip Sea Red or Katie Gillum, some acts, 12 to 14. Write for details. Write to: Danville, Va. Dr. M. G. Milled, August 1; Baltimore, Md. Street 3; Louisville, Ky. 3100

Read the Convention Issue of  
WHITE TOPS  
Complete Story and Pictures of the Convention. Single COPY 25¢. 100 for \$1.00 per Year. Address WHITE TOPS, Rochelle, Ill.













**2**  
**THRILLING MOMENTS**  
with

*Seldom*  
**THE STRATOSPHERE MAN**

WORLD'S HIGHEST ACT!

No less than 10  
times—before  
he starts—his  
feet are held  
tightly against  
the wall and  
he brings  
himself  
down  
safely  
without  
any  
difficulty.

PERMANENT ADDRESS, CARE OF THE  
BILLBOARD, CINCINNATI, O.

**Bigger Draw Expected**  
**At Roane County Annual**  
HARRIMAN Tenn., July 29.—Plans have been virtually completed for the 1939 Roane County Fair here, expected to surpass all previous annuals from standpoint of attendance and public interest, officials report. Crystal Exposition Shows have been contracted and will furnish a large assortment of paper, free acts and fireworks will be presented daily.

Premium list will be enlarged and additional tents are planned for exhibits, to include industrial, farm machinery, poultry and school displays. Governor's Children's and Home-Coming Days are planned by the executive staff, which includes W. B. Stout, secretary, J. P. Carroll, president; J. E. Palmer, industrial exhibits; Edna Rude, home economics, and county agent H. H. Lawley, stock and poultry.

**Fair Grounds**

WESTPORT, N. Y.—Bassett County Fair Association named Norman T. Stooker, Hartford, Conn., general manager of the 1939 annual.

CAMILLA, Ga.—Business men here have spent \$20,000 in building a fair (See FAIR GROUNDS on page 38)

**NATIONAL SHOWMEN'S ASSOCIATION**

Fastest Growing Organization in Show Business.

**BENEVOLENT PROTECTIVE—SOCIAL**  
(Hospitalization and Cemetery Fund)  
Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,  
1564 Broadway  
New York City

**FREE FAIR**  
JEFFERSON COUNTY,  
WATERTOWN, N. Y., AUGUST 22-23.

**WANTS**  
Rides all kinds, Glass Shows, Legitimate Games and Concessions.

**DAY and NIGHT**  
100% Cooperation of All Fair Organizations Throughout Entire Country.  
Fair Drawing Power.  
FAIR GROUNDS CORPORATION,  
WATERTOWN, N. Y.

**West End Union County Fair**

Four Big Days—Four Big Nights—  
Sept. 6, 7, 8, 9

Wanted—Independent Shows and Concessions

Address AARON HASSINGER,  
Laurelton, Pa.

**HARFORD COUNTY FAIR**  
BETH AIR, MD.

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

WANTED: Rides, Shows, Concessions, WALTER ABERER, Concession Agent, 501 4th St., Harford, Md. Phone BR 4-550, U. S. Route No. 4.

**Montgomery County Fair**  
Sept. 28-29-30, 1939,  
Litchfield, Ill.

**WANTS CARNIVAL**

With Good Clean Shows, New Rides, etc. Concessions, in contact by August 15.

**Wanted! Wanted!**  
**OCONEE COLORED FAIR**

OCTOBER 16 TO 27, 1939.  
Prospect for a Big Show Premiums, Write or Contact H. T. JOHNS, Rm. Public, Ga.

**WANTED**  
Many-to-Be-Round, Fertil, Wheat, Other modern Rides of all kinds and Concessions.

**GOOD FREE ACTS**

In West End, Best County Fair, Sept. 7-9-9.  
**DADE COUNTY FREE FAIR,**  
DR. R. T. COOPER, Chm. Ext. Comm.,  
Gainesville, Fla.

**WANTED—CONCESSIONS**  
FOR MONTGOMERY COUNTY FAIR AND LIVE STOCK SHOW.  
Rides—Milk's Rides and High-Class Free Acts.  
K. A. RINER, Secy. Martins, Ind.

**COVINGTON FREE FAIR**

COVINGTON, IND.,  
August 23 to 25—Four Big Days and Nights.  
WANTS Shows and Concessions, Gooding's Rides Booked.  
Address GEO. P. SCHWIN.

**CARNIVAL WANTED**  
JEFFERSON COUNTY FREE FAIR  
September 14-15-16, Waukegan, Okla.

**WANTED RIDES AND ACTS**  
SHERIDAN COUNTY EXPOSITION  
AUGUST 28 AND 29.  
August 23 to 25—Four Big Days and Nights.  
Acts for Night Shows. Rides for Children. Rides may act up Saturday and run through Tuesday.  
Write or write  
GEORGE WHITE,  
218 West Burke Street, Sheridan, Wyoming.

**WANTED**  
Shows for Defense County Fair, Hicksville, O.  
August 22 to 25—Four Big Days and Nights.  
Rides and Actville Shows booked. Write to or  
MR. H. BEVINGTON, Secy., Hicksville, Ohio.

**WANTED CARNIVAL AND RIDES**  
**LEWIS COUNTY FAIR**  
CANTON, MO.  
AUGUST 30-31-SEPTEMBER 1-2, 1939  
HARRY M. WARD, Secy.

**WE FURNISH BETTER ACTS FOR LESS**

Large and Small Revues, High and Sensational Acts, Novelties.

**SIDNEY BELMONT AMUSEMENT SERVICE**  
Fullerton Bldg., St. Louis, Mo.

**SOUND SYSTEMS**  
RENTALS SALES  
FAIRS AND OUTDOOR EVENTS.  
Reasonable Rates. Wire-Phone  
COOPER SOUND EQUIPMENT CO.  
1261 Main Street, Cincinnati, O.

SOME TIME OPEN DURING  
AUGUST, SEPTEMBER, OCTOBER

**THE FOUR SENSATIONAL STARS**

125 feet in mid-air. Outstanding aerial attraction. Unique illumination.  
Send your dates or write for open time.

**EDDIE VIERA**  
Care of The Billboard,  
Cincinnati, O.

**WANT**  
**Hartford, Mich., Fair**  
SEPT. 12 TO 16

Can use following Concessions: Ball Games, Diggers, Legitimate Stock Wheels, Pennant Machine, Scales, Novelties, Mouse Game, Shooting Gallery, Eating and Drinking Privileges.

**MULDER CONCESSION CO.**  
24 W. BURTON ST., GRAND RAPIDS, MICH.

**21st Annual Gala Week Fair, Red Lion, Pa.**

SIX BIG NIGHTS—AUGUST 21-26—TWO AFTERNOONS.

WANT Legitimate Concessions of all kinds except Corn Game, Crab and Custard, which are all sold. (5 Wheels and Flat joints, lay off.) Ask those who played this one before.  
R. M. SPANGLER, Secy., Red Lion, Pa.

**WANTED — FOR INDEPENDENT MIDWAY AND MAIN EXHIBITION BUILDING**  
Food and Drinks—Freak Shows—Photo Machine—Novelties—Cigarette Shooting Gallery—Carnival—Circus—Year Ago—Bottle—One Show Game.

**BRAZOS VALLEY FAIR, AGRICULTURAL AND LIVE STOCK SHOW, WACO, TEXAS**  
Nine Days—October 14-22, Incl.

**LOGAN COUNTY FAIR, LOGAN, W. VA.**

SEPTEMBER 19-19-20-21-22-23, DAY AND NIGHT  
Heart of the Richest Territory in West Virginia. 30,000 Population to Draw From.  
NOT A PROMOTION, BONA FIDE FAIR AND COAL SHOW.  
Will contract for Independent, Day or Night, Day or Night, will consider payment by mail.  
THIS WILL BE WEST VIRGINIA'S BIGGEST EVENT.  
Address LOGAN COUNTY FAIR ASSOCIATION, P. O. Box 762, Logan, W. Va.

**Combined Counties**  
**FONDA FAIR—ALWAYS OPENS LABOR DAY WEEK OF SEPTEMBER 4TH.**

Independent Midway, WANTED—Shows—Rides—CONCESSIONS—CRAB—JUICE—NOVELTIES, Etc. **BIG KIDDEY DAY—THRILL DAY—RACES, Etc.**  
Many Added Attractions for the Biggest Fair We Ever Held.  
Write or wire ROY F. FEUCH, Gen. Mgr., Allentown, N. Y. (Do not write to Fondas.)

**BURGETTSTOWN'S 8TH ANNUAL FAIR**

BURGETTSTOWN, PA. SEPT. 6, 7, 8, 9  
FOUR BIG DAYS, FOUR BIG NIGHTS

Rides booked Sept. 14-16, Now booking Free Acts, Fireworks, Black's Animal Comics, Write, A few shows bookings open for Ladies Shows and Games. Grandstand privilege for ride. Place location open for ride Show. Lay on some more rides.

BURGETTSTOWN FAIR ASSOCIATION, Box 171, Burgettstown, Pa.

**WARNING—SPACE IS GOING FAST**  
**MARYLAND STATE FAIR**  
TIMONING, MD. SEPTEMBER 3 TO 10.

TWO SUNDAYS, LABOR DAY, TWO KIDS' DAYS, MAYOR'S DAY, Governor's Day, 1st Thursday. We will not take shows for our modest ground unless \$9.05 deposit is sent. All Rides, Shows and Custard booked. All other Concessions open. Call use a real high hill Band. Play for Free Acts. Reception open, Airplane, Circus, etc. \$2.00 per night or money return. Can use several Police Acts. Other rates to follow. JOHN T. McGALEIN, 125 E. Baltimore St., Baltimore, Md.

**3 COUNTY FAIR**  
Northampton, Mass., Sept. 7-8-9  
Choice CONCESSION Spots Available  
Address JOE KING, Suppt. of Midways, City Hall, Northampton, Mass.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



## Gentsch to Manage Galler's New Unit

NATCHEZ, Miss., July 29.—General Manager of the Buckeye State Shows, playing here under American Legion Post auspices, announced establishment of a new unit known as Golden State Shows, with opening set for Monday at Nashoba County Fair, Bowling Green, Miss. J. Gentsch, general agent, will head the new unit. Opening of the new shows which are scheduled to start August 1 and later, will not terminate the association of Gentsch and Galler.

Native of Mississippi, Gentsch has been associated with Buckeye State Shows for the past five years as general agent and has been instrumental in opening several new locations in the East. The new show will be motorized, with new equipment, and has added a number of trucks and trailers. Organization will operate on the same principles as Buckeye State Shows, under Galler said.

## New England Trek Is Good for Endy

LEBANON, N. H., July 29.—As Endy Bros.' Shows prepared to leave here tonight for Burlington, Vt., to complete the last stand of a six-week tour of New England, it has been announced that co-owners David B. and Ralph N. Endy reported that the past weeks have been the best five consecutive general experiences in the organization's history. The trek marks the shows' initial appearance in a section.

Starting with an opening Monday date of over 4,000 in Nashua, N. H., attractions continued the trek in Lynd, Mass., South Portland and Portsmouth, Me., and West Lebanon, N. H. Official credit Matthew J. Miller, general agent, and the Great White, free acts, was much, and the shows' general operators state they leave the territory with genuine regard and appreciation for the attention and interest which enabled them to hang up this record.

## Heller Acme Gets Okch Results in New Jersey

BURLINGTON, N. J., July 29.—Heller Acme Bros. which has been here last week, is **SELLING** on post.

# Ballyhoo Bros. Circulating Expo.

## A Century of Profit Show

By STARR DeBELLE

Golden Fleece, Calif.  
Week ended July 29, 1939.

Dear Mixer:

In the shadow of Golden Expo Exposition the Circulating Exposition unfolded its midweek stand at Lawrence, Mo., upon the five brothers that thru an overnight they had failed to dry and get the Fleece completely dry, and as feeling as their reputation as pre-stand-day-and-daters was at stake, they decided to make a venture to opposition the International Whoopoo Lane.

The manager of our advance was ordered to take the crew to the Golden Expo Fair and to stand by for further orders. On General Agent Lein Truckler's arrival, he was so surprised to find the city unbilled and he could not locate the advertising car. Sending out tracers, he was told to take the crew to New York. The blame for this error fell on the bosses' shoulders because they had failed to take which fair. Naturally one would believe that this mistake would affect the midway grosses and attendance, but such was not the case; our coming had been pretty well talked up by Truckler before the show arrived.

Rushing over to the Golden Expo doings to get ideas in regarding attractions and to see how the show was being promoted, the bosses returned a bit hot under the collar because they had not been told of the show. The show was cracking, "Stand for a shift" and "With it and for it." They also declared that they doubted very much that the thing

RESTING AFTER A BIT of bicycling at Revere Beach, Mass., recently while Endy Bros.' Shows were playing Lynn, Mass., are seen Mrs. Fozas Briggs (left), wife of the shows' chief mechanic and daughter of the late Bud Watson, who for many years rode with the Ringling circus with the Riding Watsons, and Mrs. Strickland of old Smith's Narcotic Show on the U.S. organization. Photo furnished by James (Trix) Kelly.

## All Health Forces Winters to Retire

WEST BROOKSVILLE, Pa., July 29.—Winters Exposition Shows' successful week's stand, which came to a close here tonight under fire department auspices, marked the final engagement of the season for the organization, reports R. M. Stark. Decision to close the shows came after Owner and General Manager Harry H. Winters found it necessary to retire from the outdoor amusement field because of ill health and other business matters. It was said.

Winters has sold his rides and almost all other equipment. Tilt-a-Whirl was sold to Bill Gorgey of Erie, Pa. The chasers included Pete Smith, Chairlaine Paul, Standee, Kiddie ride, Zucchini Bros. Show, Midgets, and other Show personnel has been making arrangements for new connections during the past week.

as a whole could be taken on the road to the Hill, where the girls were buying "Villages and cavalcades are the things," and ordered every attraction car to be painted "A Warm Midway on a Cold Saturday Night" was used. Many of the patrons claimed that it was billed in the name as "The Circus Land." The cookhouse became the Green Sandwich Village; the posing show was billed as the "The Circus of the Nude, featuring Barbara Coast, the girl with the perfect form and winner of the 1938 beauty contest. There was a winter event held at a Tin Canners' Reunion in Cook's Tourist Camp below the first of the show.

Over 70,000 paid admissions were registered during the engagement here, about 100,000 in all.

(See BALLYHOO on page 40)

## R & C Winner At Big Festival In Milwaukee

MILWAUKEE, July 29.—Rubin & Cherry Exposition wound up at the 64th annual Midsummer Festival here last Saturday to excellent results, although rain prevailed on Monday. Weather during the week was ideal. Total attendance of a 10-cent gate, attendance on Saturday opening day, totaled 146,000, highest in the festival's history.

Show laid off 145 days here prior to opening, and all equipment was repaired and returned to Sam Gordon was busy most of the week entertaining city officials. Press and patrons' comments were favorable.

Swing Revue, Beautiful Hawaii and Club Plantation received new curtains and costumes. Sam Gordon was busy most of the week entertaining city officials. Press and patrons' comments were favorable.

## Beckmann & Gerety Open Strong in Duluth, Minn.

DULUTH, Minn., July 29.—Following an absence of 20 years, Beckmann & Gerety Shows returned here to play host to 10,000 patrons at opening of Aaaa Temple Shrine's Midsummer Frolic last Monday. Gate figures for Tuesday were more than larger than those of previous years. In July, 1919, C. A. Wortham Shows, now known as Beckmann & Gerety Shows, appeared here under Shrine auspices and Beckmann was manager of that organization. Barney Gerety was secretary-treasurer, and several Shriners who were on the committee then are active there today.

Several thousand watched the shows unfold Sunday afternoon after arrival from Hibbing, Minn. Shrine committee includes O. W. Olsen, potentate; J. D. Harold, chairman, and Al Mo, recording secretary. Visitation at opening were J. McCaffery and L. Clifton Kelly, Amusement Corp. of America; Frank Burke, New York; Harvey Buchanan and George Johnson. Officials announced that the future George Westerman will be on program for the Shrine. Bob Hickey will handle press and publicity for B. & G.

Says Smith Show Engaged ROXBORO, N. C., July 29.—R. L. Perkins, president-manager of Person County Amusement Co., of Durham, N. C., says that the only carnival contract which Person County Fair here has is with Smith's Greater Atlantic Shows.



THREE RIDERS in the motor-drome on the Art Leans Shows as they appeared during the shows' stand in Pittsburgh are, left to right, Elton Henninger, Ed Henninger and Fred Blain. Photo furnished by Mrs. F. Percy Henninger, wife of the secretary of the Leans organization.

## Casey Goes Strong At Manitoba Fairs

MUSKEL, Man., July 29.—E. J. Casey Bros moved into this city last Saturday after going good results at four spots in one week, reports Noel E. Raymond. Unit chalked satisfactory business at Hartney (Man.) Fair, where attendance was about 1927, despite excessive heat. Date also marked first time an organized carnival had played the fair.

Yrden (Man.) Orange Celebration proved a winner, with Joe Carter's hoopline and a hit on doing business. Pettis Wagon topped rides, while Pat Rooney's Monster Show leads that department. Thursday and Friday of the week saw the shows at the Carberry fair, which had its most successful day to date. The fair was well attended, with the entrance arch. Professor Watson's Tun-in-One was popular here. Fred, Valjean, and Jack Johnson, escape; Lottie Jacobs, Mystery of Life; Bob Drysdale, Anatomy Man; Joyce Proctor's Woman From Mars, and Mrs. Lawless, tickets.

Stonewall Fair opened with excellent weather and all reported satisfactory business, with George Gira's cat and towels getting top money. Mr. and Mrs. E. J. Casey and Jack Ballie visited in Winnipeg en route here, Jack staying in (See CASEY GOES on page 40)

## Strates Employees Hurt When Lion Escapes Cage

WATERBURY, N. Y., July 29.—Two attendants on James E. Strates Shows, Joseph Turner and Harry Baker, were claved here on Tuesday when Balah, 30-pound lion, escaped from his cage and frightened an old woman. Turner on Jefferson County Fair grounds before being recaptured an hour and a half later. Turner sustained deep wounds and abrasions on his right arm, and Baker suffered abrasions on his right arm and three-inch chest wound. Both were treated by a physician and were returned to the show.

Lion broke loose while being transferred by three attendants from a small cage in front of the motor-drome to an animal display wagon. He headed directly for the front gate, but Joe Smith, dephax man, armed with a club and whip, turned him back. Police, seeing rifle and tear gas, drove the lion into his cage.

## Woman Hurt by Lightning

OMAHA, July 29.—Dorothy Kaylitto was in a local hospital here, suffering from effects of being struck by lightning after an electrical storm had hit the city Exposition Show during the recent stand here. Physicians report she is rapidly recovering. Bob Eitzinger, human eye, joined here.









ment include Jack Amos, and Paul La-Monte, magician and emcee.

In some spots in which showmen appear in person, they are to be seen in the streets of the city and the country—Colonel Patch.

**WEEKLY PARTY** on O. J. Bach Shows in Carthage, N. Y., on July 20 also was occasion for celebration of the birthday anniversaries of Jack Wolfe and David Kukul, reports Howard Bennett. Both were tendered gifts of a humorous nature by Homer who, after which, the Paul Jones and a few round dances were held.

**STILL** in serious condition in Robinson Memorial Hospital, Ravenna, O., reports Kenny Adams, who, with Lydick and Tillman, Lydick will be sent to Chicago in about three weeks if his condition permits, and both boys are anxious to read letters from friends, Austin adds.

**CITY COUNCIL**, Janesville, Wis., on July 24 granted the American Legion permission to sponsor a Ferris Wheel, Merry-Go-Round and two children's rides in connection with Junior City celebration to be sponsored by the Hamminger rodeo on the 4-H fairgrounds there.

**[JUST came off a midway trick that ought to be billed as a dog and pony show—ponies used by Homer who is sponsored by the coak-boss—Read Map Johnson.**

**MRS. WILLIAM C. EARLE** has been declared champion fish catcher of Tom's Amusement Co., reports Dr. L. E. Brown, secretary of the association. She was recognized by the assembly around the office trailer when she returned from the trip in Panama City Beach, Fla. with a 16-pound, two-foot shovet-nose shark.

