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The World's Foremost Amusement Weekly

AUGUST 12, 1939

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Vol. 51. No. 32



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STARTING AT THE TOP

AAAA Threatens To Withdraw From AFL If Latter's Council Approves IA's Charter to AFA

NEW YORK, Aug. 5.—With the granting of an AFL charter to the American Federation of Actors and Managers, the international jurisdiction of the International Alliance of Theatrical Stage Employees, as predicted in last week's *Billboard*, the Association of Actors and Managers, the International, with kicked out of AFL out of its fold, threatened to withdraw from the AFL if the latter's executive council, meeting in Atlantic City, Monday night, voted to admit it. International Performer union representatives have been notified to report to AFL council Thursday. Since the granting of the IA charter to the AFA, the International has taken suspension measures against Sophie Tucker, Weber, and others; sent out letters detailing allegedly unsavory practices of IA members, and asked members for pledges of support if strike call should become necessary. IA for its part retaliated with report that Four's officers had taken no occasions not only countenanced IA's existence but solicited its assistance. IA also accepted verbal petition of affiliation from the National Comedians, whose Four A charter had been revoked some time ago and whose jurisdiction had been turned over by the Four A's to the Comedians' Council of Motion Picture Unions. IA failed, however, to obtain commitment of alliance from the Theatrical Managers, Agents and Treasurers' union, which has been suspended.

Indication that AFL would bolt to the IA was felt as early as February of last year, when SAG and Equity vied for the drivers' seat in the International. When the two unions who previously hosted the new charter, the APA, has complete jurisdiction in the performer field as Division A of the IA, (Division B being the Managers, Agents and Treasurers' unit for whom the IA had contracted on a love-labor and tax scale), contract between the APA and IA was drawn up by Joseph Padway, ranking member of the IA. "It was agreed that for the APA, terms of part have not been revealed as yet, but it is understood that APA's constitution will undergo changes to conform to the new conditions. For the moment the APA will limit its activities to the night club, vaudeville and circus fields.

Four A denounced the move as "treasonable and disgraceful" to the union, performed by delivering "their brethren to the stagehands" and threatened to take immediate action against any who would participate in the betrayal. George Burns' act in attempting to raid the jurisdiction of the Four A's, a jurisdiction which has been reduced to 25 states, is a deliberate and inexcusable violation of the constitution of the AFL," said the Four A news release.

Browne, when asked to defend his action before the AFL committee, which bars a defrauded member from membership in any other AFL unit, replied:

"Our jurisdiction has a member who clearly defines it as someone in whom and what is what. There is further support of the move. IA officials started their own AFL charter granted originally to the Comedians' Council before the Four A's came into being. Charter declared that "the union is empowered and authorized to initiate into its membership all persons in accordance with its own laws and to conduct the business affairs of said union in compliance with the best interests of the trade and labor in general." At

another point the charter reads: "For the purpose of a thorough organization of the theatrical performers, federation of all trades and labor unions."

Brown holds that the AFL's granting of a charter to the Four A's itself had nothing to do with the IA's jurisdiction. The IA claims that in the establishment of the performer jurisdiction, IA argues, it never did recognize that international character. Four A's points out in return, however, that in the first 10 years of its existence, the IA recognized the actor unions. When the actors' strike ended in 1919 both Joseph N. Weber of the American Federation of Musicians and Charles C. Shay, of the IA, affixed their signatures to the contract with the managers, thereby indicating their recognition of the actor jurisdiction be-longed to Equality.

Then the jurisdictional dispute between the Four A's and IA is born. The Four A's are certain to make an optimistic prediction, judging by a statement made by Weber at AFM convention in Kansas City last June. "The AFL will be written out of the book of history and never will," he said. He then pointed out that unions these days accomplish innovations by extra legal means and hold out to their grasp with the might of their finances.