**AMONG** members of Hilderbrand's United Shows No. 2 unit exhibiting new wardrobe, reports Walton de Pellaton.

are Mrs. Cleo Qualls, Mrs. Bobbie Grimm, Mrs. Mario DelVivo, Mrs. Hazel Johnson, Ruth Groff, Mrs. Glenn Henry, Mrs. Johnnie Adams, Mrs. Miss Evans and Mrs. Blackie McGregor.

**CANADIAN** concessioners: "But you just went the bad and came yesterday. Why bring it back? We've the best stage!" Answer, McGregor: "Aye, mate; that part's all right, but it costs too much to feed him."

**TWO SILK AMERICAN FLAGS** were presented to Capt. Charles Soderberg and the Glenn Henry, free attractions on Hilderbrand's United Shows' No. 2 unit, in Bonners Ferry, Ida., by Ladies Auxiliary, American Legion Post, there. Later they were honored guests at a luncheon in the Legion hall.

**WHILE** Hilderbrand's United Shows' No. 2 unit was playing Liberty, Mont., many daily fishing trips were made by members. Among those annexing limit catches were Andy Carahan, Grover Wright, Carl O'Mear, James Scruggs, William Summers, Bill Grimm and Flash Kelly.

**SHOW** boss, entering the hotel kip where are joyously gathered the personnel of one of his star attractions: "We've won! This is more noise than I've heard on my baby all week!"

**MIDWAY VISITORS** on Endy Bros. Shows midway in Farmingdale, Me., included Matt, Great and George Davis, Rkownegan (Me.) Pair, Gerald Stollens, World of Mirch Shows; Mr. and Mrs. C. Bohman, and son and daughter, and Mrs. C. Jack Schaffer, whose husband,

my daughter, Betty Messner, and granddaughter, Bea Ben Messner, both of whom were injured in an accident on July 12 in which Bea Ben sustained a broken leg and pelvis bone and Betty a fractured ankle and bruised the knee. She will be in cast until September. For the past three years both have been with Yellowstone and the west shows.

**FEDERAL** relief may go on but Gus Aufen-schlag says there will be no relief on big days for ticket sellers on his Whip, which is generally near a fairground's fence; at least, not until after the Beas have been dragged!

**A VETERAN** of outdoor show business, having been associated with such organizations as Johnny J. Jones Exposition, Greater United, Matthew J. Riley, Morris & Castle, Goodman Wonder and other Fair shows and several circuses, John H. (Merry-Go-Round) Latius, has been in Veterans' Administration Hospital No. 90, Muskogee, Okla., since July 6. He writes that he would like to read letters from friends.

**VISITORS** to Stratos Shows in Utica, N. Y., included Oscar C. Buck, president of the shows bearing his name; K. Leonard, secretary; Dunkirk (N. Y.) Pair; Mr. Zascroff, secretary of the Stratos Shows; Carl and W. Richards, former publicity director of the Franklin & Cherry Exposition; Hal Smith and Elliott Stewart, of Station WJIX, and Joseph Lebowitz, special writer for The Utica Observer-Dispatch.

**WISCRACKING** in goose Latin in hotel lobbies is getting more and more like the fabled outcry with its cock in the sand. Try to find a street unkway who is not new to the inquiry—Milo (Not Sol) McGoon.

**PUBLICITY DIRECTOR** of the Cetlin & Wilson Shows, L. C. (Tud) Miller brought his battling average of full pages landed on the season up to seven. Start he planted one in the June 26 issue of The Bradford Daily Era and one in the same edition of The Daily Star-Record during the shows' stand in Bradford, Pa., under his auspices. He also landed a double-page spread in the July 3 issue of The Clearfield (Pa.) Daily Progress while the organization played there under American Legion Post auspices. The Progress announced the shows' opening with an eight-column banner head.

**A PUBLICITY** stunt in which eight girls on the Cetlin & Wilson Shows made application to marry John Henry, of the same shows, during the stand in Trainer, Pa., proved the real thing when Henry and Ann Clark, of the Miss America Shows, were married on the platform of Chase Cohen's Big-O on the night of July 20. Event drew a column story and three-column pictorial in the July 18 issue of The Chester (Pa.) Times. In addition to Henry and Miss Clark, those participating in the ceremony were Blanche Miller, Billie Prenter, Magistrate Joseph O. Garrity, Marlene Gregory and Rosemary Lee.



**THE NEW SENSATION!**  
**EVANS' FUNNY FACE PENNY PITCH**

**TAKES THE MONEY FAST!**

An amazing attraction for flash and money-making! Nose, eyes and tongue in continuous motion. Coins entering eyes or mouth flash a light at top of head and ring bell, which continues until coin is released into cash box by attendant pressing button. Every winning coin plainly visible. Strongly built for colorful front. All electric, entirely self-contained. Beautifully finished, baroque front, protected by transparent plastic sheet.

2' High, 15 1/2" Wide, 7 1/2" Deep.  
Write for complete Evans Catalog!

**H. C. EVANS & CO.**  
1326-1394 W. Adams St., Chicago, Ill.  
Leading Makers of Amusement Devices.

**SEE OUR AD IN COIN MACHINE SECTION**

## ROYAL BLUE LOCTEX

(Feature Fabric)

- 1—Acclaimed and adopted by many major shows.
- 2—Material—well treated.
- 3—Color—bright and glossy.
- 4—Texture—flexible and durable.
- 5—Have you ordered yours?

Write—Write—Phone

**BAKER-LOCKWOOD**  
17th & Central, Kansas City, Mo.  
**AMERICA'S BIG TENT HIGGLE**  
Write representative—**CHAMPELLE**,  
152 W. 42nd Street, New York City.

## FUZZELL'S UNITED SHOWS

Want man and wife to handle Old Show. Will book shows and negotiating. Ceter, Mechanical, Fun House. Also book two more sides for Fall. Want Wild Side show that can drive milk. Two Second Max for Week. Concessions John and Grab, Fresno Outand. Agents for Idaho, Nevada, Ingle Beach, Casabe Compton agent, reply, **ROY GOLDSTONE**, Castorville, Ia. this week; then fair remainder of season. Starting Idaho next week.

## WANTED

Old Auto Side, Concessions of all kind. Opening the Mouse Joint, Pagers, Fishpond, Pitch-Tilt-Two Wires, Grogg Palms that has no children. Back, Miss, Acrostic, July 21 to August 2; Bonville, Mo., Legion Celebration, August 7 to 12. Want Oldside Mustangs and August 7.

## GREAT SUTTON SHOWS

## HAWAIIAN DANCERS WANTED

Who can sing or play (no banding), Salary paid on either. Send photo or wire if!

**GEAN NADREAU**,  
Johnny J. Jones Exposition,  
Shoebie, Ind., August 1 to 4; Decatur, Ill., August 7 to 12.

## FOR SALE

The World in good condition. Price \$1,500.00. Will sell for selling, here two. Want! Two! Will sell, same trailer, better preferred.  
**MILLER BROS.' SHOWS**, Evansville, Ind.

**MOE FISHMAN**, former carnival trouper of Detroit and later of Miami Beach, Fla., is shown here with his ever-necessary walking stick, as he has been stricken with blindness. He is now a patient in Lent Memorial Hospital, Hot Springs, Ark.

has the monkey circus with John H. Marks Shows.

**ROSEBET** of Handanna Minstrel Band on Eric B. Hyde Shows included Charles B. Armstrong, leader and trumpet; Milton Bradford, sax; Charley Henderson, trombone; Slim Fooker, banjo; Ray Jordan, piano; Jimmy Jones, snare drums; Louis Walton, bass drum. Band is also playing dance engagements under the name of Armstrong's Carolina Rhythm Kings.

**FAMOUS** last words: "You honor, the mark poked his nose in and sprang for a kewtler's bitted him to the knee and then to an ace and from an ace to a deuce and from a deuce to a fin; played the peek for him and he sprang with a sawky. The beef is on and here I am!"

**QUESTS** at picnic staged by Mrs. Bobbie Ortman, of Hilderbrand's United Shows' No. 2 unit, in a Bonners Ferry, Idaho, park recently included Mrs. Cleo Qualls, Luella King, Mrs. Glenn Henry, Mrs. James Scruggs, Ruth Groff, Mrs. Blackie McGregor, Mrs. Flash Kelly, Marie Joyce Soderberg, Mrs. Mario DelVivo, Mrs. Johnnie Adams, Mrs. Hazel Johnson, Mrs. Glenn Tucker, Mrs. Miss Evans and Virginia Evans.

**MRS. PEARL WILLIS** cards from Wichita, Kan.: "Have been here with

## PROVEN MONEY MAKERS

**Loop-O-Plane—Octopus—Rollo-Plane**  
Leading All Sales for 1939

With the Octopus and RolloPlane Rides, New York World Fair, Madison Gas International Exposition, San Francisco.

Write for Descriptive Literature

**EVERY AIRCRAFT CO.**

2425 S. W. 13th St., Miami, Fla.  
ABNER K. KLINE, Sales Mgr.  
LUSK BROS., Ltd., Blackpool, Eng.

## FAIRS MULCAHY and DEAN, of SALISBURY BEACH

Can Place Shows, Rides and Concessions at  
**TOPSFIELD FAIR, Sept. 6-10 INCLUSIVE**  
**ACTON, MAINE FAIR, AUG. 20-26 INCLUSIVE**  
**MORRISVILLE, VERMONT FAIR, AUG. 9-12 INCLUSIVE**  
We Have Entire Midway at Topsfield and Acton. Wire or write to **MULCAHY & DEAN, Salisbury Beach, Mass.**, or to **W. B. GORMAN**, care of our office at the beach.

**NOTE:** Mr. W. B. Gorman is associated with us for the above fairs.

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



















# Wholesale

## PRIZES, Novelties, Premiums, Specialties

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

### Prize and Novelty Orders Jump As Pitchmen and Concessionaires Prepare for Big Fair Business

NEW YORK, July 29—This year again destined to be a banner fair season if the amount of merchandise being shipped to concessionaires and pitchmen is any criterion, officials of merchandise firms here report. Advance orders indicate that workers intent on trying the types of merchandise. Some established items, of course, will get their usual consistent play, while new articles that have appeared on the merchandise mar-

ket are sure to have their pulling power tested thoroughly. A leading item this season, reports show, is the High-Est Monk. Also taking top position in early shipments are celluloid dolls with feather dress, hat and cane, and chess pieces. Sewage stocks are also popular, with great numbers being shipped to amusement centers along the Labor Day rush. Tin slides, shell flowers, bluebird brooches, scarf pins and even collar buttons are noted in orders.

That frogsfro this year will have a sweet tooth is predicted by orders received by candy companies. Operators are buying products which are packed in colorful containers with the idea of making flashy displays on sidewalks. Assorted seltosties are by far the most popular if orders at this time serve as a criterion.

Flying birds with whistles and tinzel beads are leading the list on carnivals and amusement centers. Also appearing always a reliable item, are going after the cash in all sections of the country. The birds are very popular. Mouthed hood hats continue to hold the spotlight as cash-getters at amusement centers and will make a definite bid for top big at Labor Day celebrations.

#### Concess Mds. Varies

The concessioner will vary his merchandise for late-summer trade, with the popular toy and electrical novelties again coming to the fore. Cans, pens, pipes, watches, radios and canned candies are the favorite items. Guess-your-weight and guess-your-height stand will come popular, and bats as prizes. These items will also be on hand in great numbers at cat and bottle games. The pipe will do its job with plenty of flash. Gift sets containing two hand-carved pipes with straight and bent stems, and cigarette holders, are being sold in satin-lined boxes have flash every concessioner can use.

Radios, especially the pick-up-and-go type with shoulder strap and dials on top set, will be offered in great numbers by bingó concessionaires. With three or four of the sets turned in on favorite programs, the stands will attract large numbers of enthusiastic players.

A new-type flashlight, one that works without batteries or chemicals and is guaranteed to last for a year, will be getting a good play. These will also make an appearance on seaboards. Operators are taking a hard look at new cigarette case that allows the cigs to spring up when the case is opened. Pitchmen are using lanterns, too.

With many wheat crops harvested, early curings of tobacco under way and cotton and corn harvest scheduled to get under way in September, fair workers are anticipating great returns. Reports show that the first six months of the independence Day have given an optimistic outlook for success of the fair season. Pitchmen are using the remainder of scheduled celebrations.

### Widespread Bid for Attention

CHICAGO, July 29—Bingó operators and counselors, concessionaires and fair workers are all vying for attention in half-day and one-day shows over a nation-wide front within the next few weeks to take the remainder of the season will be in late summer and fall

### Cigaret Smokers Turn to Rollers as States Raise Taxes

NEW YORK, July 29—Increased taxation on cigarettes in many States is the source of rich rewards for concessionaires, pitchmen and demonstrators it was learned here today. Demand for cigaret rollers has sky-rocketed during recent weeks as smokers have sought to economize on tobacco.

Street workers have found fertile fields in States where the tax is highest. Demonstrators find that crowds of men and women are easily drawn by a display of these machines at work and pitchmen have reported a great demand for rollers on highways leading into taxed States. Because the units are unique smokers in States where there is little tax are buying machines.

Reports from carnival traveling throughout States where the tax is highest. Demonstrators find that crowds of men and women are easily drawn by a display of these machines at work and pitchmen have reported a great demand for rollers on highways leading into taxed States. Because the units are unique smokers in States where there is little tax are buying machines.

Dealers in the metropolitan area report that during recent weeks demand for rollers has been several times greater than normal.

Trying in with advertising which is being circulated thru States which are increasing the cigaret tax, workers are using pretty much the same slogan used by street cigar pitchmen and street workers find ready sales. Not only is the demand for rollers increasing, but women are also purchasing outfits.

Among rollers claiming top demand is the "Kings" cigarette machine. It is in the coat pocket and is said to do a neat job. Packed individually with printed directions for its operation, roll

### UPPER BINGO

By  
JOHN  
CARY

BINGO is evidently taking on added zest, as summer celebrations show that the popularity of the game is continuing to increase. Throughout the country these arrangements are being made to open fair, if it were to be a complete fair were bingo omitted from the midway.

PARKS and resorts are operating the game to fullest extent at this time. Whether an amusement center or a mountain retreat or along the seashore the game is getting great play. Some counselors think popularity of bingo decreases after the end of June, but there is absolutely no basis for that opinion.

merchandising offerings, it appears. Outstanding in importance is the New York-Philadelphia Combined Gift Show, August 31-23 at Hotel Benjamin Franklin. Indications are that an unprecedented number of new and appealing merchandise numbers will be presented for the first time here.

Other exhibits expected to attract their share of buyers in the next few weeks include: Chicago Gift Show, July 31-August 11, Palmer House; Merchandise Mart Gift Show, July 31-August 12 (tentative), Merchandise Mart, Chicago.

Coxs' Gift, Art and Housewares Show, August 9-12, Hotel Whitecomb, San Francisco.

10th Avenue Gift Show, August 14-25, New York.

### Heat Boosts Resort Sales

**Crowds flock to cooler spots to escape Old Sohot weather items go**

NEW YORK, July 29—Seashore and mountain resorts came in for some of the biggest plays of the summer during recent weeks when Old Sohot metropolitan residents scurrying to cooler spots, with the mercury soaring to new marks, worked reported business taking on added zest.

Balloons, parasols, sun glasses, insect repellents, beach balls, electric fans and other equipment were in great demand. Concessionaires dressed up stands in hot weather fashion and did all right by themselves. Soave dealers, despite weathering heat, pushed several new creations in addition to old stand-bys.

Workers reported they were not at all comfortable working at such terrific heat. Instead, they are taking a kicking. Added takes more than repaid them for the discomfort, they said. With the end of summer work, boys are getting to get the sport in business.

Site is adding thousands of customer daily.

No one roller, however, has an open end market and several makes are in demand. The customer wants a machine easy to operate and one that turns out fine cigarettes.

The game gathers momentum during early summer and enjoys a seasonal top in the latter part of the term. Many of the operators begin clamoring for indoor bingo. There is no time when one can definitely say anything about it to be a popular indoor and outdoor pastime.

SUMMER celebrations are going in plenty of useful and flashy merchandise this season. Concessors know from experience that depleted stocks never attract crowds. Watch any bingo game that is crowded will have stands filled with attractive merchandise.

REPORTS show that bingo is going to town in Indiana this season. In recent areas of the Hoosier State, the game is enjoying a revival. It is being getting under way in the State, men who have their fingers on the pulse of the market are sending out glowing reports from operators. There are many ventures in the territory who say counselors in the territory who say merchandise always plays big returns.

COUNSELORS are already making plans to bring bingo indoors. With Labor Day about a month away, many operators are studying the market and spots, and wise operators realize play will not want to stop attending counselors. This policy of move and getting out in some parks outdoor stands will be moved for winter operation.

KING CARD CO. has opened a department for the sale and rental of long-playing records. Various singles are being a need for special service to organize records putting on one big night of long-playing records. King is doing this in some parks outdoor stands will be moved for winter operation. KING CARD CO. has opened a department for the sale and rental of long-playing records. Various singles are being a need for special service to organize records putting on one big night of long-playing records. King is doing this in some parks outdoor stands will be moved for winter operation.



# LOVE PUPS!

(Made with Genuine G. E. Alnico Magnets)

Pass them out at  
50c a pair

IMMEDIATE SHIPMENT! JOBBERS, WRITE!

Sample Pair - 25c  
Doxon Pairs - \$2.50  
Gross Pairs - \$27.50

All Prices Prepaid — No C. O. D.'s — Ref., Any Bank.  
**A. M. WALZER CO.**  
Security Bldg., Minneapolis, Minn.

## TODAY'S BIGGEST SELLING PREMIUM IS THE WORLD'S SMALLEST PORTABLE RADIO!



**Majestic SUPERHETERODYNE**

NO PLUG IN! ON AERIAL! NO WIRES!  
Special Salesboards Available

COMPLETE with Shoulder Strap — Ready to Operate.  
CONFIDENTIAL DISTRIBUTORS' PRICE **\$9.95**

**EVANS NOVELTY CO.**  
946 DIVERSEY, CHICAGO, ILLINOIS

HERE'S AN AMAZING DIAMOND OFFER!

**GENUINE DIAMONDS**  
ON MEANS SETTINGS  
THIS SALE IS ONLY  
ON CASH PAID  
CASH PAID ONLY  
CASH PAID ONLY

**PRESS 'N' SONS**  
1217 N. CENTRAL ST., CHICAGO, ILL.

FREE ILLUSTRATED WATCH CIRCULAR—ELGIN, WALTHAM WATER-LOW AS \$1.00.

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

**EARN BIG MONEYS**

With the New P. D. Q. AUTOMATIC "One-Minute" Camera.

- Takes Beautiful BLACK AND WHITE Photos.
- No Plates—No Film—No Dark-Room.
- DIRECT POSITIVE Photos—KODAK Tri-X-Type.
- No Experience Needed. Instructions are Simple.
- NO REVISIONS. You see your photo instantly in DAYLIGHT.
- Photos CANNOT FADE.
- Uses plain KTB sold by this interesting BIG MONEY-MAKING BUSINESS.

P. D. Q. CAMERA CO., 169 E. 35th St., Dept. BG, Chicago, Ill.

## Just Out! ...THE SENSATION OF THE PREMIUM INDUSTRY

The most remarkable new premium item to be introduced to the trade in years, utterly new and different, a natural for the Salesboard Operator and Premium Buyer. Be first to show this new item in your field. Hurry, hurry, hurry. Write NOW for descriptive Circular and price.

**RICHMOND CLOCK COMPANY, 440 South Dearborn Street, Chicago, Ill.**

**Attention, Manufacturer!**

We are now in position to take on more Manufacturing and Novelty Lines. We have over 500 locations operating for us and use large quantities of real good items.

Write Particulars Immediately.

**Elgin SPECIAL VALUES**

Waltham  
Elgin  
EB and GUARANTEED

M. FRIEDMAN - 74 FORTYFTH ST. - N. Y. C.

0 Size, 7 Jewel, \$59.00 Case \$2.75  
16 Size, 15 Jewel, \$65.00 Case \$2.75  
18 Size, 15 Jewel, \$65.00 Case \$2.75  
Pocket Watches with Keystone  
\$5.00 with case \$5.00  
0. D. Sample, 25c Each

**ONONDAGO NOVELTY CO.**  
120 East Jefferson St., Syracuse, N. Y.

Send your correspondence to advertisers by enclosing The Billboard.