Four A's followed the IA move into its (See AAAA THREATENS on page 21)

Minsky's Invade Outdoor Field; CNE Show Set

NEW YORK, Aug. 5.—Minsky Brothers—Herb, E. and Morris—have apparently broken the news to their brother, Billy Minsky, because the most talked of in the field in his time, will invade outdoor next month in doing so all over the country. Comedians, operating as 20th Century Enterprise, Inc., inked a contract on Wednesday with J. W. (Patty) Conlin, in Toronto to present the show at the Canadian National Canadian National midway midway, which Conlin is known as Proleland, of which Conlin is known as the biggest annual fair on that continent. The show, the midway and the show production, which if successful, (See MINSKY'S INVADE on page 34)

Chicken Farmers Lay an Egg For Hopeful Cleveland Cafes

CLEVELAND, Aug. 5.—Cleveland night club operators have found out what the old phrase about going to bed with the chickens means to the non-urban population. They are getting up early for breakfast, chicken for lunch and turkey and duck for dinner. And thanks to wrong guesses on the International Peafowl Council, they are the ones who were operating on a no-show summer plan also put on high-cost shows.

Many night clubs that had been closed for this summer reopened for the 11-day congress, July 28 to August 7. Those that were running short summer shows were forced to go on with them, while who were operating on a no-show summer plan also put on high-cost shows.

All this for the big butter-and-egg men or women, but the wild spenders didn't appear. Those who came to town

Big Names Began There But It Took a Flop To Put Them Back

Goodman, Shaw, Dorsey, Miller played classy spots without clicking—band biz full of success stories after missing first chance

NEW YORK, Aug. 5.—Band biz and its allied arts being slightly off the screwy track, the band can't get by on the same old routine. That's the realization that to be a handleading success you apparently first got to be a flop. A check back over the careers of some of the more illustrious members of the stick-waving fraternity bears this out very definitely. Starting with the first of the biggest names in swing, the record reveals that George Gershwin, Goodman, Shaw, Miller, and others were flops in their early assignments, that the hand almost died, and it wasn't until his historic stand at the Palomar on the West Coast some time later that the king of swing was born.

Artie Shaw's background is not too dissimilar. He scored a tremendous hit at a swing concert at Imperial Theater in 1935, but a short time later a string quartet brought him much critical acclaim, to the point of an engagement at the French Casino, another typical New York nightspot. Artie, however, it didn't mean a thing and there were a couple of years of struggling in the hinterlands, working up a new outfit and Kincaid hopes to be able to turn lighting effects on a par with those in the best flesh houses.

Show will not be another cowboy opera. Kincaid is striving for a variety show with a good house for one and a half. Standard vaudeville acts, as well as radio names, will make up the company. Plans for a summer of two-day stands and three-day runs on the second day, are being made.

Kincaid is well known to radio listeners throughout the country, having started on WLS, Chicago, and subsequently appearing with WLBW, Toledo, WGN, Chicago, and WMAQ, Boston. Last winter he originated commercials from both WTC and WOY. He's now working as a regular feature at WNBX, Springfield, Vt., and doing occasional broadcasts from other New England stations.

WNBX venture started as an experiment and was originally taken to give the station a break from which could plug dates in that vicinity. How-

(See BRADLEY KINCAID on page 18)

from 39 countries for the show were producers of eggs, and not egg jobbers; and egg producers have already got in several hours of sleep against the rooster's crow before the night clubs open for the dinner business.

Others who hoped to profit heavily by the business were also being fooled. Although 300,000 had come to the city to show by the third of the month, the department stores had seen none of them—but radio stations and newspapers had. The public, however, seemed to see radio studios and color pictures but even these free attractions weren't an evening draw. Waiters and waitresses, however, in the night clubs, were the ones who profited from the Townsend convention.

Holiday, burlesque house, reported heavy crowds for the 25-cent afternoon show, average evening crowds.