## MINIATURE FIGURES SUPPLY HOUSES

Miniature illusions are proving great customer bait, according to Sid Stanley, of Stanco Studios, manufacturer of equipment which produces a full-sized human figure to the size of a lead pencil. Illusion is created by a series of lenses, behind which is a girl who may hallyloo a product thru loud-speaker and perform to attract crowds.

Most popular of Stanley's creations is the girl in a goldfish bowl, seen many times in theaters, department stores and carnivals. Other illusions may be created according to needs of the purchaser. Another timely creation is the television girl mounted on a facsimile television receiver, the screen picking up action and talk of the girl behind the screen. Foreign business of the firm is said to be beyond expectations.

Lafayette Radio Corp. announces introduction of a new all-purpose sound system. Unit is portable and provides highly effective service in hall or theater as well as out-of-doors, the firm states. It may also be used for mobile battery from an automobile. Set operates from AC lines or six-volt car battery. From either source it provides 50 watts output (40 watts on sound peaks), ample to cover crowds of several thousand. It is said. Heart of the system is a string of all-metal carrying case containing amplifier, tunable with crystal pick-up for records and a motor-generator for six-volt battery operation. Accessories consist of two 12-inch dynamic loud-speakers, two five-type horn baffles, a choice of microphones and necessary cables and plugs. To shift the system from hall to car requires only a change of transportation, as the changeover of connections from line to battery involves but a few minutes, the firm states. This system is claiming many customers among band leaders, concessioners and bingo consorsors, the company claims.

**OKLA. EVENT—**  
(Continued from page 51)  
celebration, said Ralph G. Anker, secretary-manager. Cost was \$100, financed thru attraction fees and contributions. Orank Amusement Co., did satisfactory business on the midway with 3 shows, 8 rides and 25 concessions. Free entertainment included balancing, trapeze and clown acts. Considerable advance publicity was given a rattlesnake derby.

**New Marks Made in Minn.**  
**BLUE EARTH, Minn., July 29—**July 4 celebration here, featuring midway, fireworks and grandstand attractions, drew 6,325, biggest crowd in history of the event, with several hundred being turned away. Grandstand attractions, directed by Bertsch, secretary, Frisk Greater Shows had four rides, two shows and corn game and 12 other concessions. Concessions were on the midway. Connell's Theatrical Exchange furnished acts, including Bob Mann, Harry Hamilton Trio, Anderson's Jitterbug Duo and juggling and clown acts. Event was advertised with programs and radio and theater announcements.

**Ind. Fete Grosses \$5,000**  
**WHITING, Ind., July 29—**Annual celebration here on July 4, featuring pro attractions and concessions at the American Legion Post, grossed about \$5,000, said Leo T. Mulva. Concessions were furnished by William Heimbach, and John DeYoung provided a Merry-Go-Round. Feature was a 8500 fireworks display. Many civic organizations were represented on committees, and much newspaper space was obtained.

**Mich. Festival Makes \$200**  
**BAND LAKE, Mich., July 29—**Celebration here—Home-Coming here on July 4 netted the sponsoring Business Men's Association about \$200 after expenses of about \$500 were paid, said Herb E. Bass, secretary. Profit was the result of midway fees and advertising sold in a collaboration edition. Bankfoot Brothers furnished three shows and seven rides. About 40 concessions were booked. Free

**LONE RANGER**  
Hi Ho Silver Coin  
KEY CHAIN HOLDER  
Packed 15 on Duster Card  
DOZEN Also Available \$1.00  
Also Comes With Pair Trolley and Pushpins.  
EPC. Specific Material C. O. D.

**BENGOR PRODUCTS CO.**  
776 BROADWAY, NEW YORK, N. Y.

**IT'S NEW IT'S FUNNY IT'S A SQUAWKER IT TAKES**

See Your Jobber Today

PERLA MFG. CO.,  
416 N. Sangamon,  
Chicago.

**Extra Value!** **\$2.25 EACH**

**5 for \$10.50** **5 for \$10.50**

No. 88 8883 — Ladies' Bracelet Watch, exclusively styled 12 1/2" with beautiful link bracelet, case and dial with 12 diamonds. Each in attractive gift case. An amazing value. Save money NOW by ordering the Watch. \$10.50.

DEALERS, Write for Catalogue.

**RONDE-SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago

**FURS! FURS! FURS!**  
**SEIDEL'S**  
1940 CATALOGUE  
JUST OUT THE PREZ!  
Beautifully Illustrated, Showing All the Latest Styles in COATS, SEALERS, COCK-LETTERS, SQUIR-RELS, ETC. \$900

From H. E. SEIDEL & SONS, 525 West 30th St., N. Y. C.

**SNOOTY PUPS**  
NEW LOW PRICE  
Doxon Pairs, \$2.40  
They're HOT STUFF!  
Watch the youngsters with pups. Most can be made to order. Illustration \$2.00.  
A BARGAIN! Write for Circular \$2.50

**GORDON NOVELTY COMPANY**  
933 Broadway, New York City

**SAUND SYSTEMS—NEW—BARGAINS**

Complete two speakers, \$20.00. 2" wide, 8" deep. Mobile version, \$25.00. 2" wide, 11" x 10" AC, \$10.00. "Tripartite" type. Also with about 100 other "BARGAINS" listed. Everything in stock. Write for Circular, 1021 Main St., Cincinnati, O.

acts were the Ceyers, balancers; a balloon ascension and bat-wing flyer. Event was advertised with a highway banner and bumper cards.



six months and \$500 fine for performing a minor operation. I am an M.D. and...
George and Beth Grozman.

WHAT MED ORGANIZATION and pitchmen plan to operate near the auction barns and banks when the tobacco sales season is in full blast?

HERES ONE... Beverly Ann from Davenport, Ia. ...
Davenport, he said. At Wapello, Ia., the reader was \$5 for three days. ...
Davenport, he said. At Wapello, Ia., the reader was \$5 for three days.

TRIFOD OPINIONS: "What most of us need is to study a few minutes each day on how to improve our business methods and brush up on our manners."

Pitchman Five Years Ago

Jack Beasy, the former matinee idol of Medicine-Beasy fame, was running a show in Illinois last year. ...
Bennett Comedy Co., was in Arlington, Ill. Personnel included Varsell and Sewell, Roy and Lois Sheets and

JUST OUT!!! New Catalog of 1939 Engraving Pins. New catalog No. 24 is just off the press...
HARRY PAKULA & CO. 5 N. Wabash Ave. Chicago Ill.

DEANE'S D. E. BLADES FINEST SWEDISH SURGICAL STEEL. IN DISPLAY CARTON, 100 (20 Pkgs.) 40c. ...
DEANE BLADE CO., 122 West 43rd St., New York City

Key Check Stamping Outfit. 463-D East 178th St., New York City.

ALIVE MEXICAN JUMPING BEANS. NEW GLOBE ALIVE and Full of Pep. ...
BIG MAGIC CUP BOX. 1500 6th, Grand, 123, & 4 D. ...
STICKS, ...
MERRY WIVES' Party Honey, ...
DEALERS/Wholesalers for Glenside, ...
MANSOURI, INC., 120 Park Row, N. Y.

Hillbilly Burns... T. A. Smith, of med ogry fame, while operating in Chicago...
Wonder Show from a four-year stay in Wisconsin to his old stamping ground in Chicago...
"Save your gas, boys. Small money here."

IT'S NO secret that mad show platforms have contributed a small number of entertainers to the vaudeville, musical comedy, ...
"Save your gas, boys. Small money here."

Events for Two Weeks

- ALC... Prairie Grove, Reunion & Home-Coming, 3-2.
DOG SHOW, 3-2.
LADY GARDEN, 3-2.
WATERLOO, 3-2.
WATERLOO, 3-2.
WATERLOO, 3-2.

- OKLA... Hinton, Kiwanis Bldg., 3-4.
Yak. Home-Coming Picnic, 1-4.
P.O. ...
P.O. ...
P.O. ...
P.O. ...
P.O. ...

SHORTS

I (Continued from page 51) and Kling Brothers, aerialists, were featured, reports Pat Kling.
ROLLA, N. D. had more than 2,000 paid customers at a Fourth of July Celebration on the fairgrounds, a record Rolloette County attendance.

CONCESSIONS, historical soap and exhibits are planned for four-day Grand County Harvest Festival, Wood Farmington, O., commemorating the 125th anniversary of the founding of the city. B. W. Hurlley is chairman.

FOURTH of July Celebration under Business Men's Association in Moon, Ind., was held on July 10-15 with (Wash. and Tennessee) Miller, who reports it was successful, with John De Young's ride being about 40 concessions. Now in the restaurant business, he formerly worked with a grab stand and was last year's "Grab Stand" Show.

AIDED by weather, there was a record turnout at the Bayfield (Wis.) Strawberry Festival on July 1 and 2, when the Pillsbury Concert Band, Busby's Orchestra, and the Bayfield Junior Tent Show were featured.
MIDWAY and free acts highlighted Somerset County Firemen's Convention and Commercial Fair in Prichard, Pa., on July 2-4, with Miss A. Beant. Other attractions were maimers', pa

and Albert's parades, with 60 companies in line.

FOUR LORENZO, aerialists, and Illinois Firemen's Convention at July 4. (Va.) Firemen's Celebration on July 4.

COMMITTEE in charge of the one-day National Brands Picnic in Athens, O., are: ...
W. G. Wade Shows and L'Annee Reservation Indians were booked for three days at ...
Blueberry Festival.

MIDWAY featured, free acts and band concerts for two-day Show Creek (O.) Home-Coming Celebration under auspices of American Legion Post.

W. G. WADE SHOWS and L'Annee Reservation Indians were booked for three days at ...
Blueberry Festival.

MOLLY's Circus Show were booked for Hiram (Mo.) Celebration on July 24-25 as substitute for O. J. Bach Shows, which were unable to make the date, and Albert F. Ward, secretary.

FOUR free acts and Dee Lang's Shows featured at ...
American Legion Post Home-Coming Celebration, said J. R. Short, secretary.

REPORTING celebrations and rodeos played by the act this season as having much bigger attendance than for three years. Don ...
Lovell, Wyo., July 17-22.

SIX-DAY outdoor circus using 20 acts will be sponsored by police of Youngstown, O. ...
Klein will manage the show. Sponsor has launched a ticket campaign.

CAVY JERKY EDWARDS and troupe staged a special show in Topoka, Kans. ...
Detroit Public Field Day on Michigan State Fair grounds for the 11th consecutive year. ...
Franklin.

Two Original Michigan Rares, Uncle Cy Joahway and daughter, Sara, team of ...
Detroit Public Field Day on Michigan State Fair grounds for the 11th consecutive year. ...
Franklin.

CARNIVAL attractions and free acts will be featured at the two-day Orionville (Minn.) Sweet Corn Festival, said ...
Anderson. Dances were held in a lake show pavilion.

SUCCESSFUL, Orionville (Minn.) Sweet Corn Festival on July 4 and 5 featuring free acts, concessions and water events. ...
Anderson. Dances were held in a lake show pavilion.

FREE ACTS and midway will be featured at ...
Knights of Pythias.

PLANS for three-day sixth annual Solo (O.) Fall Festival call for a midway and free acts.

JOHN B. ROOERS Producing Co. was booked to stage ...
Salineville (O.) Centennial Celebration on July 27-30 and New Cumberland (W. Va.) Centennial.

CARNIVAL attractions are planned for four-day ...
Celebration under auspices of the Civio Association.

BINK'S CIRCUIS ACTS opened the fair season on July 29, reports George Blueberry ...
and have several more booked.

SIDNEY BELMONT'S free acts and shows and concessions have been booked for a two-day ...
committee are D. A. Kesmer, Harvey Roettger, Marus W. Robinson and Joe Hasey.

FREE ACTS at St. Mary's Carnival in Linton, Ind., on July 10-15 were Steiner Trio, the Graytons and Suicide Linton, Ind.—Lexis Smith reports Linton Twin Safety Chapter will co-sponsor with ...
Community Fair and Exhibit here.









Rites for Russell Will Open Fair in Lewistown

LEWISTOWN, Pa., July 29—Mifflin County Fair here will open on Monday with memorial ceremonies under direction of Harold D. Cohen in memory of the late Samuel B. Russell, who for years headed the annual. George A. Hamid is directing the fair this year, assisted by Harry C. LaBrosse, secretary-manager of New Jersey State Fair.

Carl Frisco, superintendent of concessions, has contracted for Lewis Shows for the midway and George A. Hamid acts have been booked for the grandstand show to be made up by revues, *Fantasies of 1939*, and night fireworks. Lucky Teters' Hill Drivers will appear two afternoons and Hamilton AAA-sanctioned auto races will be staged on Saturday, when a congress of wrasslers will also appear. Musical performances will be under supervision of J. L. Grolinger, W. A. H. Brindel and W. P. Steinbach. Tuesday will be Children's Day.

ROUTES

(Continued from page 22)

Ripa, Bob (Palmor House) Chi. K.  
Roberts, Whitely (Palmar) Los Angeles, Pa.  
Robinson, Bill (Cotton Club) NYC  
Rogers, Hilda (Highgate 1-11) NYC  
Rogers, Harry (Cotton Club) NYC  
Rosenthal, Jerome (Cotton Club) D. C. E.  
Russett, James (696 Club) Chi. M.  
Ryan, Stella (Cotton Club) NYC  
Roy, Lee & His Singing Violin (Embassy Club) Denver, Pa.  
Rubin & Herman Sving Club (Columbia) Chi. M.  
Rusland, Adelle (Hynes) NYC  
Royal Rogers & Micky (Blaisdell) Daville N. H.  
Royal Duo (Palmar) Los Angeles, Pa.  
Ryton, Stella (Cotton Club) NYC  
Ryland, Lynn (Ball Moon) Coney Island, N. Y.  
Ryland, Edna (Ball Moon) Seattle, wa.  
Ryan, Sue (Lodge) NYC

Sae, Louisa (CGA Broome) NYC  
Saunders, Milton (Ambassador) NYC  
Saxe, Marge (Cotton Club) NYC  
Schafer, Fritz (Grandiose Horsemen) NYC  
Schwan, Fred (Cotton Club) NYC  
Schwartz, Milton (Silverdale) Milwaukee  
Shannon, Terry (Jimmy Kelly) NYC  
Shaw, Edna (Cotton Club) NYC  
Shaw, Esther (Laramie) NYC  
Sheldon, Jimmy (Shalom Plaza) NYC  
Shiff, Willis (Cotton Club) NYC  
Shoff & Newman (Small's Paradise) NYC  
Shofstall, Constance (Club Cadillac) NYC  
Shon & Sonny (Cotton Club) NYC  
Shook, Maddy (Cotton Club) (Berlitz Hill) Newport, Ky., Pa.

Singer, Tony NYC  
Spacie & George (Small's Paradise) NYC  
Spangler, George (Cotton Club) NYC  
Stanley, Ernie, with Julia Curtis (State-Lake) Chi. M.  
Staples & Corser (Palmer House) Covington, Ky., Pa.  
Staring, Duoy (Cotton Club) NYC  
Stewart, Bertrice (Cotton Club) NYC  
Stone, Mary (Columbia) Chi. M.  
Stout, Charles (Cotton Club) NYC  
Stout, Gene (Columbia) Newark, N. J.  
Stout, Ann (Cotton Club) NYC  
Stuller-Ann (526 Club) San Francisco, wa.  
Sturwey, Bud (Cotton Club) Newark, N. J.  
Swiner, Three (Hill Carroll's) Hollywood, wa.  
Swinerton, The Beverly Hills Newport, Ky., Pa.

Tail, Katherine (Highgate) Brooklyn, N. Y.  
Tanya (Jimmy Kelly) NYC  
Tapp, Conny (Cotton Club) NYC  
Tapp, Elmer (Cotton Club) NYC  
Tapp, Elmer (Cotton Club) NYC  
Tapp, Elmer (Cotton Club) NYC  
Tapp, Elmer (Cotton Club) NYC  
Tapp, Elmer (Cotton Club) NYC  
Tapp, Elmer (Cotton Club) NYC  
Tapp, Elmer (Cotton Club) NYC

Valdes & Pezzy (Blue Meadows) Lexington, Va. Va.  
VanDine, Vera (Paradise) NYC  
Vandy, George (Cotton Club) NYC  
VanVleet & Lyone (Hillmurry's Village) Boston, Pa.  
Van, Betty (Blackhawk) Chi. M.  
Vance, Valeria (Jimmy Kelly) NYC  
Vander, George (Cotton Club) NYC  
Vandor, Will, Chor (Cotton Club) NYC  
N. Y.  
Wager, The (State) NYC  
Walker, Dan (Cotton Club) NYC  
Walker, Fred (Hill Carroll's) Hollywood, wa.  
Walker, Gene (Jimmy Kelly) NYC  
Walker, Sam (Cotton Club) NYC  
Wagner, Wally (Blue Lodge & Eddie's) NYC  
Ware, Dick (State-Lake) Chi. M.  
Warren, Fred (Hill Carroll's) Hollywood, wa.  
Washington, George (Drepp) (State) Chi. M.  
Washington, George (Drepp) (State) Chi. M.

Wayne, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Ken (Oriental) Chi. M.  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC  
Webster, Marshall (Hilly Ross's Aqueduct) World's Fair NYC

Yeda, Max (New York) NYC  
Yee, Vincent (Merry-Go-Round) Dayton, O.  
Yee, Vincent (Merry-Go-Round) Dayton, O.  
Yee & Tanya (Earl Carroll's) Hollywood, wa.  
Yee, Vincent (Merry-Go-Round) Dayton, O.  
Yerke, George (Cotton Club) NYC  
Yerke & Elmer (Village Barn) NYC  
York, Betty (Merry-Go-Round) Dayton, O.  
Zink (Black Cat) NYC

FAIR GRAND-STAND ATTRACTIONS

(Shows are for current week when no dates are given)  
Ade, Edna, & Co. (Days of '71) Deadwood, S. D.  
Adre, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC  
Alden, Elsie (Cotton Club) NYC

DRAMATIC AND MUSICAL

(Shows are for current week when no dates are given)

Anderson, Bud: Gratton, N. D. 2; Warren, Minn. 2  
Anderson, S. D. 1; J. Amestown, N. D. 2  
Fargo 2; Fargo 2; Fargo 2  
Fargo 2; Fargo 2; Fargo 2  
Fargo 2; Fargo 2; Fargo 2  
Fargo 2; Fargo 2; Fargo 2  
Fargo 2; Fargo 2; Fargo 2  
Fargo 2; Fargo 2; Fargo 2  
Fargo 2; Fargo 2; Fargo 2  
Fargo 2; Fargo 2; Fargo 2

CARNIVAL

(Shows are for current week when no dates are given. In some instances possibly mailing points are listed.)  
Anderson-Gracer: Philadelphia, Pa.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.  
Atlantic Coast: Galesburg, Va.

Giant Table Lamp  
as the  
respected  
and  
famous  
"Giant Table  
Lamp"  
Sole in U.S.  
Sole in U.S.  
\$575

Catalog Now Ready  
Write for your FREE copy today.  
Please state your line of business.

CONTINENTAL PREMIUM MART  
812 N. 3rd St. MILWAUKEE, WIS.

LATEST SENSATION  
Get Your Winter's Bark Roll  
WITH THIS NEW IMPROVED BUCKET  
Complete as Illustrated. All ready to set up and operate. Use any kind of flash.

PRICE  
\$20.00  
Each  
3 Units for  
\$50.00

14" Wide—40" High  
(Note: This is not a "huckley bucket")  
SAM MENCHIN  
31 West Division St. Chicago.

McMahon SHOWS  
West Side Diggins, Chokohale at noon, West Hines and other Rock Concessions for Baby Face Show and Fair. P. Dodds, August 15-15:17. West Billposter and Basher Men. For sale Chokohale on Tessler. Write FOR FLETCHER, Sheldon, La. 219 5th; Rock Radio, La. Annex 7.

WANT  
Special Agent and Buyer Man who can produce and obtain locations. Address  
JACK PURCELL, Manager,  
ZACCHINI BROS., SHOWS, Eff. Pa.

TANGERINE SWEETS  
NEW AND NOVEL CANDY PACKAGE  
With Sliced Orange Fakes  
100 to carton—Per Carton \$4.00  
200 to case, etc. Order for Free Illustration  
DELIGHT SWEETS, Inc. 50 East 11th St.  
NEW YORK CITY.

Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.

Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.

Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.  
Byers Bros. No. 1 Lexington, Ill.