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TIPS ON FOREIGN DOLLARS

Five Years in Europe --- But Read Contracts and See Consul

Joan Brandon, two years abroad, lists money and tax difficulties—watches transportation and hotel clauses—England best for Yank acts—many nations okch

NEW YORK, Aug. 5.—American performers returning here from European tours claim U. S. acts can make money in Europe provided they read their contracts carefully and become acquainted with money men who return last month from a two-year tour of Europe, and Egypt with only three weeks' layoff due to traveling, says American acts should make it a point to report to the American consul of each city they play and ask the advice of the American consul. American acts should always have their contracts translated (if they cannot read the original, of course) and those they should strike out in the original clause that says "I accept this contract." She says acts should check on the money exchange rate, as large figures in certain foreign money exchanges are not always to the advantage of the performer.

The salary should be payable in the money of the country being played, she says, and urges acts to read clauses in contracts concerning personal taxes in addition to the usual income tax. Miss Brandon says performers should make sure the contract specifies at least second-class transportation, if transportation is paid for first-class hotel if board is guaranteed.

Bookings thru established agents are urged, as against direct bookings, which are usually for lower salaries. She says that American acts can earn working in Europe for five years without a repeat date because most vaudeville dates are for a month, cafe dates are often for longer periods, and night clubs have long engagements and long runs in parks and resorts. Miss Brandon says acts "will have no trouble in Europe if they act as agents and managers. If they read contracts carefully and if they avoid taking politics."

Pointers on the important countries come from the angle of the American act:

Denmark.—No trouble in taking out money.

Egypt.—No trouble in taking out money.

England.—No trouble in taking out money. Six-month labor permits are usually renewable. The best foreign contracts for Americans are English, often higher than those in the U. S.

Belgium.—No trouble in taking out money.

Finland.—No trouble in taking out money.

France.—Income-tax is 6 per cent and agency commission 10 per cent. Great resistance against U. S. talent, especially from French actors and the government. France value is low, and U. S. acts will find it hard to make money here. ABC's "The Chinese Girl" was the only Paris picture paid out good salaries. No trouble taking out money.

Hungary.—No trouble taking out money, but income tax is high, a per cent.

Germany.—Acts can take out only 10 per cent of salary except for dates at the Scala and the Wintergarten theaters, Berlin.

Austria.—Should write to the U. S. Consulate in Rome, a branch of the government's labor department which handles theatrical bookings, for permission to send Italian money to U. S. The money may be exchanged for dollars and mailed out. Act may take out \$50 cash, 350 lire and the balance of the salary may be mailed out in U. S. money. Government may take 10 per cent of salary to a government fund and get free medical attention if ill. When in Italy, acts may pick up money at the Bank of Sicily or Cicalimento. No commissions are exacted.

Greece.—Difficult to take out money. Poland.—No trouble taking out money, but don't overdo it, as you're required to take it out when asked, act exchanges Polish money for dollars. Act should watch Polish contracts carefully as they specify "hold back" deduction. The act providing for a Polish committee to "revalue" the act if the employer feels the salary is too high. The employer may cut out a 12 per cent income tax.

Norway.—No trouble taking out money.

Russia.—Foreign acts not allowed. Russia—Foreign acts not allowed.

(See TIPS ON FOREIGN on page 15)

"Thru Sugar's Domino"

dices not appear in this issue. It will be resumed in the August 26 issue. Contributors and material submitted designed for publication should be addressed to Elias E. Sugarman, The Broadway, 1564 Broadway, New York City.

16 Weeks of ABC Revue Gets 100G

PARIS, July 28.—The ABC Theater will shutter July 31 after showing the present revue 16 weeks. Owing to the continued cold and rainy season, a new high gross will be established, with a take of over 3,500,000 francs (\$100,000) during the run.

Mitzi Goldin announces the house will open the first of September with a fall revue by Pierre Dac before the opening of the regular vaudeville season October 15. In the revue will be Lucienne Boyer, Pilla and Tablet and Maurice.

Joan Warner Replaces Chev at Paris Casino

PARIS, July 29.—Replacing Maurice Chevalier, and his straw hat by a femme, Joan ("Bubble Dance") Warner has been engaged to sing at the Casino de Paris. She replaces the same at the same time, which has been there for the last four months.