FIRST SHOW IN YEARS, AUG. 7-12  
NEPTUNE CITY FIREMEN'S CELEBRATION  
In the Heart of Washington Territory,  
One Day in the City of NEPTUNE CITY,  
Low Admission. Write for Programs  
Long Beach, Cal. J. 2759,  
Adress 15th Ocean Ave.

WANT  
FOR BETTSVILLE VUL FIRE DEPARTMENT  
CELEBRATION AUGUST 17, 18 AND 19, ON  
All kinds of legitimate Concessions. All Buses booked  
PAUL R. STEFFANIE, Bettsville, Ohio.







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.

## RELIGION

People whose business is subject to petty reform attacks are likely to lose respect for religion. This includes people in the various branches of the amusement world, the liquor trade, the coin machine trade and others.

An old-time slot machine operator once told me that coin machine operators should go to church at least once a year to find out what the other fellow is thinking about. He said that his wife went to church for him.

Religion today has become largely a matter of politics, of petty reforms and crusades, rather than living a life and teaching a faith. And when religion or anything else becomes political in nature it is subject to criticism just as all political theories are subject to criticism.

Religion in its reform aspects is getting a lot of publicity in the papers now, due to the recent utterances of the Governor of Michigan. It has turned out to be a regular publicity heat wave and pretty girls as well as the governor are cashing in on it. Such antics cheapen religion.

Due to the modern threats to democratic governments, the news spotlight has been turned upon a religious convention in Atlanta (July 22-28) in an unusual way. People whose business is always subject to petty reforms should be interested in that meeting for very special reasons.

It is the sixth meeting of the Baptist World Alliance, one of the most militant reform groups in the world today. When there is any crusading to be done you can always expect to find those people to be in the thickest of the fighting. But their history in the deep past is so unusual that the modern world needs to learn it by heart.

It is the only large religious group in the world today whose original doctrines were against reforms, crusades and domination. There is no hope in the modern world that this group, or any other religious group, will give up the idea of petty reforms and crusades. But it is interesting to know as a matter of history that a religion once existed which emphasized important things in human history and was opposed to petty interference in the morals of the people.

As a matter of history, these Baptists in their original form preserved the root idea of democracy thru the Dark Ages. The 750th anniversary of the Waldensians was recently celebrated in Chicago and only one Chicago newspaper recognized the historic significance of it. These were the predecessors of the Baptists, a persecuted people thru the Middle Ages, living in hideouts in the Alps. But they held on to ideas of democracy.

Woodrow Wilson, in his histories, calls attention to how these people preserved the idea of democracy thru the Dark Ages, and how the Baptists transmitted it to America—and how they were still persecuted in the early days of American history. Every schoolboy is familiar with the story of Roger Williams. In case you have forgotten, Woodrow Wilson was one of the greatest writers of history, his brilliant literary style making history interesting and profound. It is well known that Thomas Jefferson attributed the source of his

basic ideas of democracy to the church group meeting in Atlanta.

There are indications that in these times of war scares, the Baptists are trying to get back to their original teachings about life and liberty. One of their cardinal principles is the separation of church and State. Their leaders, like George W. Truett, well understand the significance of such a principle. But it is doubtful if such an eloquent man as Mr. Truett can lead a people away from petty reforms and back to the original teachings of his church. The meeting in Atlanta is apparently trying to think of and discuss the big problems of the world today. But it is highly probable that when it is all over they will return to their petty reforms and crusades against liquor, movies, dancing, gambling and the like.

For it is evident that only a few of their leaders have any conception of the original purposes of their group. In the recent mayoral election in Minneapolis, it was very noticeable that the Rev. W. B. Riley, a well-known crusader in the Baptist ranks, publicly supported the candidate who was being accused by his opponent for permitting "slot machines" to run in Minneapolis. The Rev. Mr. Riley knows the history and original purposes of his church very well, and it must have required a lot of courage to make a public announcement as he did, which in the essence approved petty gambling.

In the South the Baptists have become the dominant religious group which means they are also the dominant political group. Being militant crusaders, they make themselves felt everywhere in petty reforms. They seem to have forgotten the original principles of their religion. Their original creed meant simply this: If it is wrong for governments to interfere in the freedom of worship, then religionists should not always be interfering in matters of government.

In other words, church people should not be pressing for laws to reform the morals of the masses. Believe it or not, a small group of Baptists published a paper in Washington, D. C., during the prohibition era that urged church people not to interfere by law in the habits of the people. That is something unusual in history.

But whatever the past history of these people may have been, there is little hope that they, or any other church group today will return to the original purity of the principles which these people held in the days when they were persecuted everywhere. Maybe the psychologists are right. People who have been persecuted, once they rise to dominant power they in turn become cruel persecutors of others. Those who are most cruel to the poor are those who have risen from the ranks of the poor, and so on.

With all due respect to the basic principles of religion, and its personal meaning to the human heart, religionists cannot expect to be respected when they become politicians and enter into the petty reforms and crusades. The world still needs big reforms and basic principles of freedom and hope and faith. But those great objectives are not attained by trying to reform the people about their drinking, amusements, petty gambling and the like.



More Ways  
to Score  
HERE

More Interesting  
Features  
HERE

More Nickels  
Go In  
HERE

**Be Told You So!**  
WE DON'T LIKE TO BRAG BUT WE SAID COWBOY WAS  
A SUPER GAME AND WOULD OUTSELL ALL OTHER NOVELTY  
GAMES ON THE MARKET — *And it is!*

KEENEY'S

5-BALL FREE GAME BRIMFUL OF PLAYER APPEAL—  
FREE GAME Instantly Convertible to STRAIGHT NOVELTY

POSSIBLE WINNER ON EACH AND  
EVERY BALL PLAYED AS WELL  
AS ON HIGH SCORE!

**\$99<sup>50</sup>**

J. H. KEENEY & COMPANY, INC.  
"The House That Jack Built"  
2001 CALUMET AVENUE • CHICAGO

### Chi Trib Speaks Of the Public's Gambling Habits

CHICAGO, July 29.—The signing by Gov. Henry Horner of Illinois of the bill increasing the profits of Illinois race tracks by allowing a larger percentage of the mutual intake provided occasion for The Chicago Tribune to comment editorially on the subject of betting. It was a mild attack on the State for participating in gambling as a partner in taking money from the mutuels and then stamping out bookies to drive people to the race tracks.

Says The Tribune, "The presumption of the statute books is that it is illegal to take bets anywhere unless the State is a partner in the gambling. The law stipulates how much profit the State shall get and how much the tracks may have. The whole reason for the raids on the other gamblers may not be to drive the customers out to the State's gambling institution, but the patronage of the law is extended only to the gamblers who divide with the State."

The Tribune then comments on the raids, and states: "If there is any pretense of a theory about this, it must be that the law regards all gambling as

undesirable, if not wicked. Nevertheless, it then acknowledges that human habits are not all reasonable."

### Reader Hits Stock Market Speculation

MILWAUKEE, July 29.—It appears that the public's eyes are beginning to open and that they are discerning that the stock market is one of the biggest gambling operations, if a letter in The Milwaukee Journal is any indication.

Addressed to the editor and published in the issue of July 29, the letter read: "To The Journal: So much is being said about bingo that I would like to ask about stocks and bonds. Do the judges who are against gambling own any stocks and bonds? If so, I would like to judge about their gambling."

"There are more people in the poor-house and the nuthouse today from troubles caused by 'investing' in stocks and bonds than there will be in a million years caused by bingo.

"People don't mortgage their homes to play bingo but they do it to buy stocks and bonds. If the judges don't call that a gamble, there is no gambling at all."

"That's something for the judges to think about.—Frank Kalit."

The article was entitled "Stocks, Bonds and Bingo" and referred to recent closing down of bingo in the Wisconsin area.

### Gambling Bulletins

Big-time gambling news from all parts of the globe during the week of July 17 reviewed as follows:

CHICAGO.—In the city that bans pin-ball games and maintains the biggest center in the world for gambling with the people's bread, the annual payoff to the farmers started just before new crops are marketed, with the gamblers knocking the prices down on corn, wheat, etc.

LONDON.—Gambling with money showed the U. S. dollar improving slightly after it had weakened during the week. British and French money also weakened and the Chinese dollar tumbled.

NEW YORK.—The once greatest

play **P**UX  
SHUFFLE-BOARD  
LEGAL SKILL-AMUSEMENT GAME  
Immediate Shipments  
RECREATIONAL GAMES NOT INC.

Ray Becker, Pres.

"Across From the Sherman" 155' N. Clark St., Chicago

gambling center in the United States perked up at least one day during the week when stocks showed gains on paper of around \$2,000,000,000. Then insiders began to take winnings. Fortune magazine recently implied that the once big gamblers here have been reduced to the status of errand boys.

### Chicago Has 9,106 Taverns

CHICAGO, July 29.—Chicago's license bureau has revealed that the city has issued 9,106 liquor licenses for the period ending November 1. This is an increase of 429 licenses as compared with the number in force on the same day last year.

The bureau declared that it expected that there would be a substantial increase in the number of licenses about October of this year, when bowling alleys and taverns now closed for the summer season reopen.

Who'll Close Licenseless Taverns  
CHICAGO, July 29.—Who'll close Chicago's licenseless taverns, ask interested parties. "Not I," declares the police de-

### SHIPS THAT PASS IN THE NIGHT

carry people to the far corners of the earth . . . but wherever they go they are near a PHOTOMATIC, the wonderful automatic picture-taker that spells profits in any language. PHOTOMATIC is the ONE machine that makes money all the time, all over the world, because EVERYONE likes personal pictures.

INVESTIGATE  
International Microscope Reel Co., Inc.  
513 West 34th St., New York

partment, "that's the job of the license division."

"Not I," declares the licensing division. "Our 74 inspectors do not have police powers," declared the license department superintendent. "They do have power to inspect and issue court summons for failure to display license."

According to latest reports, there are 250 Chicago taverns without license without any record of any tavern being closed for lack of license.

GET KIRK'S  
GUESSER-SCALE  
(PENNY BACK IF YOU ARE RIGHT)  
with the WATCH YOUR  
HEART BEAT feature

GREATEST  
MONEY-MAKER  
EVER BUILT

C. R. NICHOLS CO. — ALL —  
2615 WASHINGTON MECHANICAL  
BOSTON OPERATION  
CHICAGO, ILLINOIS











## Wis. Phono Tax Dropped

**Solons recognize tax as excessive—eliminated by decisive vote of 23-6**

MADISON, Wis., July 29.—The senate on July 27 by a 23 to 6 vote adopted the Bolens-Gawronski amendment to the administration's tax bill, which eliminates the 25¢ annual tax on coin-operated music machines.

The tax was strongly contested by automatic phonograph operators and was a feature of the bill as passed by the State assembly July 14. It was estimated it would raise \$800,000 for the biennium.

It was said that if the tax bill was enacted by the senate in refusing to adopt various of its provisions, including the proposed phonograph tax, a sales tax measure would be proposed. Such a bill, providing for a 3 per cent general sales tax, was introduced in the senate July 26.

## Used Phonographs For Export Trade

LOUISVILLE, July 29.—The Southern Automatic Music Co., distributing firm here, has recently enlarged its business by adding another building adjacent to the two buildings already occupied. The new building has the address of 544 South Second street. The firm has been busy remodeling the new section, which will be used to house the used-machine department. One building has the offices and display rooms for new machines, and a second building has the

warehouse. The firm also has offices in Cincinnati and Indianapolis, and one of the three Weinberger brothers stays at each office. The firm carries the Seeburg line of phonographs and target machines for Kentucky, Indiana and Southern Ohio.

According to Joe Weinberger, well-known route of phonographs are now getting back to 1929 earnings for the operator after tending to drop considerably during the last two years.

Asked what he meant by "well-managed routes," he said that experienced phonograph operators were removing machines from poor locations and concentrating on good locations and putting better equipment in those locations. A lot of operators were trying to hold locations which would never pay, he said.

He explained that his firm is doing a wonderful business in

graphs that are two and three years old to operators in Puerto Rico, Canada and other markets on the American continent. Shipping costs are often as high or higher than the price of the machine, he said. These machines still are quality machines and are well adapted to those fields. It aids both fields, he said, by shipping the two and three-year-old phonographs to newer markets. American operators can use newer and more expensive machines, and the foreign market can get excellent machines at a price which it can afford to pay.

Beyond the foreign trade, he said, operators direct from advertising in *The Billboard*. Machines four and five years old should not be shipped, but should be destroyed, he said.

## Two Tennessee Mills Phono Shows

NAHVILLE, Tenn., July 29.—Two showings for Tennessee of the Mills phonograph, *Throne of Music*, have been announced. Both will be identical and the firms presenting the showings have extended invitations to Tennessee coinmen to attend where most convenient for them.

First showing will be held in Knoxville on August 3 by the Triangle Music Co. at its showrooms at 206 Magnolia avenue. Showing in Nashville, conducted by the same company, will be at Hermitage Hotel on August 5.

H. R. Perkins, official of Mills Phonograph Co., declared: "With the big reception already given our new phonograph, the *Throne of Music*, I suggest that operators be on hand early to inspect this marvelous new instrument. A factory engineer will be on hand to give all details on the phonograph." Perkins will be on hand, as will officials of the Triangle Music Co., headed by B. J. Mooney. Charlie Snyder, factory representative of Mills, will also attend.

## Italy Acts To Ban Some Light Music

ROME, Italy, July 29.—Well, at last the dictators have gotten around to telling their people what they shall hear and what they shall not hear. . . . with emphasis on what they shall not hear. Dispatch from the Italian capital report that Italy is acting to ban light music.

Dino Alfieri, minister of popular culture, named a sub-committee "for the discipline of Italian light music" and instructed it to compile a list of musical pieces to be banned. The order was interpreted to mean that all light music by Jewish composers, regardless of nationality, was destined for eventual elimination, including a large number of popular American numbers.



## 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 from record promoters and operators.

#### GOING STRONG—KEEP THEM IN

**Stairway to the Stars.** Reports from ops all over the country are unanimous in their acclaim for this money maker. And if it continues to hold its ground for many more weeks, and it should, you can credit this lovely adaptation of Minky Malneck's and Frank Signorelli's *Park Avenue Fantasy* for paying off the mortgages on many a music machine. The bands are giving it a big play on the air and the folks are buying it across the sheet-music counters. Recordings are plentiful and it matters none who did the recording—they're putting out nickels to hear the song. All the recordings are going strong, a tribute to the song's overwhelming popularity.

**Sunrise Serenade.** Whatever is said about the aforementioned *Stairway* song holds just as good for this one. Little did Frankie Carle record when he wrote this so many years ago at piano piece that it would some day be mainna for the music men. Glen Gray shares in that glory. His recording practically monopolizing the Buffalo herds. The *Serenade* still holds its top position as the No. 1 sheet music seller.

**White Sails.** Not not as strong as the *Stars* and *Sunrise* songs, this ballad by the writers of *There's a Gold Mine in the Sky* is steadily climbing into their class. It's getting its biggest play on the air—bars and the sheet music is moving briskly. There's every reason to believe the ops are selling a gold mine in this one. Ormie Nelson had an early start on the song's recording in leading the field with Sammy Kaye, Huby Newman and Jack Teagarden trailing.

**Wishing.** The wax is fast melting for this old faithful that has served its time well and profitably. Some sections of the country report they have taken it out of the machines already while as many others are still collecting big dividends. It's Bus Morgan's record that is making the last stand for the song.

#### COMING UP—BETTER STOCK THEM

**Moon Love.** At its present rate, this adaptation from a Tchaikovsky theme is headed the way of all adaptations and may soon keep steady company in the same class that now reserves a slot for the *Stars* and *Sunrise* songs. That heaven-sent dividends down here on earth is becoming apparently a truisim. Mildred Bailey's vocal version, along with Al Donahue's orchestral recordings, is making for the big group of new wax pieces, with Glenn Miller and Paul Whiteman also getting a good play.

**My Last Good-Bye.** This side bears investigation by ops other than in Midwest territory. Some sections of the country report they have a top puller in the Chicago area and a big money-maker in Detroit environs. Which is enough reason to believe that it might join the selected few in the salt section. The record is being made by Jerryman and he is using it report they're making money.

**I'm Sorry for Myself.** Reports indicate that this rhythmic ditty from the *Seeburg* line is getting a big play in the Chicago area. It's a song, from the same screen show. The *Bonnie Henke-Tyrone Power* series is just getting around to the neighborhood movie houses, and with Irving Berlin in the lead some ops may pay more attention to it. Too late to pick the top tune. Meanwhile the *Sorry* song is making ops feel glad with Guy Lombardo's version in the lead and Ben Bernie and Kay Kyser also getting a good play. The wax trail, that's all.

**Shabby Old Caddy.** This waltz novelty is beginning to catch on, starting slow but strong along the Atlantic shores. Ops are getting the biggest play with the Sammy Kaye side, with Horace Heidt a runner-up.

**Comes Love.** This is one of the featured songs from *Yokel Boy*, new Broadway musical comedy, which is being staged at the Shubert Theatre. Alvin Shaw's side came along and his record is well paying its dividends and keep in the slot.

**The Man With the Golden Arm.** This song is slightly reminiscent of *Justine* and now that Wayne King has recorded it, there's a strong possibility that the money card will soon turn up. Frances Langford and Horace Heidt started the ball rolling and if they start picking on this Mendelssohn there'll be no stopping it.

**The Star Maker songs.** This is Bing Crosby's newest screen show and while waiting for the picture general releases late in the country, the record publishers and record companies have started the customary campaign. While none of the songs are ready for a machine play, the ops had better wait this note in their calendars until they can get the top of the band wagon. There'll be a hit or two among the songs. At the early date, recordings are plentiful. Already released and some yet to come, *An Apple for the Teacher* has been made by Larry Clinton, Glenn Miller, Horace Heidt, Charlie Barnet and Del Courtney; Tommy Dorsey, Artie Shaw, Al Donahue, Kay Kyser and Ben Wealn made *Go Fly a Kite*; Still the *Bluebird Sings* has been cut by Charlie Barnet, Ed McCauley, Henry Busby and *A Man and His Dream* was Tommy Dorsey, Artie Shaw, Al Donahue, Kay Kyser and Larry Borchers.

#### OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming successful phonograph numbers.

**The Jumper's Eve.** This Harlem-beated ditty, written by the Hi-De-Ho master, Cab Calloway, is making the Buffalo heads hop around. And it's Cab's record that's raising the calbagg.

**Angry.** This hit song of yesterday is getting a big play in the Midwest territory, ops cashing in strongly on the popularity of Tiny Hill, whose orchestra is responsible for the record.

**If I Didn't Care.** Seems as if this Hot Spots special won't leave its slot. The already famous quartet has made many sides since this one, and while many of them are getting a play, it's the first love that's still strong and still keeping the record going.

(Double-meaning records are purposely omitted from this column)

Terrific draw at  
Glen Island Casino

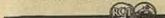


Put him to work for you!

One of the greatest draws of all time at the huge, super-popular Glen Island Casino near New York City Glenn Miller's following is composed of all types, due to his versatility. He's a wonderful peppercupper for coin machines.

New Victor and Bluebird Records to capture coins

- B-10358—The Man With the Mashtell—E.T.  
The Little Man Who Wasn't There—E.T.  
B-10352—Sold American—E.T.  
Fagan Love Song—E.T.  
B-10344—When You Wish—Cheerilee—E.T.  
The Day We Meet Again—E.T.  
B-10328—Oh, You Crazy Moon—E.T.  
Ain't Cha Comin' Out—E.T.



It Pays to Use

**VICTOR AND  
BLUEBIRD RECORDS**

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.  
A Service of the Radio Corporation of America

Distributors: "Victor" Dept. G, 2nd Fl., 60 E. Wacker Dr., Chicago, Ill.

### Coinmen Give Phono For Undernourished Children's Campsite

PHILADELPHIA, July 29.—Present among members of the coin machine industry is the desire to aid others less fortunate. Outcroppings of the generous spirit occasionally become public and the industry learns of the kindness of some of its members.

Most recent act of kindness was by Sam Weinstein, Louis Lallo and Morris Sherman, of the Mutual Music Co., Philadelphia. They have donated a music machine to Camp Happy, where Philadelphia's undernourished children are given a free vacation at the city's expense.

It is such things that bring credit to the industry, and the donors are to be commended on their act. It reflects the high character of the nation's music merchants.