The tall American girl has abandoned the transatlantic bubble for a modern style. Her fine figure and gay frolics around in the nude, hidden at times by soapy foam while the situation develops. It seems that several others of the Parisian girls would have a featured spot for her peeling. But, she says, when production started she was the only one who could do it in that particular tub at the same time.

The few changes in the cast do not improve the show, which is one of those run-of-mine Parisian Music Hall shows catering to the visiting tourist. Plenty of tinsel and little talent.

C. M. Chambers.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of the motion picture business. The Billboard's coverage of every branch of the show business.

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

For LEGIT MUSICAL

LOIS RAE—Young coloratura soprano with an appealing voice and a good stage presence, now at the Chicago Theater, Chicago, where she enhanced a couple of production numbers with brilliant vocal work. Should be just as successful in production numbers in a revue.

For NIGHT CLUBS

NAN RAE—an unusual "unsmiling" singer—talking turn conducted by Miss Rae and a female partner who is disguised as a sticky looking customer. Packs a good number laughs and enough audience participation to big in the less formal spots where the trade pays attention to the show. Miss Rae makes a breezy, personable appearance and the partner is a funny-looking housewife character caught at the Chicago Theater, Chicago, where it went strong.

Broadway Beat

By GEORGE SVELPIN

THE re-opening of the Palace Theater lobby with a display of the sports to stores and a fruit juice joint, the State Mezzanine, when it suspended publication, didn't bother to send out notice of the move to its editor and most faithful readers. What did bother him was an event in motion picture advertising occurred in the Rivoli Theater plugs for "The Shall Not Be Moved," the Kochie Melville film. One of the ads was headed "A Notable Event" and featured quotes from various of the metropolitan reviews—but the only place the name of the film was mentioned was in the type in the body of the quotes. Hava Kato, the 16-year-old Hungarian violinist, is now being managed by Lee Mandel, who is managing with Harry Cahill; she makes her American debut at Carnegie Hall October 10. "The World's Fair" ran an amazing story July 15, about a rooming house hanging over "a certain big night club just off the bridge" to pick up leftover helpings of pie sold by the chief interest realized in what made "The World's Fair" so famously coy about mentioning the name Ben Marden's Riviera.

The sidewalk display of strip tease offered by Yvette Dac to the accompaniment of "I'm a Little Teapot" during the World's Fair season was not a pleasant agent's gain to show his worth to the public—but, at least according to Miss Diane Dac, it was a good idea to keep certain contractual relations with Mayne Herting and NTO, "Grannie," she claims, had given her to understand that by signing a contract with the National Congress of Beauty she would have a featured spot for her peeling. But, she says, when production started she was the only one who could do it in that particular tub at the same time. The few changes in the cast do not improve the show, which is one of those run-of-mine Parisian Music Hall shows catering to the visiting tourist. Plenty of tinsel and little talent.

C. M. Chambers.

Ed de Salisbury, the NBC Artist, returned to New York last week from the home open.

Members all by himself (and in his spare time, yet), sends the eight-page job out over a mailing list of 5,200 names and regularly gets a response. He also sends them a copy of his monthly magazine, "Shoebox," which he sends to many of his friends.

They both had many changes of address... Anyone who works on direct mail can appreciate this fact... Robert Lewis, team leader of the "Broadway Hellzapoppin" and "The Streets of Paris" will meet in battle Sunday, August 27, in Madison Square Garden my lead—and you can chalk a score for Claude Greenberg, the author of "Hellzapoppin," because they both Shubert shows... Vito and Yolanda landed a two-page photo and interview layout in the August issue.

Lois Weller, former London stage actress of "The March of Time," left New York Thursday to motor out to Hollywood, hoping to settle there permanently.

John G. Edwards, owner of a Stem optician's shop: "Buy New Glasses Here To See the World of Tomorrow."

Canned Era Joke

CHICAGO, Aug. 5.—A 3-year-old boy, who was born in the Bronx, New York, and whose parents were members of an orchestra in the flesh for the first time when his parents took him to a Grant Park concert here last week.