### Vacationers Up Phonograph Takes

ST. PAUL, July 29.—The out-of-door days are in full swing up in this part of the country," reports A. J. LaBou, president of LaBou Novelty Sales Co., "Vacationers are bringing thousands of people out into the open. Constant caravans of cars are traveling the highways and they are stimulating roadside business in restaurants, tearooms, cafes, lunch stands, taverns and cocktail lounges all over the State.

Phonographs in these locations are doing a thriving business. Rock-Ola operators are hurrying around the country making collections because the Luxury Lightup phonographs are scoring heavily in popularity.

"As distributors for Rock-Ola, we find that business is excellent. Our spicuous showrooms and complete stocks have proved to operators who know that in back of our displays and office layout is a quick delivery service that enables him to get equipment fast."

N. L. Nelson, sales manager for LaBou, has traveled throught the territory and finds that operators are enjoying a fine business. He found especial interest in Rock-Ola's new coupon model.

**Reject Pension Lottery Plan**  
MADISON, Wis., July 29.—Joint Resolution No. 66, A, by Assemblyman Harold A. Lott, Green County, would have given the people an opportunity to vote on whether lotteries should be permitted as a means of raising revenues for old-age pensions, was rejected by the State Assembly, July 2, by a 65 to 18 vote.

### Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**HILLBILLY RECORDINGS:** Big Rock Candy Mountain, by Haywire Mac; Kneehole Blues, by Shelton Bros.; Hersey, Keep Your Tail Up, by Freddie (Schmickle-tritz Fisher); It Makes No Difference Now, by Cliff Bruner and Jimmy Davis; Musical Clock, by Roman Cox; Ease My Troubled Mind, by Buddy Jones; Beer Barrel Polka, by Hooper Hot Spots.

**INTERNATIONAL RECORDINGS:** Hello Lady! Low Down (Polka); Beer Barrel Polka, Hot Pretzels (Polka); Banana Split, Dopey Polka; WPA Polka; Hot Clarinet Polka; World Fair Polka; Jelly-Roll Polka.

**FOREIGN RECORDINGS:** German, Sag; Beim Abschied Liebe Servus; Kornblumenblau; Hello Lady, Spanish and Mexican, La Beracha, Swedish, Da-Klamde Vi I Med Var Sjomanang; Harry Brendellus and Waldimir orchestra; Polish, Helene-Polka; Zakreznia - Polka; Krakowska - Polka; Hungarian, Juhos; Legény Áll; Macedonian, Sarbagard, Danubovar, Greek, Ya to Dio Sou Matia.

# SAVE 33 1/3%

Complete Grille and Light-Up Effects  
for Wurlitzer Models  
412s - 616s - 716s



**Finest Materials**  
and  
**Workmanship**

Grille	.....	\$10.50	Complete Only \$27.94
Top Panels and Door Design	.....	12.50	
Plastic Strip for Top Door	.....	1.00	
Special Door Design	.....	3.94	

Gerber and Glass' **\$16.66** Complete  
Low Price  
Lots of 25 Sets—\$15.50 Each  
**MONEY BACK GUARANTEE**

America's Most Complete Line of  
Grilles for All Makes of Phonos

10 Color Combinations—Write for Literature!

**GERBER & GLASS**  
914 Diversey, Chicago, Ill.

**JUST RELEASED**  
THESE NEW RECORDS BY

**FREDDY MARTIN AND HIS ORCHESTRA**

"LET'S MAKE MEMORIES TONIGHT"

"A BOY NAMED LEM"

"THERE'S ONLY ONE IN LOVE"

"AN OLD-FASHIONED TUNE IS ALWAYS NEW"

"IT SEEMS LIKE OLD TIMES"

"CUBA-DUBA-DOO"

BLUESBIRD

No. 10315

BLUESBIRD

No. 10326

BLUESBIRD

No. 10333

REMEMBER "SHADRACK" ...?

# RELEAK

ANOTHER  
**LARRY CLINTON**  
HIT RECORDING  
**VICTOR No. 26319**

# DECCA

Hot Tips for Operators

THESE DECCA NUMBERS ARE  
MAGNETS FOR NICKELS!!

2321 HEAVEN CAN WAIT FT. VO.  
SUNSHINE BUREAU FT. VO.  
Glen Gray and the Casa Loma FT. VO.

2462 WELL, ALL BRIGHT  
BEER BARREL POLKA  
Andrew Sisters

2644 EL RANCHO GRANDE (My Ranch)  
IDA BUELT FT. VO.  
Bing Crosby assisted by the Four-

2286 IF I DIDN'T CARE Ink Spots  
2507 IT'S FUNNY TO EVERY.

2547 MY BOY BOY  
JUST FOR A THRILL Ink Spots  
STARDUSTY MORNINGS THE STARS FT. VO.  
WHISPER WHILE WE DANCE

2548 JIMMY DORSEY and His Orchestra  
2584 BEER BARREL POLKA  
THE NEW OKEY DOKEY POLKA

Jolly Jack Robel and His Band  
2514 MORRIS, KEEP YOUR TAIL UP

2515 MY BOY BOY FT. VO.  
Freddie "Schmickletritz" Fisher and  
His Orchestra

2508 STRAIGHT TO THE STARS FT. VO.  
OUT OF NOWHERE THE FRODOES  
FT. VO.

Ella Fitzgerald and Her Famous  
Orchestra

2600 MOONLIGHT SERENADE FT. VO.  
SHABBY OLD GARY FT. VO.  
Jan Pettit and His Orchestra

2541 MAYBE FT. VO.  
AIN'T CHA COMIN' OUT? WALS. VO.

Dick Robertson and His Orchestra  
2573 THE LAMP IS LOW FT. VO.  
BEONE FT. VO.

Jimmy Dorsey and His Orchestra

Decca Records Inc.

NEW YORK

MILLER'S MONTHLY  
MUSIC MACHINEWhat the Records Are  
Doing for Me---A Long Shot Song Sleeper  
Now Paying Off BIG Profits!

IT'S A SURE THING!

BLUE EVENING

Recorded by

WOODY HERMAN—Decca  
(2250)HAL KEMP—Victor  
(26247)RED NORVO—Vocalion  
(4833)GLENN MILLER—Bluebird  
(10290)JACK MARSHARD—Brunswick  
(8374)DICK TODD—Bluebird  
(10234)

FRANCES LANGFORD—Decca 2438

MILLER Music, Inc.  
1629 BROADWAY • NEW YORK

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.

## Spokane, Wash.

To the Editor:

I suppose you're tired of hearing opera rave about the *Beer Barrel Polka*, but I want to get my ear in and say that this number saved the day for a good many of us. It brought me back in a lot of slow boots and a holding up summer business.

We still are wearing out this plaster on every one of the more than 100 machines we operate. Here's one reason, and it may or may not be a tip. But whenever the nickel feeders start to tire of the favorite Glasha Musette recording we change around to one of the other recordings.

Challenging the polka finally is *Wishin' With My Fingers* with the follow in. In third spot if *If I Didn't Care*, and, surprisingly enough, the ink spots are favored over *Bluebird*, which practically always is a sure leader in this, his old stamping grounds.

However, *Blings* and the *Angels Sing* is the next best nickel-getter. *The Leds in Love With You*, *Stairway to the Stars* and *Swing* with the follow in order. *Glasha's Ark* is the favorite hereabouts. Freddie Fisher is coming up but he doesn't make many numbers. That's a complaint against Crosby, too. Someone's always wanting to hear Crosby some tune which he hasn't recorded.

E. M. PERRY,  
Interstate Novelty Co.,  
Spokane, Wash.

## New Orleans

July 29, 1939.

To the Editor:

It's a clean Miller's inning with growing popularity, with no less than a half dozen of his recent recordings clocking at our locations. By a slim margin would give first place of Miller's selections to *Little Sista*, closely followed by *Stairway to the Stars* and *Swing for Myself*. Like other operators of the nation as a whole, *Bing Crosby* cannot be left out of any one machine, with two of his numbers very popular at present, *El Rancho Grande* and his revival of the oldtime, European.

Revels are rampant this summer, with *Gipsy Fitzgerald* hitting high in this class with her *Little White Lies*. Such old favorites as *Indianas*, *The Shelt of Araby* and *Amie Sue Sweet*, the last named a conchabator among operators here for Jimmie Lunceford and *ork*.

Can see two new arrivals that are being in the right direction, adding them to our collection only this past week. These are *Dick Todd* and *ork* with *Guess I'll Go Back Home This Summer* and *Duke Ellington's new hit, In a Mitz*. *Beer Barrel Polka* seems headed for a ripe old age. It would be a bad guess to leave this number out of any photograph in this section. Our vote goes to *Jolly Jack Robb's* rendition. Other good numbers here are *Jimmy Dorsey's Home in the Clouds*, *Artie Shaw's Melancholy Moon* and *Caterpool, Andy Stewart's When the Night*, and *Count Basie's* recent recording.

With the fading of the popularity of *Three Little Fishies*, *Kay Kyser* is out, along with the "sweeter" music makers like *Whitey*, *Way*, *Whitey*, *Whitey*, *Whitey* and *Swep Fields*. The Ink spots come and go. *Glenn Gray* holds his own with his *Swanee Serenade*. Withing

does it best here with *Ruse Morgan's* number. *Larry Clinton's Comee Love* should rise.

PHILIP YAKHER,  
Yacorp Broch.,  
New Orleans.

## Atlantic Highlands, N. J.

July 29, 1939.

To the Editor:

I have been following this feature for quite some time and want to say that it has helped me considerably in making my selections.

Down here in the shore area most of the people go for Glenn Miller, who played here in Asbury Park last year, and Al Donohue. Absolutely top right now are Miller's *Little Brown Jug*, *Rustin's* *Wild Swans*, *Serenade* and *Wishin'*. On the wane, but still pretty potent, are *Romance Burns in the Family* and *Shut Out*.

*Step in My Arms, Cinderella*, is coming right along, with Miller and Donohue running neck and neck. Others of these two bands that are up top are *Stairway to the Stars* and *Moon Love*, *Donohue's Joy*, *Amnesia*, *Way*, *Love* like a good nickel-getter, with *Sammy Kay's* recording a close second.

The Andrews Sisters, always good down here, are still knocking them dead with *Beer Barrel Polka* and, on the reverse, *Well, Ah! Right*.

*Eddie DeLange's Polka* is going over pretty well and *Crosby's Rancho Grande* is ok. He, I don't believe it, may reach the heights attained by his *Mexicali Rose*.

Business is very good here during the season, and is getting better takes every day. It seems the summer crowd down here is coming, likes swing better than most, *Matty Feldman*, my route man, reports that he has more requests for swing numbers than ever. *Artie Shaw*, *Benny Goodman* and *Tommy Dorsey*, always sure-fire on the nickel catching, are doing strong.

Up and coming are *Jan Savitt*, *Harry James* and *Gene Krupa*. Still pretty strong are *Hal Kemp*, who played in Asbury Park last week; *Kay Kyser* and *Jimmy Dorsey*.  
BABE KAUFMAN,  
Atlantic Highlands, N. J.

## Louisville

July 29, 1939.

To the Editor:

I started Bob's Amusement Co. a little over a year ago and did a nice business right from the start. I had one setback when a law here was enforced closing a lot of my locations within 200 feet of a church. I had to close several locations and had little trouble securing them, keeping service first in my mind. Business has been gaining each week. I like to read your column, as it gives me many good ideas.

For us, among the white trade, that's *Beer Barrel Polka*, *Holly Leds*, *Three Little Fishies* (still holding on), and *Crosby* numbers are always good nickel-getters. With the colored trade it is *Stompin' at the Savoy*, *Count Me and if I Didn't Care*. I have three service men, who are kept busy not only with service, but thinking of many new ways to increase business. On a 20-record player I keep two

EVERYTHING  
YOU WANT  
IN AN AUTOMATIC  
PHONO NEEDLE

SAMPLE 35c. See Your  
Distributor  
or  
Write

THE ELDEN CO.  
1000 178 W. Wisconsin  
MILWAUKEE, Wis.

CARBIDE Price Plus Guaranteed Satisfaction  
MUSIC MERCHANTS

MODERNIZE YOUR OLD MODEL PHONOGRAPHS. ADD LIGHTS, STYLE, BEAUTY, FLASH AND COLOR AT VERY LOW COST.  
A Proven Money-Making Set-Up. Make 1939 Models Out of Your Old Equipment.

PHONOGRAPH GRILLES AND LIGHT-UP EFFECTS

THIS ILLUSTRATION SHOWS EXACTLY HOW YOUR ROCK-OLLA IMPERIAL, "50" LOOKS AFTER INSTALLING OUR EQUIPMENT.

8 Side Panels  
Door Panels  
Grills and Pillars  
Design Program Reader  
Large Easy Selector  
NEW!

Only \$49.50  
Complete. (Small additional charge when installed by one.)

FOR WURLITZER 412's; 616's; 716's	Complete Assembled—Only \$25.00
Grills . . . . . \$12.50	716's
Top Panels and Door Design . . . . . 12.50	Complete Assembly—Only \$25.00
Plastic Strip for Top Door . . . . . 1.50	
Special Door Design . . . . . 2.50	

Large Grills for Wurlitzer 400 . . . . . \$18.50  
Top Plastic Strip for Same . . . . . 1.50

Beautiful Light-Up Cabinets in Full Model Program Reader . . . . . \$8.50  
NEW!

QUICK AND EASY TO INSTALL

GET THESE NEW LOCATIONS NOW — RUSH YOUR ORDERS TODAY

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

## WURLITZER OPERATORS

Boost your receipts with the aid of Gritt Aurora Light Display. Custom made as a companion piece for Wurlitzer Phonographs. Very moderate first cost—current consumption almost nothing. When shown on locations the "take" has increased. Tavern owners call it "a nickel puller."

SEE YOUR WURLITZER DISTRIBUTOR

GRITT, INC., 201 E. South St., INDIANAPOLIS

## WE WILL ALLOW A LIBERAL AMOUNT

on Wurlitzer 616A machines in trade on Mills Throne Phonographs. Now is the time to trade in your old equipment on the latest equipment.

D. &amp; S. NOVELTY CO., 1005 Broadway, Rockford, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



# INCREASE YOUR COLLECTIONS

WITH

## PHONO-MIKE

SAVE OLD LOCATIONS—GET NEW LOCATIONS  
Offers a NEW WAY to earn money

1 MINUTE TO INSTALL

Merely fasten 4 wing nuts, completes installation of  
Phono-Mike unit as shown below

VALUE \$25.00

# \$185

Our Price

The Above  
Unit Will Fit Any  
Music Machine,  
Specify Name and  
Model.

## SPEAK, SING AND ENTERTAIN

Terms: 1/3 With Order, Balance C. O. D.

VOICE CAN BE BLENDED WITH RECORD PLAYING. CAN BE  
USED AS AMPLIFICATION SYSTEM FOR ANNOUNCEMENTS  
AND NUMEROUS OTHER USES.

## ECONOMY PRODUCTIONS CO.

20 BANK ST.

PHILA. PA.

Phono-Mike is making history for the music business.



venders, on Nos. 1 and 20, and also Home, Sweet Home on the last tray. I find the dealers like the latter, as it is of great help to them in emptying their places at closing hours.

We change the color of the light bulbs every two or three weeks and find it saves changing machines in many locations. ROBERT L. ANDERSON, Bob's Amusement Co., Louisville.

### New Orleans

NEW ORLEANS, July 29.—The consensus of opinions of coin machine operators in the Crescent City area puts increase in play income during June and July of this year at 25 per cent larger than the same months a year ago. The coin machine business is a good barometer by which to gauge the trend of American business, one of the leading operators points out. "When nickels circulate in larger numbers the nation is decidedly in for a general improvement in leading staple markets," this operator contends. And maybe he's right after all.

Particularly encouraging this summer has been the steady expansion in sales of phonograph recordings. The three "big" distributors of records here call July the best in several years, with discs selling at a 15 to 20 per cent larger pace than this month in 1938. And all distributors credit coin phonograph operators for the best part of the pick-up.

George Phillips, of the service department of the New Orleans Novelty Co., not only ranks high as a good service man by his employers but this past month acquired his credentials as a licensed air pilot. Only 10 more hours in the air stand between Phillips and his commercial license. "I don't know yet if I will immediately quit the pin game," he reports. "It's a mighty interesting business, too."

Al Mendez, district sales manager for R. Wurlitzer Co., gives us some very encouraging reports on growing interest in Wurlitzer phonographs this year. "Our sales during the past 30 days are heavier of any like period this year," Mendez says. "On a recent trip my

territory I closed orders for many new Wurlitzers." Suffering from a cold after this trip, Mendez is now fully recovered and looking forward to further expansion in business in the fall.

July 31 has been selected as date for formal dedication of new quarters of the J. H. Peres Novelty Co. at 922 Poydras street. The firm's space here will be large enough to incorporate business in local Wurlitzer distributor and one of the city's biggest phonograph and pin-game operating organizations. Jules Peres, president of the company, is secretary of the local coin machine venders' association.

Before leaving Wednesday for a 10-day stay in Chicago and Detroit on business, Fred W. King, head of the C. & N. Sales Co., reported several additions to his sales and service staff with the removal of his offices to new and larger quarters at 817 Poydras street. King has added S. J. Serpas, C. G. Hollifield and Morgan L. Dutton to the sales department and Jimmy Keil and Ralph Louis to the service staff. The firm has expanded its air-conditioning and cooling systems fields.

Andy Monte, head of the A. M. Amusement Co., has left for a 10-day vacation, and to be sure he is left alone to rest, refused to leave his destination. "Be known except to only closest of his friends, George Brennan, proxy of the United Music Operators' Association, is back with a grand suntan from spreading along the beach at Miami, Frank Gleason, of the Pleasure Music Co., is spending his two weeks' vacation fishing at Grand Island in the gulf.

Peter Nastasi has quit the phonograph operating field to devote full time to pin games.

The Louisiana coin machine industry was shocked to hear of the untimely death of Leon Postana, popular pioneer pin game and music operator, of Bogalusa, La. In his sixth year, Postana was well known in all circles of the State. His son has assumed full charge of his business.

Gene Yeager, head of the service de-

### WORLD'S LARGEST DISTRIBUTOR OFFERS FOR YOUR APPROVAL QUALITY EQUIPMENT AT LOWEST PRICES IN HISTORY

Seaburg Autolite	\$12.00	Seaburg M. K. Multimeter	\$ 42.50
Millie Revolver Danno Master	15.00	Wurlitzer #12 or 400	47.50
Millie Deluxe Danno Master	15.00	Wurlitzer #12 or 400	47.50
32-Volt Seaburg Selectaphone	27.50	Wurlitzer No. 16	48.50
Wurlitzer #12	32.50	Wurlitzer #16	48.50
Wurlitzer #12-Record	32.50	Wurlitzer #16	48.50
Seaburg Mead A.	32.50	Wurlitzer #16 A.	48.50
Seaburg Mead A. with Illuminated Grill and Mixing Background	42.50	Seaburg N. 20 Records	149.00

### NOVELTY PIN GAMES AT GIVE AWAY PRICES

Auto Derby	\$5.00	Vegas	87.00	Sensation	8.00
Chico Derby	5.00	Big Time	8.00	Sammy Baseball	8.00
Track Stars	5.00	Big Time	8.00	Sammy Baseball	8.00
Daily Duels	5.00	Big Time	8.00	Billy Brawl	10.00
Bar	5.00	Big Time	8.00	Sammy Baseball	10.00
Bar	5.00	Big Time	8.00	Sammy Baseball	10.00
Silver Flash	5.00	Top	14.00	Sammy Baseball	14.00

Exhibit Iron Claw	\$12.50	Exhibit Munchman	\$12.00
Billy Brawl Ball	15.00	Kenny Bowlers	20.00
Kenny Bowlers	20.00	Wurlitzer Sax Ball	20.00
Kenny Bowlers	20.00		

### CONSOLES

Exhibit	\$15.00	Exhibit Flipper	\$25.00
Exhibit	20.00	Exhibit Dark Horse	25.00
Exhibit	20.00	Billy Brawl Club	25.00
Exhibit	25.00	Exhibit	25.00
Exhibit	25.00	Exhibit	25.00

Over 200 Automatic Tables at \$10.00 Each. Write for List.  
Large Assortment of Te, Sc, 10r, 20r Single Jackson Machines ..... \$ 7.50 Each  
Te, Sc, 10r, 20r Double Jackson Machines ..... 12.50 Each  
Write, Wire or Phone Your Order. "Add only to operators. If you are not now an operator, please do not write." Terms: 1/3 Deposit With Order, Balance C. O. D. or Debit 5% for Full Cash With Order.