Home after the performance he was asked to tell what he saw, and he was quick in answering, "I saw the inside of a radio."



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ROLLS 2,000 EACH

Double Coupage
Double Price
No Co. O. D. Orders
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UNION RAPS CANNED MUSIC

Pittsburgh Senator Theater in Store Tie-Up on Diving Contests

PITTSBURGH, Aug. 5.—Stage talent returns to downtown white way for four days this week under new guise, as a store-sponsored event. Harris Senator Theater will present a "Diving Contest and Bathing Beauty" parade Wednesday and Thursday, in collaboration with Sears-Roebuck.

Conceived by manager Harry Harris, young son of Harris family operator Senator and eight other local theatermen, stunt will present aquatic stars entombed in barrels while George Tyson pilots the Atlantic City "Miss America" pageant.

To maintain WRCB's utility top of stage floor in basement has been sawed out and trap doors substituted, so that water surface can be uncovered in 15-itee minutes. A portion of curtain announces performance.

Current stage bills in town are all amateur now. Senator presents tyro Tyronne, former three-time Miss America, competing for cash prizes. Several neighborhood theaters stage annuals of home-town show, one a jitterbug tournament.

Pool was installed 20 years ago at a five-dollar cost, the water hole eight feet square, 12 feet deep. It is 15 feet long, fed by hose, it fits in an hour and seven minutes, takes 90 minutes to be emptied. It has concession stand, and is surrounded by a 15-foot high wall, the water surface parallel to the stage door. Diving platform will be erected on the side and pool will be surrounded by the girls in grass mats under sun umbrellas.

Theater had been dark for almost a decade until last fall, when Harris decided to open it again, adding a juke box and a pit band, plus first-run pictures. For past few months Senator has been showing double-bill second runs, but Harris booked John McGreevey has been

Night-Time Sales Hypo WIP Income

PITTSBURGH, Aug. 5.—Time after midnight, formerly considered unsaleable, has given WIP, the only station here operating on a 24-hour schedule, a considerable financial lift. With the sale of 100,000 shares of stock, held by the station's time is sold solidly from 10 p.m. to 10 a.m. The Camden Brewings Co., thru the Robert M. Klutwham Corp., is the new owner.

All night recorded programs, at first conducted on an experimental basis, are now proving to be a valuable source of revenue. The great sales time was sold to the Boys' automobile supply distributors, who bought the program for a 13-week tryout and later renewed for a solid year.

Other stations taking time in the dead of the night include the Morris Plan, thru the John Falkner Arndt agency, and Adams Clothes, thru the Geigenbaum Agency.

In the Fall Special (Dated August 26)

WHAT THE PUBLIC HAS TO SAY—

A shrewd analysis of public reaction to child programs on the radio, by Jacob S. List, psychological consultant.

TAFT HOTEL
South Eighth St.
PHILADELPHIA, PA.
Solely Connection to All Theatres.
DAILY AND WEEKLY RATES.
Special Low Summer Rates to Professionals.
Inquire by Mail or Phone.

FUR COAT SAMPLES
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Mink, Fox, Lynx, Persian Lamb, Persian
Lamb Fur Coats, \$45, \$50, \$75—\$35
\$45, Richly Trimmed Cloth Coats, new \$52.
AL DILLICH, CHELSEA AUTO CO.,
125 W. 25th St., Phone PE 6-0490, N. Y. C.
Payments Arranged.

Listening to propositions for a return of vaude.

Bally is being courted for reopening by Ken Hoel, acting public relations director during administration while George Tyson pilots the Atlantic City "Miss America" pageant.

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Lee said: "The basic techniques of the motion picture and television are so closely allied that the inevitable emphasis on the new art will be one of gradual transition rather than one of sudden uprooting. Motion picture experience with the advent of film sound is helping."

Lee went on to say that last year WXXAO televised 600 program hours, with 75 per cent of the time utilizing live production. He believes that it will take time to develop its own style that sets it will be simpler and less expensive.