At the above prices, equipment will move rapidly. In ordering give second choice.  
PROMPT DELIVERY ASSURED — WE NEVER CLOSE  
**SOUTHERN AUTOMATIC MUSIC COMPANY**  
Seaburg Distributors  
440-442 4th St., Second Street,  
LOUISVILLE, KENTUCKY.  
620 Woodward Bldg., Ind.  
212 West 7th St., Cincinnati, O.  
THE HOUSE THAT CONFIDENCE BUILT

## MILLS • WURLITZERS • ROCK-OLAS

FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES  
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

WIRE OR WRITE  
**BABE KAUFMAN** MUSIC (CIRCLE 250 W. 54th St., N. Y. C.)  
CORP. 5-1162

When Writing to Advertisers Mention The Billboard.



## Houston Ruling on Pinball Legality

HOUSTON, July 29.—Pinball tables which do not pay off in money, tokens or free gambling devices and should not be seized or destroyed unless it can be shown that the owner of the machine is offering it to be used for gambling purposes, the legal department of the city of Houston ruled July 7.

The opinion has since been approved by City Attorney Sewall Meyer and forwarded to Police Chief C. Brown for instructions to his force. Chief Brown has asked for a ruling by the legal department of the city. Meyer has refused to discriminate between what the city ruled were legal or illegal machines. He also requested that the legal department rule on whether the keeping of pinball machines is a misdemeanor or a felony and was told by Mr. Meyer that legal operators would be prosecuted on felony charges.

A person who rents any premises to another for the purpose of keeping a gambling device also will be prosecuted on felony charges, the city attorney ruled. "It is a misdemeanor for any person to permit intermittent playing of a gambling device on premises which he owns or controls and is subject to a fine of not less than \$25 nor more than \$100 or to a term of imprisonment not exceeding 90 days," the opinion states.

## Silent Sales Lauds Pace Games

MINNEAPOLIS, July 29.—"We join the entire coin machine trade in our enthusiastic approval of the recent move of Pace Manufacturing Co. in offering the Barabots, Reels and counter bells with slug ejectors in 5, 10 and 25-cent versions," stated executives of Silent Sales Co.

"This was a splendid move not only for the coin machine trade but for the public. It makes these games chest-proof and thus protects the profits of operators. It is the silent sign of the coin machine trade that it is an industry that is able to offer customers so good a game with so high a profit-earning potential. The variety of coin machines that is ordinarily possible. This was been evidenced by the continual orders here for these Pace machines."

## Genco's Bang Gets Top Favor

CHICAGO, July 29.—"Reports from operators, jobbers and distributors in far territories through the country indicate that the Bang machine is the game Bang is just about tops this year in making money for operators."

"Declared to be completely trouble-free and entirely satisfying to the most exacting of players, Bang is selling as fast right now as when it was originally introduced some weeks ago."

Dave Genobis, Genco official, said: "There hasn't been a sign of a let-up in the demand for Bang. And, frankly, I don't see why operators should stop buying it. The Bang machine is a game that has definitely shown it is okeh. Several factors are responsible for the phenomenal appeal that Bang machine has played. Most of all, I give credit for Bang's magnetic draw on players to the three skill-

kill holes on the board, each of which, when a ball is put in, cuts out four lights at a time, the object of the game being to put out all 12 lights to receive free money awards.

"Furthermore, the three skill lanes at the bottom of the board, which give free games as well as increasing the free money on a winner, are powerful suspense gadgets which keep the player's interest alive to the very last bump."

## Atlas Novelty Business Grows

CHICAGO, July 29.—"A distributing business grows—that is the description of our firm," declare the G. Brown brothers, Eddie and Morrie, heads of the Atlas Novelty Co. "We have been in business long enough to see our firm grow along with the rest of the amusement machine industry. We have seen more than one distributing business close its doors and we have had our rough patches, but for the most part, we have gone along on a steady, even keel until now we can proudly state that it is ours."

"We have a large, spacious, comfortable and well-filled display room, fine office quarters, splendid refinishing and repair shop, and, last but not least, a fine staff of employees who are tops in the industry. All of this is maintained, of course, by a staff of competent accountants. It is a success because of Atlas service—dependable and quick."

"We are proud of what is called the Atlas Novelty Co. Many years of hard work have gone into its making, and we intend to constantly improve our business along with that of the industry. In fact, we intend to be ahead of the industry as a whole. That's one reason we're where we are today, and it's also a reason why we are constantly growing."

"We invite operators to stop in at our headquarters and give us the once over. We know they'll find us to their liking."

## Monarch Coin Has Large Stock

CHICAGO, July 29.—Comments Al Stern, of the Monarch Coin Machine Co.: "We have been in the coin machine industry used free-play and regular novelty games in the United States. Because of the variety of these novelty games on the market, it has been possible for us to accept large quantities of late-type proven money-ejector novelty games in trade. The majority of games we feature are very much in demand, and we are very busy with our current stock. We can now fill each and every requirement, regardless of quantity. Novelty games are certainly booming, and this in itself is a sure indication that they not only meet with the operators' approval, but with the approval of the public as well."

"We suggest operators visit the large and most beautiful showrooms in the Middle West and see our beautiful display of coin-operated equipment, where an operator can make a very suitable and profitable selection in any time."

## Sam London on Road For Milwaukee Coin

MILWAUKEE, July 29.—Sam London, Milwaukee coin machine official, is out doing a stretch—but not the way you're thinking. He is out for a little rest and recreation in the beautiful city of Waukesha, Wis.

"Sam's here going to combine a little business with a little rest and recreation. We hope he has a good box of cigars along—and the old golf bag along over his shoulder just for fun."

## ATLAS VALUE PARADE

CLOSE-OUTS! BRAND NEW FREE PLAY NOVELTY GAMES IN ORIGINAL CARTONS—WRITE FOR PARTICULARS.

NOVELTY GAMES	NOVELTY GAMES		
Chubb, Regular	\$37.50	Stop and Go, Regular	\$24.50
Doble Bell, Regular	\$21.50	Stackmaster, Free Play	\$7.50
Off Ball, Regular	\$19.50	Put Shot, Free Play	\$5.50

PHOTOGRAPHERS	PHOTOGRAPHERS		
Ruck-Old (model 120 Reel)	\$19.50	Wurlitzer #12	\$ 9.50
Black-Old Windsor (1938 Model)	14.50	Wurlitzer #16	\$ 8.50
Black-Old Windsor (1939 Model)	12.50	Black-Old Windsor	\$ 8.50
Wills DeLuxe Dictator	24.50	Black-K 10	\$ 8.50
Wills DeLuxe Dictator (120 Reel)	19.50	Black-K 120 (120 Reel)	19.50
Wills DeLuxe (with Grill)	22.50	Seaburg #12	\$ 8.50

PAYTABLE	PAYTABLE		
Fairground	\$29.50	4 The Supersnapper	Portable
Footstap	29.50	Wendy - Arm'd Bull's Eye - Shoulder	Shoulder
Archie	29.50	Shooter - Bull's Eye - Shoulder	Shooter
Public Multiple	29.50		

TERMS: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO. (General Offices)  
2200 N. Western Ave., CHICAGO, ILL.  
Associate Office: Atlas Automatic Novelty Co., 4155 River Ave., Detroit, Mich.

## AMERICA'S LARGEST DISTRIBUTORS

BREAK YOUR PROFIT RECORDS WITH  
BARREL OF ACES (F-5075)

You'll Never Regret Investing In  
BARREL OF ACES (F-5075)  
The results are AMAZING. The barrel is overflowing with money and the lucky ones choose the ones they want.  
225¢ Hole; and the Top Payout is \$25.00.

Take In	\$17.25
Pay Average	\$9.29
Average Profit	\$ 5.46

Price \$2.49 each  
IT'S A SURE WINNER—ORDER TODAY

CHAS. A. BREWER & SONS  
Largest Barrel and Card House in the World.  
6312 HARVARD AVENUE, CHICAGO, W. A.

## 300 FREE-PLAY GAMES SACRIFICED—FINAL CLOSEOUT OF PIN-BALLS AND CONSOLES

\$42.50	\$39.50	1-2-3	\$19.50	1937 Red Head Bill	\$12.50
Contact	Majors	Firestorm	24.50	1937 Gray Head	29.50
Cherry Feature	Star	Paris	19.50	1937 Red Head	29.50
Loos-Fun	Chubbie	Paris-Van	19.50	1937 Green Head	29.50
Cherry-Fun	Chubbie	Arcade-Bond	19.50	1937 Pass Back	29.50
Loos-Fun	Chubbie	Wurlitzer 14 Fl. Sl.	24.50	1937 Pass Back	29.50
Cherry-Fun	Chubbie	Bull's Eye	24.50	1937 Pass Back	29.50
Loos-Fun	Chubbie	Ball-Ball 12 Ft. Sl.	24.50	1937 Pass Back	29.50
Loos-Fun	Chubbie	Bull's Eye	24.50	1937 Pass Back	29.50
Bux Score	Kitt	1938 CONSOLE	75.00	1937 Pass Back	29.50
Loos-Fun	Chubbie	Triplic Extra	129.50	1937 Pass Back	29.50
Korea	Triple Play	Jonsons Piddock	49.50	1937 Pass Back	29.50
Bux Score	Triple Play	Jonsons Piddock	49.50	1937 Pass Back	29.50
Korea	Triple Play	Jonsons Piddock	49.50	1937 Pass Back	29.50

ONE-BALL AUTOMAT PINKBALLS  
Dorby Champ 2.90  
State Champ 2.90  
Alaskan 2.90  
Cable Address: Mt. Royal, 1/3 Deposit With Order.  
MT. ROYAL NOVELTY, INC.  
306 E. Baltimore St., Balt., Md.

## SNOOTY PUPS

## NEW NOVELTY SENSATION

## NEW PRICES

Per Dozen \$ 3.00  
Per Gross \$ 33.00  
Three sample pup paid for  
with \$1.00 in coin—10¢  
caps, send extra for postage.

## JOSEPH HAGN COMPANY

Distributors  
217 & 223 West Madison St., Chicago, Ill.

## Senate Kicks Export Trade Around . . .

WASHINGTON, July 29.—The United States Senate added another mark in its already bad record this session by postponing any constructive action on neutrality until 1940.

If war does not come in Europe this year the Senate action will have an unfavorable reaction on trade with France and Canada. The French high chamber will have to register the American device in October.

If war comes in Europe this year, it is expected that American raw materials will be shipped to the United States, and that the United States will be sent to France and England. This should improve trade activities with the four countries mentioned.

Newspaper criticism of the Senate action was generally in favor of the President. The conservative New York Times, in an editorial July 20, 1939, called the Senate action bluntly "an invitation to the dictators to start a war."

## Western Distributors Okeh Slug Device

SEATTLE, July 29.—"Every once in a while a coin machine manufacturer comes out with a new idea that is really a boon to operating," stated officials of Western Distributors, Inc., here today.

"One of the few times was not very long ago when Pace Mfg. Co. made its money-making Barabots, Reels and counter bells available in slug-ejector models. Operators in this section of the country make this proof-protecting feature their own. And they add the fact that they are available in 5, 10 and 25-cent playing values that'll set you on edge on all types of locations anywhere."

**WE'LL BACK THIS  
STATEMENT UP 100%!**

—II—

**HIGH-LITE**

**IS THE FINEST  
5-BALL NOVELTY  
GAME ON THE  
MARKET TODAY!**

Signed... **DAVAL**  
315 N. HOYNE  
CHICAGO

—II—

**P. S.: You Can't Lose! Your Money Back If You  
Don't Agree With Us in Every Way!**

**EXCEPTIONAL RECONDITIONED VALUES**

Any 2 for \$14.50

American City Type  
Fishes Jumble  
Bookie Bookie  
Hider-Flash Cadet  
Mandarin Chief Kings  
Skewer Skewer  
Explosion

Skycraper \$44.50  
Double Treasure \$7.50  
Trio \$18.50  
Tomb Play \$22.50  
Wild \$18.50  
Ball Score \$49.50  
Bookie \$18.50  
Enigma, P. P. \$18.50  
Explosion \$18.50  
Requiem \$17.50

Review \$ 9.95  
St. Martin 1.50  
Rain Hood 12.00  
Rabin Springs 9.50  
Natural 24.50  
Wide Kink 17.50  
Lido 17.50  
Paragon 17.50  
Key Lita 14.50

SPECIAL PRICE-OUTS ON NEW GAMES  
AT HIGHEST TO GOODNESS SAVINGS  
LARGE ASSORTMENT OF GOOD USED COUNTER GAMES

WRITE!

**GEORGE PONSER CO., 11-15 E. Runyon St., Newark, N. J.**

**MOTHER HIT BY GLOBE!**



**GLOBE PRINTING COMPANY**  
1023-27 BACE STREET, PHILA., PA.



**ORDER WITH CONFIDENCE—OUR REPUTATION IS AT STAKE**

NOVELTY GAMES		AMUSEMENT PAYOUT TABLES		CONSOLES	
Double Fantasy, P. P.	\$69.50	King, P. P.	\$47.50	Ball, P. P.	\$49.50
Airport, P. P.	28.50	Major, P. P.	35.50	1897 Ball, P. P.	45.50
Chlorine, P. P.	49.50	7-10 Inching, P. P.	45.50	1925 Ball, P. P.	27.50
Continents, P. P.	39.50	Real, P. P.	45.50	1925 Ball, P. P.	27.50
Skycraper, P. P.	49.50	Shooting, P. P.	37.50		
Big Snow, P. P.	37.50	Shooting, P. P.	37.50		
Corby Clock	\$89.50	U.S. Reserved Matt.	\$48.50	Ball, P. P.	\$49.50
Yard Ball	37.50	Corby Chance	32.50	Ball, P. P.	35.50
Phone	39.50	Corby Chance	32.50	Ball, P. P.	35.50
Man-Woman	39.50	Flaxton	28.50	Ball, P. P.	35.50
Ball Score	37.50	Ball, P. P.	27.50	Ball, P. P.	35.50
Corby Clock	\$89.50	Ball, P. P.	27.50	Ball, P. P.	35.50
Phone	\$119.50	Ball, P. P.	27.50	Ball, P. P.	35.50
Phone	\$119.50	Ball, P. P.	27.50	Ball, P. P.	35.50
Phone	\$119.50	Ball, P. P.	27.50	Ball, P. P.	35.50
Phone	\$119.50	Ball, P. P.	27.50	Ball, P. P.	35.50

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

Others have IMITATED! but only **BILL FREY** offers *Original* PROFIT ROLLERS! CHEATPROOF — NOT COIN OPERATED!

LAYOUTS SCREENED ON GLASS  
NO EXPOSED CLAMPS OR SCREWS

**COLOR-ROLL** 12" x 12" \$17.50  
**CHUCK-A-ROLL** 12" x 24" \$27.50  
**JITTER-ROLL** 12" x 24" \$27.50  
**NUMBER-ROLL** 12" x 24" \$27.50  
**TWIN-ROLL** 37.50

Any two 12" x 12" games fit one cabinet—each game with its own mechanism. Dice Micro-Accurate to 1/10,000th inch. ALL PRICES F. O. B. MIAMI 1/5 DEPOSIT WITH ORDER.

**SPECIAL! BRAND NEW**

**OLD STYLE GAMES**  
12" x 12" — Mechanisms 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—\$3.00 Each.

140 N. W. 1ST STREET, MIAMI, FLORIDA.

**BILL FREY, INC.**

**Werts Presents  
Its Skycraper**

MUNCIE, Ind., July 29.—Werts Novelty Co., maker of jar game and tally cards, recently announced "the newest ultra-modern jar game—Skycraper." The deal consists of a jar deal and an award seal card. "It's beautiful, exciting and smart," was the manner in which a Werts official described the new offering. "Players like the idea of being able to hit a large award by opening only one seal," he declared, referring to the seal card containing 88 seals, any one of which may be selected by a winning ticket from the jar. "This deal never goes dead, as there are enough big winners to keep the players buying tickets until the jar is emptied.

"Skycraper on the counter not only portrays a busy city teeming with excitement but also brings all the hustle and bustle of this modern age direct to the merchant's trade. Skycraper soars to the top as a card that attracts and holds the player's interest. It's a swell jar game, and Skycraper will give the old income a boost."

**Three Vending Firms  
Get Charters in N. Y.**

ALBANY, N. Y., July 29.—Three newly formed vending machine enterprises have been granted charters of incorporation by the secretary of state. They are:

Selfomatic Corp., Queens County, Capital, 200 shares of stock. Shareholders: Lacey Morgan, Sally Wagman and Ralph F. Clements, New York City.

Shore Cigarette Service, Inc., Huntington, N. Y.; vending machines of all kinds. Capital, 100 shares of stock. Shareholders and promoters: Murray Taylor, William A. Todd and John Bruchwiler, New York City.

Du Grenier Sales Corp., Manhattan; vending machines generally. Capital, 100 shares of stock. Shareholders: Murray Taylor, William L. Seibert and John Bruchwiler, 30 Broad street, New York.

**EVERYBODY WINS**



**SALESBOARD SMASH HIT!**

The deal of deal, Everybody wins a big sale—start and finish every game. You win every day what they draw. 16 to 30¢. Take the \$2.00. Bear \$2.00 of Price. Cost \$2.00. 10 Best, \$17.50. \$10.00—Deal every day with Pocket Knife. Per Deal \$2.00. Send request only.

**JOSEPH HAGN COMPANY**  
Distributors,  
217-223 West Madison Street, Chicago.

**Alabama Solons  
Back in Session**

MONTGOMERY, Ala., July 29.—The Alabama Legislature reconvened on July 18 for the last half of the quadrennial session. Considerably more fireworks than in the first session were predicted. The recess began on March 31 and committees have been working on legislation since.

Most of the bills to come up, it is anticipated, will relate to taxation and appropriating money.

Several bills to tax chain stores have been introduced. A bill to forbid advertising of liquor in Alabama is being opposed by the governor. He has shown this liberal attitude, altho he is a crusader against pinball games.



**MITCHELL & CO.**  
THE J. L. MITCHELL & CO. STAFF line-up in front of the firm's office in Brooklyn. Left to right are Al Butler, supervisor of repair departments; Mildred Mendelsohn, chief bookkeeper; Herbert Hunt, retainer; Mitchell and indoors taking care of customers—no busy to be photographed, it is reported.

## Pinballs On Midways

Games taking places of  
outmoded concessions—  
using latest types

GEAUGA LAKE, O., July 29.—Pinball machines are finding favor on the midways of Western Ohio amusement parks. This is evident by the increased number of sportlands that have made their appearance in recent weeks in some of the major amusement parks in the district.

This park, at Geauga Lake, representing an investment of \$1,750,000 and covering almost 400 acres, was among the first in the area to introduce pinball games on its midway. At first a few games were set in as an experiment and within a short time play became so active that more games were installed and they were shunted to more spacious quarters.

This season the local park has two complete play-centers on its main midway. Only machines of the newest type, mostly consoles, are in use. Both centers are flashy in appearance, each with from 12 to 15 games available for play. Merchandise is well presented and appeals to park patrons.

Operators contend that pinball games being in the amusement park the same as other games and that they have now solved the problem of recent years of finding something new for the midway to replace games and other concessions which no longer have appeal. "If properly presented and marketed, to give patrons a fair break for their money, the games are bound to become popular in any park," an operator declared.

At Summit Beach Park, Akron, pinball machines are more popular than ever. Last year the games were exhibited in an out-of-the-way building, off the main "joy trail" and failed to give the park patrons the way of seeing them according to a park official. "This year," he said, "pinball machines are given the same consideration as other midway concessions and they have been grossing many times more than they did a year ago. This park has a spacious sportland this season, effectively lighted and every machine on display is of recent manufacture. When a new machine makes its appearance it is immediately installed, replacing older machines in use."

## Wis. Revenue Bill Important to Trade

MADISON, Wis., July 29.—Among the 16 amendments to the administration's \$16,000,000 revenue bill facing the State senate July 28 were several affecting coin music machines and cigarette.

Amendments by Senators Harry W. Beck, Fort Wade and Anthony P. Gavronski, Milwaukee, and Senators Kenneth L. Greenquist and Philip E. Nelson, Racine, provide for removal of the \$35 annual fee for automatic phonographs. This tax, estimated to raise \$1,000,000 annually, is part of the bill that passed July 14 by the assembly.

Another amendment by Fred Fisher, Wausau, and Mike A. Macke, Oshkosh, would cut this annual tax from \$35 per machine to \$10.

Senator Nelson also has introduced an amendment which knocks out the 2-cent-per-package cigarette tax, a feature of the bill passed by the assembly. This tax, it is estimated, would raise \$6,000,000.

Reports are that if the coin machine and cigarette tax provisions are eliminated from the revenue bill, a sales tax amendment will be introduced.

## Debuts as Songwriter

NEW YORK, July 29.—Biddle Lane, brother of Der Lane, of Bookend Sales Co., made his debut as a songwriter when Fred Waring broadcast "Hoop-Dee-Do" on the Chesterfield program. Lane, who is associated with Byrde, Richard & Pound, advertising agency, collaborated with Don Baker, featured organist at the Paramount Theater, on the number, which is published by Words & Music, Inc.

EVANS'

## 1939 BANG TAILS

Greatest Racing Flat Top  
AVAILABLE WITH JACKPOT AND LEGAL SKILL FEATURE!

IMITATED —  
BUT NEVER  
EQUALLED



Operators who know say BANG TAILS is absolute "tops" in class, performance and earnings! New Giant Jackpot of \$3.75 to \$4.00 in nickels PLUS the regular payout! New Legalizing Skill Feature at a slight additional cost. Steel inner shield prevents tampering with mechanism. Silent action precision mechanism and dozens of other new features make it an unmatched investment!

EVANS' NEW 1939 COIN HEAD absolutely protects your profits — stops cheating child Stops grip

from slugs, gum, string, steel strips, etc. Engineered to accept the new Jefferson nickel.

AT YOUR JOBBER  
OR WRITE, WIRE OR PHONE  
HAYMARKET 7630

OTHER EVANS' HITS:

Galloping Dominoes  
Lucky Ducky Star  
Rolling Star  
Teal for Guts, Etc.

For Amusement Devices, See Our Ad in Carnival Section.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

## STARTING A NEW TREND

WATCH NEXT WEEK'S  
BILLBOARD!

NEW 5 BALL NOVELTY  
and FREE PLAY!

• BRAND NEW IDEAS!  
• BRAND NEW ACTION!

## D. GOTTlieb & CO.

2736-42 NORTH PAULINA STREET, CHICAGO

## JUMBO BELL

It's the Jumbo of the salesboard world. The largest and most powerful board on the market. Big, extra thick shell; big, extra thick tickets, each bearing two plays printed in brilliant slot symbols. Player receives two chances to win on each five cent punch. Two advances to top jackpot with its two \$25.00 winners. Lower jackpot awards start at \$1.00, graduate up to \$15.00. Board takes in 2600 nickels—\$130.00, pays out \$73.00. Operator's end; a substantial average profit of \$56.94. Write for full details.

## SUPERIOR PRODUCTS

14 North Peoria Street, Chicago, Illinois.

## CARL TRIPPE'S SENSATIONAL CLOSE-OUT SALE OF GUARAN- TEED RECONDITIONED VENDERS

- |                                     |        |
|-------------------------------------|--------|
| 13 Merchandisers, Portable, J1      | \$5.25 |
| 3 Merchandisers, Portable, Slip Box | 5.50   |
| 1 Merchandiser, Portable, Slip Box  | 5.50   |
| 1 Merchandiser, Loo, Slip Box       | 5.25   |
| 10                                  | 5.25   |
| 2 Columbus Vendors, B1              | 2.50   |
| 1 Peter-Rickard Vendor, B1          | 2.50   |
| 1 C-Ball Game Vendor, B1            | 2.50   |
| 1 Mickey Mouse Vendor, B1           | 2.50   |
| 2 Parasol Magn. Vendors, B1         | 2.50   |
| 10 Stacked Games, Table             | 2.50   |
| 10 Chalk, 5 Colors, Table           | 2.50   |
| 10 Chalk, Assorted, Green           | 2.50   |
| 10 Chalk, Assorted, Green           | 2.50   |
- Orders under \$5.00, cash. Other orders, month-end deposit, balance C. O. D.

IDEAL NOVELTY CO. 1148 MARKET ST.

## WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BLOCK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.  
P. O. Box 672, Muskegon, Ind.

## J. H. WINFIELD CO. 1022 Main St. BUFFALO, N. Y.

distributors of  
Wurlitzer Phonographs  
and Coin Operated Amusement Machines  
of Leading Manufacturers  
A good display of new and reconditioned  
Novelty and Free Play Machines on hand  
at all times.

## FREE GAME BUREKAS \$5000

NEW ORLEANS NOVELTY CO.  
238 Dryades St.  
New Orleans, La.

## Prices Slashed--Compare

Major	\$28.50	Regatta	\$12.00
Star	\$4.00	John Henry	10.00
Step & Go	25.00	Jungle	10.00
Rolling	10.00	Zapper	10.00
Tris Free Play	24.00	Boat	10.00
Tris	12.00	Boat	10.00
Old Ball	7.00	Boat	10.00
Free	14.00	Boat	10.00
Free	14.00	Boat	10.00
Handicap	15.00	Boat	10.00

SARGENT \$6.00 Extra—Fur King, Ocean, Broom, Eggplant, Trunk Star, Ocean, Broom, Eggplant.

Latest Games—Price on Request.  
1/2 Cash Deposit, Under \$15.00 Full Cash.  
ELECTRIC COINMACHIN, N. Y.  
MAX MUNYER 355 West 187th St., New York, N. Y.

## EARN UP TO \$100 WEEKLY PROFIT

WITH ONLY 25  
BINGO and  
CRISS-CROSS  
1¢ COUNTER SKILL GAMES.  
SAMPLE GAME, \$17.50.  
Quantity Prices on Request.



D. ROBBINS & CO. 141-B DEKALB AVE. BROOKLYN, N.Y.



The Last "Word" in Your Letter to Advertisers, "Billboard".

YOU'LL BE GLAD YOU WAITED FOR

Chicago Coin's

SPEAKS

OUT NEXT WEEK!

CHICAGO COIN  
MACHINE MFG. CO.

1725 DIVERSEY BLVD., CHICAGO, ILL.

## STILL THE BEST

Best place to get your reconditioned consoles, pinball, novelty tables and arcade equipment.

CONSOLES	ONE BALL PAYOUTS	Pinball	Supreme
1938 Kentucky Club.....\$50.00	Fairgrounds.....\$25.00	Zola.....\$25.00	Bully Supreme.....\$25.00
1938 Kentucky Club.....\$50.00	Fairgrounds.....\$25.00	Quintina.....\$25.00	Pinball.....\$25.00
Dancing Dames.....\$50.00	Parade.....\$25.00	Envy.....\$25.00	Banking.....\$25.00
Track Time.....\$50.00	Start, Pops.....\$25.00	Stator's Change.....\$25.00	Banking.....\$25.00
Yankees.....\$20.00	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Jewelry Derby Day.....\$20.00	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
FREE PLAY NOVELTY TABLES	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Side Kick.....\$30.50	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Chiefs.....\$30.50	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Blazers.....\$30.50	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Rummy Free Wheel.....\$25.00	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Blazers.....\$25.00	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Super.....\$25.00	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
Super (Innovated).....\$30.50	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00
1-2-3-4-5.....\$30.50	Mini Flavors.....\$25.00	Derby Time (with Jack pot).....\$25.00	Banking.....\$25.00

CLEVELAND COIN MACHINE EXCHANGE, 2021 S. Prospect Ave., Cleveland, O.

SPECIAL CLOSE-OUTS  
ON BRAND NEW GAMES  
AT REAL SAVINGS!

Write for Price List Today!

GEORGE PONSER CO., 519 West 47th St., New York



## QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO OUR EUROPEAN TRADE

CONSOLES	SEMI PAY TABLES	Side Kick	NOVELTIES
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00
1938 Kentucky Club.....\$50.00	Akron's.....\$25.00	Bully Supreme.....\$25.00	Pinball.....\$25.00

MODERN AUTOMATIC EXCHANGE, INC., 2019 Carnegie Ave., Cleveland, O.

I. L. MITCHELL &amp; CO.

EVERY GAME ABSOLUTELY PERFECT  
WE HAVE PIN GAMES \$7.50 and Up  
OF EVERY DESCRIPTION

Write for our complete list

cases address: 107 WALL, New York.

MACHINES AND SUPPLIES 1141 De Kalb Ave., Brooklyn, N. Y.

Special Mid-Summer Offer  
ROCK-OLA LO-BOY

You can buy enough scales under the new Rock-Ola payment plan to start a profitable route. Let the equipment pay for itself and earn steady profits for years, because there is no "seasonal" business in scales. Put them out on location to stay! Forget about them if you're busy and when you get around to collections, you'll be pleasantly surprised. If you have a route, now is the time to select some new locations and put out more

Lo-Boys. Ask your distributor about the details of this easy time-payment plan.

SCALES  
only  
\$10  
down each

ROCK-OLA Mfg. Corp. 800 N. KEDZIE AVE. CHICAGO

To Honor  
Inventors

NEW YORK, July 29.—Plans for a national observance of Modern Pioneers' Day, to celebrate the 150th anniversary of the conception of the American patent system and to honor the inventors and research workers whose discoveries during the last decade have created new industries and jobs and advanced the American standard of living, were announced recently by the National Association of Manufacturers. The celebration will probably be held in October.

Industrial concerns throughout the country will be asked to submit names of inventors and research workers whose new products and processes have contributed to American progress. A committee of leading scientists will select those most worthy of recognition, and these will receive awards at dinners to be held in various industrial cities.

A National Modern Pioneers' committee, with Robert L. Lund, executive vice-president of Lambert Pharmaceutical Co., as chairman, has been appointed by Howard Conoley, president of the NAM. A meeting will be held at the Hotel Waldorf-Astoria to determine the basis upon which the awards will be made and to discuss other details.

## Marmer Motors South

CINCINNATI, July 29.—Bill Marmer, of Sicking Inc., left business cars behind Wednesday when he and his family departed for a tour of the South and a several weeks' sojourn in Florida. Before leaving Marmer explained that altho it was to be strictly a vacation trip, he will take advantage of every opportunity to visit briefly with friends and business acquaintances as the motoring party passes from city to city. A route thru Kentucky, Tennessee and Georgia is being taken on the way to Florida. The return trip will be via the Carolinas and Virginia.

YOU'LL MAKE MORE  
MONEY  
with  
WESTERN GAMES  
JITTERBUG BALL  
WESTERN PRODUCTS, Inc.  
925 W. North Ave., Chicago, Ill.



HANDING OVER A CHECK for Mills Throne of Music Phonographs to Harold Gregory, of the Gregory Operating Co., Anadarko, Okla. Others, left to right, are Harold Miller and Charles Herringer of the O. & M. Distributing Co., Oklahoma City, and Charley Snyder, Mills roadman.

# NOW AS ALWAYS WEMCO OFFERS THE BEST IN MERCHANDISE UNEQUALED SERVICE!

JOIN THE THROGS OF SATISFIED CUSTOMERS BY SENDING IN YOUR ORDER TODAY!

SAVE MONEY BUY FROM WEMCO



**MILLS VEST POCKET BELLS**  
Convertible reel, perfect  
\$40.00 a Dozen,  
Live then a Dozen  
\$37.50 Each.



**MILLS War Eagle Bell, 20-Stop**  
Reel, Like new.  
50 play ..... \$35.00  
100 play ..... 37.50  
200 play ..... 40.00

**OPERATORS' COLLECTION REPORT**

**Special Operators' Collection**  
Bells  
Triple Shot, each ..... \$ 1.15  
Per dozen ..... 13.50



**Mills O. T. Bell, Serials over 17,000, Used Three or More months ago**  
20 play ..... \$33.50  
50 play ..... 35.50  
100 play ..... 44.50

ATTENTION VIRGINIA, NORTH CAROLINA and SOUTH CAROLINA OPERATORS! My new "THRONE OF MUSIC" is the automatic photograph that is already leading the parade for '39! Send in your list of machines you would like to trade in, covering purchase of Mills "THRONE OF MUSIC". We accept not only photographs, also but color-mounted equipment of all types. **START A BOOM ON YOUR LOCATIONS! BOOM YOUR PROFITS TO A NEW HIGH! GET ON THE BANDWAGON WITH MILLS "THRONE OF MUSIC,"** vibrant and raring of photographs. Descriptive circular will be furnished on request. **NOW!**



**MILLS THRONE OF MUSIC**



**ADAMS FIVE STAR BALL GUM, the finest quality**  
20 play ..... \$ 2.00  
50 play ..... 2.25  
100 play ..... 2.75  
200 play ..... 3.50  
Full Case (100 Boxes) ..... 11.75



**Mills Blue Front Mystery Bell, with "The Golden Arrow"**  
50 play ..... \$45.50  
100 play ..... 48.50  
200 play ..... 55.50



**Gretchen Columbia Bell, easily converted from one-coin play to another, 1c, 5c, 10c, 25c play. Serials which wanted ..... \$43.50**

**EXTRA SPECIAL!!**  
48 Game Punch - A Bell, \$15.00 a Dozen; less than a Dozen, \$2.00 each.  
100 Keweenaw Pin Games, our selection, list for \$40.00. Less than five, each \$10.00  
7-Bally Paramevents, our regular model ..... 14.50  
6-Bally Paramevents, the play model ..... 22.50

**TERMS: To send delivery 1/3 certified deposit, must accompany all orders. We ship balance C. O. D., F. O. B. Fayetteville, N. C.**

PHONE WIRE MAIL YOUR ORDER

We have in stock more than 1,000 other bargains. If you are interested in machines of other types, write for our special bargain sheet.

## THE WENING MACHINE COMPANY

205-15 FRANKLIN STREET - FAYETTEVILLE, N. C. Cable Address: CONISOLOS

### Wiggins Weakens



DICK WIGGINS

CHICAGO, July 29.—It became known in coin machine circles here this week that Dick Wiggins had surrendered to Lydia Summerfield and that they were married on the evening of July 14. An informant said it is thought that the long strain of trying to think up new ideas for coin-operated machines had finally had its effects on Wiggins, who has long been known as one of the leading inventors of amusement devices in the trade.

His closest friends would not venture to guess what effects his new status would have on his inventive capacity in the future.

**A Six Months' Chase**  
Reading like a chapter in the latest detective thriller, Miss Summerfield told how she first got on his trail some years ago when she was employed at the Pace Mfg. Co. in Chicago, a well-known

manufacturer of coin machines, and that Wiggins used to call there at times. She became suspicious that the Wily Wiggins might be trying to put something over on her employer, so she began to watch him from that time on.

#### Trail Is Lost

But the vicissitudes of life and the changes of employment threw her off his trail for a number of years. It is known that during all those years Wiggins was visiting various coin machine manufacturers and offering them all kinds of ideas for new types of coin machines. Some months ago Miss Summerfield entered the employ of the Baker Novelty and Mfg. Co., a firm making coin-operated machines in Chicago. She held the advantageous position as secretary to Mr. Baker, the head of the firm, but had not anticipated that one day she would get on Wiggins' trail again.

But one day he walked into the office, apparently for the purpose of selling Mr. Baker an idea, and Miss Summerfield started out again to get her man. She tells an exciting story of how, with much greater experience than in former years, she captured Wiggins after a period of only six months. Considering how long the wily gen had eluded all pursuers and yet had been selling upon him after him, it is one of the feats that will make history.

#### Taken to Columbus

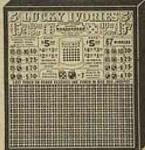
To celebrate the capture, Miss Summerfield took Wiggins for a trip into Canada. Then he will be taken to Columbus, O., for permanent keeping. It is understood in Chicago that Wiggins is wanted in Indiana and Ohio by O. D. Jennings & Co., of Chicago.

### Iowa Amusement Company Is Formed

DES MOINES, July 29.—The Iowa Amusement Co., with Dave Fidler in the wheel, has set up headquarters at 606 University avenue in Des Moines with a fine display room, repair shop and office quarters.

### A "NATURAL" FOR BIG PROFITS- LUCKY IVORIES

Has All the Features That Bring Steady Play and Fast Action  
No. 11228 1056 HOLES  
Takes in ..... \$52.80  
Average Payout ..... 23.30  
Average Gross Profit ..... \$29.50



PRICE \$3.96 EACH

Send for New Catalog Showing Hundreds of Other Profit Makers.  
**HARLICH MANUFACTURING COMPANY**  
1413 W. Jackson Blvd. Chicago, Illinois.

Fidler has picked an experienced staff of men to help him in his newest venture and seems destined to go far in the coin machine business. Fidler, who runs the Hollywood Night Club in Des Moines and conducts prize fights, is an ambitious business man—always active and looking forward, both for his associates and employees.

The Iowa Amusement Co. will operate in Des Moines and job throughout the State, handling photographs, pin machines and all types of vending and counter machines. The company will be factory representative for many Chicago manufacturers, it was reported.

At present the display room is crowded with pinball machines lined up in a row. Fidler and his staff are pushing the Bally Pick-Up, which seems one of the most popular machines in this territory. All of the latest types of pinball machines are going good in Des Moines and Fidler plans to keep in stock

### HERCULES' HURRICANE

Out They Blow!  
**ONLY ROCK BOTTOM!**  
\$4 EACH  
Line-Up ..... 2.50  
Review ..... 6.00  
Review ..... 12.50  
Gas Ball ..... 12.50  
Big Top ..... 15.00  
P. P. ..... 15.00  
Palm Springs ..... 17.50  
Quantities Limited in Supply on Hand.  
First Come, First Served—No Art. Control  
Write for Domestic Bargain List.  
**HERCULES MACHINE EXCHANGE, INC.**  
1175 Broad St., Newark, N. J.  
Phone: BR 2-0350.

all of the best sellers to meet the local demand.



BANG is riding to glory on 2 NEW features: No. 1—Three "skill-thrill" holes that put

out four-lights-at-a-time; No. 2—Skill lanes at the bottom that raise free game

awards and keep players tingling every second. BANG HAS PROVEN

ITSELF THE SURE CURE FOR SUMMER SLUMP!!!

Plain Model

84.50

Free Game

94.50

**GENCO, Inc.**

2621 N. Ashland Ave., Chicago  
COIN AMUSEMENT  
SUPPLY, Ltd., London,  
New York—Export  
Factory Representative. ★

### OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Monarch Coin Chute.  
The result of 32 years of originating and developing Coin Chutes.

4 Mounting  
Holes Are  
Standard.

Minometer  
Adjustment.

Keeps All  
Banding.

Slide Support



Shyvers Steel Centered Checks Work Perfectly.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

The Front Guard Stops Cheating,  
Stops Shimming, Stops Bending  
Up or Down, Stops Driving, Stops  
Forcing and Rejects all Off Size  
Checks. Takes money easily.



The Shyvers separator  
positively works.  
Thousands in use  
working perfectly.

This outstanding chute has been tested by over 500 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

SHYVERS MFG. COMPANY 3315 W. HURON ST., CHICAGO.

### Container Corp. Gets Op Approval

ST. LOUIS, July 29.—"Ballboard operators who have seen the boards manufactured by the Container Mfg. Corp. are noting the unusual possibilities in this merchandise. Many are vying to get exclusive distributor setups," declares Max Sax, of the factory.

According to Sax, the factory is going full blast and is "determined to accomplish the seemingly impossible by giving the public more new and original progressive ideas during the summer months.

"Our slogan is 'The Operators' Manufacturer,' and operators are showing great confidence in this expression. They flocked in to respond to the announcements of the opening of our elaborate and up-to-date factory."  
"Jack Morley, just returned from a trip thru the East, reports he has lined up a good many live-wire distributors. A partial list of distributors of the Container Mfg. Corp. will be announced in *The Billboard* soon."

**\$750**  
In Lots of Five

Factory Close-Out Sale on these Brand-New Counter Games:

PUNCHETTE, HIGHSTAKES, 21-BLACKJACK, CRISSCROSS and Others

SINGLE MACHINES, \$8.75  
RUSH YOUR ORDER.  
1/3 Deposit, Bal. C. O. D.

GROETCHEN TOOL CO.  
130 N. Union, Chicago

### CLEARANCE

1/3 Deposit, Balance C. O. D.

#### PHONOGRAPHS

Rock-Ola Regular	\$ 29.50
Rock-Ola Rhythm Master, 12	39.50
Rock-Ola Rhythm Master, 16	39.50
Rock-Ola Imperial 20	49.50
Rock-Ola Wonder, 1938	119.50
Wurlitzer P-10	29.50
Wurlitzer P-12	29.50
Wurlitzer P-13	109.00
Wurlitzer 245	49.50
Mills Danemaster	14.50
Mills Danemaster Deluxe	16.50
Mills Dwing King	24.50
Samson Model 2	29.50
Samson Rex, 1937	159.50
Samson King, 1938	159.50

#### LEGAL GAMES

Bally Eagle Eye	\$55.00
Greenlan Skill Jump	17.50

MILWAUKEE COIN MACHINE CO.  
2816 W. North Ave., Milwaukee, Wis.

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



### THE HIT OF THE SEASON

2400  
Holes  
**PLAY BALL** Per Sale

#### BARREL STYLE TICKETS

All Combinations Repeat 12 Times.  
Diamond Jack Pot contains 72 Tickets reading 4 Each \$15.00, \$10.00, \$8.00, \$6.00, \$7.00, \$5.00, \$4.00, \$3.00, \$2.00, and 60 \$1.00, and two Tickets Printed "Base Ball" May Be Up to Base Ball Jack Pot.  
New Base Ball Pot contains 24 Tickets printed: 2 Home Run, \$25.00 E.A.; 1 Home Run, \$20.00; 1 2-Base, \$10.00; 1 1-Base, \$10.00 and 18 Baseballs at \$5.00 Each.  
Base Ball Ticket \$1.00  
Base Ball Ticket \$1.00  
Profit (Average) \$4.21  
Easiest and Safest of All Pinball Games

Price \$4.96

AJAX MANUFACTURING CORP.  
115-125 N. 4th St., Philadelphia, Pa.  
WRITE FOR 1939 CATALOG.

### Chain Tax Lobby Started

WASHINGTON, July 29.—Independent merchants and manufacturers from 30 States recently convened in Washington to work out a program of promotion for the Patman chain-store bill.

Speakers condemned concentration of control and absentee ownership within the retail distribution system. They adopted a resolution favoring a congressional investigation of the chain-store situation. A publicity program setting forth the advantages of independent stores was proposed with a goal of \$2,500,000 for campaign purposes.

All members of Congress were invited to attend the meeting, but less than 20 appeared. While the Patman Bill is admittedly dead for the rest of this session of Congress, hearings have been promised for early next year.



## CLOSEOUTS

The machines listed below are slightly used and offered subject

5-BALL NOVELTY	
1 Game Bank free play	\$40.00
1 Free Game free play	25.00
1 Scanner Chubbie free	37.50
3 Major free play	45.00
1 Free Base	12.50
37 Ball Reserves	7.50
1 Arcade	10.00
1 Game Mill	25.00
1 Line Up	12.50
1 Long Beach	15.00
1 Scramble	15.00

1 Air Race	7.50
1 Air Sea Race	30.00
1 Quinella seven slot	15.00
1 Quinella seven slot	30.00

## CONSOLES

1 Jennings Katsky Model V straight	\$7.50
1 Katsky Katsky Skillline like new	25.00
1 Katsky 4 slot Bery Console	35.00

## COUNTER GAMES

3 Tally machines	\$10.00
2 A. B. T. Tapes Model F	12.50

All orders must be accompanied by 1/2

in the form of P. O. Express or Telegraph money order. Write for our complete price list on

our other

Day Phone 3-4511

Cable Address: Meverco

Night Phone 5-5322

MOSELEY VENDING MACHINE EX. Inc., 300 BROAD ST. Richmond, Va.

## WE HAVE THEM

KEYSTONE NOVELTY & MFG. CO.  
24th & Huntingdon St., Philadelphia, Pa.  
(MILLS DISTRIBUTORS)

## SPECIAL

## RECONDITIONED &amp; GUARANTEED

10 BALLY EUREKAS free Play	\$45.00
4 KEENEY MULTI FREE RACES	20.00
8 BALLY BREAKERS	10.00
10 BALLY FAIRGROUNDS	20.00
7 BALLY FLEETS	8.00
8 BALLY DAILY DOZENS	8.00
7 TRIPLE PLAY Free Play	20.00
5 GRAND SLAM Free Play	6.00

20 SPINNER WINNER, Like New... 12.50  
1/2 Deposit, Balance C. O. D., P. O. B. New Orleans, La.AMERICAN COIN MACHINE CO.  
ED RODRIGUEZ,  
1006 Poydras St., New Orleans, La.

## HAVE FOR SALE

5 Lucky Lucers, \$175.00 each or will trade for Mills or Pazo Cherry or Melon Balls. Best wheel numbers and condition. For sale \$5.00. Returns, Model Rex (Neon Grid), \$125.00 each. All equipment A-1 condition.

## JAX NOVELTY CO.

Box No. 26, New Iberia, La.

## Locations Desire Penny Machines

BROOKLYN, July 29.—D. Robbins and Co., national distributors for Bingo and Criss Cross, recently received a letter from an operator, they report, who said, "Thanks very much for your prompt shipment of Bingo and Criss Cross game. The 10 games were placed in one day.

"Merchants greeted me with open arms, as they liked the idea of real skill games that, in addition to the game,

## Bally Announces New Type One-Shot

CHICAGO, July 29.—Described as a new departure in one-shot multiple payout design, Bally's new Gold Medal is now in volume production, according to a statement by Jim Buckley, general sales manager of Bally Mfg. Co.

"Gold Medal" Buckley explained, "has all the teasing line-'em-up suspense of a bell, because the object of the game is to light up rows of symbols. At the same time, Gold Medal has plenty of skill appeal; and, altho entirely new in play appeal retains two features which have proved popular in all one-shots built in the past few years, namely, changing odds and mystery selections. Of course, in Gold Medal the mystery selections are actually mystery free symbols, and player reserves from one to six free symbols for each coin played.

"In addition to the symbol line-up awards, player can also win up to 20-for-1 by placing ball in certain pockets at bottom of board, or can win the Gold Medal Token good for 100 to 500 free games. It is this token that gives Gold Medal the big winner appeal which operators have found so essential to object success.

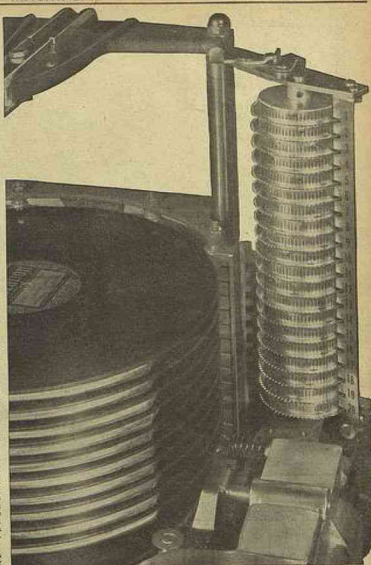
"In Gold Medal, Bally introduces a new improved type of bumper resulting in an unusually fine action. The bumpers are rubber tired for maximum resilience—nothing bounces like rubber. Hits are registered by a new metal-water contact disc. Altho play field is wood, these contact discs require only the slightest touch of the ball in order to register, thus positively eliminating "miscounts" on the totalizer. Another mechanical refinement offered in Gold Medal is the new Bally universal unit in which switch-timer and spinner are combined in one compact, easily accessible unit."

## Horner Vetoes Ill. Lottery Bill

SPRINGFIELD, Ill., July 29.—Gov. Henry Horner has vetoed the bills which would have established a lottery to finance annual clearance projects in Chicago. This legislation would have legal-ized the sale of \$2.50 tickets bearing numbers for a drawing to be held monthly. "Winners would have been declared "honorary" officers of the Illinois Home Builders' Corp. and given salaries of not more than \$50,000 for their month's tenure of office. What they would have drawn would have been determined by the total sales of lottery tickets.

75 per cent of the total would have gone for prizes, 6 per cent for expenses and the remaining 84 per cent for building bungalows, small dwellings and apartments. The sponsor, Representative Carmen Vacco (D., Chicago), predicted in Springfield that ticket sales would reach \$5,000,000 monthly.

"I vend a ball of gum for little penny. As these games require only little counter space and locations are easy to secure, don't be surprised if I send you an order soon for at least 25 more Bingo and Criss Cross games."



Twenty records, each properly played! For the turntable never changes its position, and shimmy, wobble, or skip can't enter to spoil the tone. For a real treat in modern mechanics take a look inside the Mills Throne of Coin Operated Machines.

MILLS  
THRONE  
OF MUSIC

# New Bally CHAMPION

## HIGH SCORE hit with amazing "SKILL-WAVE" action

Bumpers score 100 when net lit, 1,000 WHEN LIT—and LIGHTS TRAVEL down the board in rainbow-colored waves controlled by SKILL! Teasing, tantalizing, packed with suspense and excitement as player shoots to keep ball "in step" with the wandering waves of 1,000-light bumpers!

### • NEW SUPER-SENSITIVE "WAFFER DISC" BUMPERS

Positively eliminates "miscouts" on totalliser because new metallic-wafer contact disc responds to slightest touch of the ball. Bumpers are rubber-tired—twice as bouncy as coil bumpers... insuring a frenzy of fast action.

### • OUT-BALL RETURN • "WHEN-LIT" ROLL-OVERS • ANIMATED BACKBOARD

Reports from CHAMPIONS now on location show BIGGEST COLLECTIONS ever earned by straight high-score games. Get your share by rushing CHAMPION to your high-score spots. Order today!



**\$89.50**  
Free Play Model, \$99.50

**PICK-EM** still tops in "Spotted" class... thanks to clever "SELF-SPOTTER" feature

All the SCORE-BUILD-UP-FUTURITY-AWARD appeal of Bally's famous Variety—plus powerful "come-on" of "Self-Spotter" by which player has complete control over "spotted" numbers. Pick PICK-EM for peak profits—order today!

**\$94.50**  
Free Play Model, \$99.50



**★ GOLD MEDAL**  
NEW ONE-SHOT MULTIPLE PAYOUT  
Write for descriptive folder and prices  
**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO

... it's Genco's  
**BANG!**  
**BANG!**  
**BANG!**  
... for real profits!

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

## SAVOY'S WEEKLY SPECIALS

250 SLOTS OF ALL MAKES  
200 CONSOLES OF ALL MAKES  
500 AUTOMATIC PAYOUT TABLES  
250 FREE PLAY NOVELTY TABLES OF THE LATEST TYPE

AT SACRIFICE PRICES

Write or Wire for Prices. First Come, First Served.

ANYTHING WITH A SLOT — WE HAVE IT.

1/3 Certified Deposit With Order, Balance O. O. D., P. O. B. Baltimore, Md.

**SAVOY VENDING CO.** 406 S. W. FRANKLIN ST. BALTIMORE, MD.

## SAVE WITH SAVOY RECONDITIONED & GUARANTEED USED MACHINE BARGAINS

**USED NOVELTY GAMES**  
Major \$40.00  
One Ball 15.00  
Rube 25.00  
Bl. Maria 25.00  
Gussie Fair 27.50  
Mason 25.00

**FREE PLAY GAMES**  
Treyer, P. P. \$50.00  
Chubbie, P. P. 42.50  
Ontario, P. P. 50.00  
The Fish, P. P. 47.50  
Fifth Training 45.00  
Mason 50.00

**EXPORT**  
"We Ship All Over the World"  
Cable Address: Budapest.

1/3 Deposit, Balance O. O. D., P. O. B. Brooklyn.  
**SAVOY VENDING CO., Inc.** 693 Atlantic Avenue, BROOKLYN, NEW YORK.  
HERMAN S. BUDIN, Manager; Formerly of Budin's Specialties, Inc.

## ANNOUNCING A NEW 2-POINT POLICY:

1. 5% discount on all used games 2. Donational new low prices on all new releases of the finest games ever produced by the NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.

**FREE ILLUSTRATED CATALOGUE WITH 100 COPIES OF OUR COPY TODAY!**  
**EXPORT**  
"We Cover the World."  
Cable Address: MERRICK, N. Y.

You can ALWAYS depend on JOE ASH — ALL WAYS  
ON HAND FOR IMMEDIATE DELIVERY...  
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE  
COUNTRY'S LEADING MANUFACTURERS.

**ACTIVE AMUSEMENT MACHINES CORP.**

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

## NATIONAL

PHONOGRAPH

Factory Record, 6 Min. Guarantee

Warbler \$18.75  
Rock-Ola Imp. 204 25.00  
Rock-Ola Ambassador 10" 75.00  
Rock-Ola 1000 Regular 45.00

**NOVELTY GAMES**  
Double Features  
Bottoms  
Chubbie  
Bubble  
F. P.  
Ship & Go  
Bally View  
Rube  
Rube  
Old Ball  
Support  
Zenas  
Geno

**COUNTER GAMES**  
New Tally  
New Get A Parks  
New Wonder Ball  
Hold and Draw  
Tee-Par  
Real Dice  
Punch-Balls  
Tee-Balls

**SLOTS**  
Mills Melon Balls  
Mills Blue Front, 5, 10, 25, Serial  
Mills 400,000  
Mills Blue Fronts, D. J.  
Rube, 10, 25, 50  
Pur. Capin  
War Eagle

1/3 Deposit—Balance O. O. D., P. O. B. CHICAGO.

**NATIONAL COIN MACHINE EXCH.**  
1407 Divisy Blvd., Chicago, Ill.

## EMPIRE 1c PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Reels have Positive Stop—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.

**\$17.50**

1/2 Deposit, BALL GUM 15c a Box (100 Pieces)  
LATE (100 Boxes) \$12.00.

**SICKING, Inc.** 1922 Freeman, Cincinnati, O.

779,649 Nickels!

NEW CASTLE, Pa., July 29.—In two years a total of 779,649 nickels have been put into parking meters here, City Solicitor Sid Lockley reports.

## BARGAINS

Guaranteed Lists New  
Chubbie \$30.50  
Tape, P. P. \$30.00  
Spinner \$2.50  
Spin \$2.50  
Ood Ball \$2.00

Rubin Gum \$18.50  
Handicap \$13.50  
Stoner \$10.00  
Stoner \$10.00  
Stoner \$10.00

**JAMES D. BLAKESLEE,**  
43 19th St., Buffalo, N. Y.

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

EXHIBIT'S

# MARLON

The Most Gorgeous, Most Beautiful,  
Most Brilliant game in all the world!

- NEW** Wonder Star Bumpers—alive with color and dazzling brilliance. Stand out with jewel-like beauty—compelling constant play.
- NEW** Two Special "When Lit Bumpers"—Hit these when lit, and players get two free plays IMMEDIATELY!
- NEW** Rambling Thousand Light—Everytime ball hits this rambling light, it piles up plenty extra thousands.
- NEW** New Mystery High Score FEATURE automatically SPOTS the player one—two—three or four EXTRA thousands at start of each game.

- NEW** New Style Rapid Fire Bumper creates the liveliest, fastest ball action ever used on a high score game.
- ADJUSTABLE CONTROL
- BACKBOARD ANIMATION
- MECHANICAL PERFECTION
- LONG PROFIT LIFE
- ALWAYS A "COME CLOSE" SCORE
- ALWAYS A LAST BALL SUSPENSE
- JUMP SCORING METER SYSTEM
- ALWAYS A FULL CASH BOX

Order from Your Distributor Today!

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



REGULAR  
**89.50**  
FREE PLAY  
**99.50**

**Sensational!**

**BRAND NEW SPIN-A-PACK**

THE GREATEST CIGARETTE SALES STIMULATOR EVER SEEN.

LIBERAL Trade-in Allowance for ANY used Counter Game, no matter what its make or condition. 40% cash Spin-A-Pack.

**\$16.50**

A sure-fire earner that makes his money from the very first day.

Start Greater Profits Now! Write! Phone!

Manufactured by **GRAND NATIONAL SALES CO.**  
2304 Armitage Avenue, CHICAGO, ARMITAGE 4570.

**PROVEN-ACCEPTED**

By the Leading Operators as  
The Industry's Most Progressive Salesboard Factory

New Ideas  
New Symbols  
Renewed Confidence  
Positive Operators'  
Territorial Protection

Exclusive Territories Being Quickly Absorbed. Get on the Band Wagon of Progress. Write Immediately for Information.

**"The Operators' Manufacturer"**

**CONTAINER MFG. CORP.**  
1895-23 CHOUTEAU AVE. ST. LOUIS, MO.

2400 HOLE SQUARE DEAL SEMI-THICK  
Takes In ..... \$120.00  
Average Popul. .... 75  
AVERAGE PROFIT ... 54.31

**Look Over These New Low Prices and Save \$\$\$\$**

All Reconditioned Ready to Operate. 1/3 Cash With Order, Balance C. O. D.

Wurlitzer 1928 Menal 24	.....	\$120.00
Rock-Ola 1928 Menal 20	.....	150.00
Belton 1928 Gals	.....	95.00
Wurlitzer 916, with Jubilee Grill	.....	105.00
Rock-Ola 1927 Menal 20	.....	95.00
Rock-Ola 1927 Rhythm Master	.....	45.00
Rock-Ola 1927 Rhythm King	.....	45.00
Mills 1936 De Luxe Dance Master	.....	25.00
Mills 1936 Regular Dance Master	.....	15.00

Write for Our New Bargain List, Listing Over 500 Reconditioned Machines, Used Phonograph Records, All Usable. Our Choice, Per Hundred, \$3.00.

**BADGER NOVELTY COMPANY, 2848 N. 30TH STREET, MILWAUKEE, WISCONSIN**

Try **"PICK-A-PACKS"** FOR PROFITS

The New Outstanding Counter Game  
**ACTION-THRILLS-SUSPENSE**  
A SURE PENNY GETTER  
Wherever Cigarettes Are Sold.

**\$23** — 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

**SALESBOARD OPERATORS**

Read **"DEALS"**

A column about new salesboard ideas, deals and personalities.

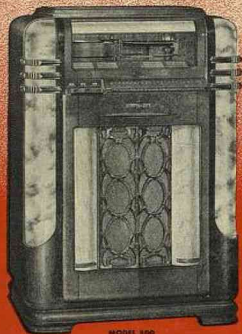
In the **Wholesale Merchandise Department**  
**THIS WEEK AND EVERY WEEK**

**DISPOSING OF ALL COIN MACHINES**

BLUE FRONTS — CHERRY BELLS  
All Demountable and Clean.  
Write or Wire for Prices While They Last.  
**MILLS SALES COMPANY, Ltd.**  
1640 15TH ST., OAKLAND, CALIF.

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

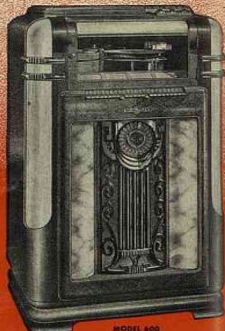
# The Most Beautiful Phonographs ever built



MODEL 300



MODEL 41



MODEL 400

## WURLITZER Commercial Automatic PHONOGRAPHS

### Wurlitzer Sets The Style After Which The Entire Industry Patterns

• Any phonograph has to be seen to be played. Wurlitzer knows it. Music Merchants know it. That's why 70% of them operate Wurlitzer Automatic Phonographs. Because they know Wurlitzers are the most beautiful phonographs ever built — instruments that, year after year set the style after which the entire industry patterns — instruments that consistently attract more attention, get more play, earn more money in every type of location.



As a Music Merchant you cannot afford to overlook the direct ratio between phonograph beauty and phonograph earnings. Follow the example of the great majority of men in your field who have learned by experience that the real basis of play appeal is eye appeal. Turn the superior eye-arresting, play inspiring beauty of Wurlitzer Automatic

### Paul Fuller

#### WURLITZER'S FAMED DESIGNER

Graduate of Europe's leading Schools of Design, one-time head of Marshall Fields' Decorating Studios, originator of the hit exhibit of the 1934 Chicago World's Fair — "Black Forest," designer of the current New York World's Fair sensation "Sun Valley," it's Paul Fuller who is responsible for the outstanding beauty of Wurlitzer Phonographs year after year.



Phonographs to your advantage. Let the "Most Beautiful Phonographs Ever Built" help you get and hold the best locations and make more money as a Music Merchant. Write or wire for details.

#### THE RUDOLPH WURLITZER COMPANY

North Tonawanda, N. Y.  
Canadian Factory: RCA-Victor Co., Ltd., Montreal,  
Quebec, Canada.

*A Name Famous In Music For Over Two Hundred Years*

SOLD ONLY TO MUSIC MERCHANTS