Regarding his new television plant now under construction, Hollywood Hills Lee said that work was progressing and when the new spot is completed it will be one of the most up-to-date in the world.

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NEW YORK, Aug. 5.—Three hundred and thirty-five house musicians employed by WABC, WOR, and WNEW stations earn a weekly minimum of \$28,975, or \$4,691,100 annually from radio, according to records of Musicians' Union Local 202. Payment is made on a wage scale for sustaining shows and commercial dates run by the broadcasters. However, some musicians make more than the maximum.

Higher New York radio music bill is credited to National Broadcasting Co.'s two outlets, WEAF and WJZ, whose combined weekly musician pay roll comes to \$10,250. NBC's weekly pay roll is \$1,290, and scale on sustaining shows comes to \$105 weekly. Scale on commercial shows where the house pays for the musicians is \$105 weekly. Broadcasters' pay scale is predicated on an average basis of \$125 per musician per week.

Columbia, on the same basis, shells out \$1,290 weekly to 30 musicians working on WABC.

WOR, employing 30 musicians, is estimated as paying \$1,750 per week.

WEAF, which has the largest category of Class B stations, have appreciably lower scales—the average salary being about \$85 weekly, as against \$780 to WMCA with 12 men.

About 100 musicians are employed in Class C stations within the jurisdiction of Musicians' Local 202, and their weekly pay roll amounts to \$3,000 weekly, the basis of an average salary of \$38 weekly. Class C stations average between four and six

Philly Local Claims Wire-Muse Displaces Musicians in Hotels

PHILADELPHIA, Aug. 5.—Challenging that the Wire-Muse Corp. has violated the agreement with Local 77 of the American Federation of Musicians, New York Riccardi, union secretary, declared local will sue Wire-Muse for damages under the

ruling made by the Supreme Court in the Fred Warner case. Riccardi charged that Wire-Muse defaulted on its obligation to maintain individual agents at Belgrave Stratford and Benjamin Franklin hotels.

Riccardi will demand that these units be taken out and that the future all places having similar service be all placed under Wire-Muse to operate.

Max Inger, vice-president of Wire-Muse, said that installation of the units in the hotels was in no way a violation of the contract with the union since the contracts did not stipulate minimums. Neither of these spots uses musicians in the summer, he said, and if Riccardi can prove his contention, he will have the spike taken out.

Riccardi pointed out that this suit will hasten action on the resolution passed by the AFM at its recent convention to establish a federation to manufacture its own products.

Riccardi is holding conferences with the hotel managers to attempt to get contracts with them stipulating that their service be outlawed in their hotels.

A contract such as that signed with the caterers several months ago will be sought. That agreement specifies that no more than 100 musicians will be present at any function which they handle. Riccardi says that theaters not yet installed in hotel rooms catering to musicals do not use musicians, but also in the regular dining rooms.

Wire-Muse Corp. is extending activities to Atlantic City, according to Inger.

Tele Hardly Pic Competish--Yet

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NEW YORK, Aug. 5.—Plans for streamlined opera are being formulated by Carl Stanton, of Lord & Thomas, who is auditioning new show for Union City Co. Talent line-up includes Mario Chameau, with first opera scheduled Carmen.

Script will be handled by John Scott, who will produce plan. It will be in narration form with emphasis on drama rather than singing. Thomas Feluso's Orchestra will handle the music.

Union Oil's Opera Opus

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Scales upon which these estimates are computed went into effect about two years ago, following negotiations between the American Federation of Musicians and the broadcasters.

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Program Reviews

EDST Unless Otherwise Indicated

"Sports Liner"

Reviewed Monday, 9:45-10 p.m., Style—Commentary, Station—Sustaining KSFQ (San Francisco).

There are any number of sports radio programs, and as it was left to a selected group to review them, James Green at what might have been his best or worst. However, he gave indication of independent thought and familiarity with the subject.

He used a picture of a Saratoga auction, but his voice showed signs of fatigue, after all, he tried to maintain interest. He already had a favorable account of the sale of some one-year-olds, which probably interested but few listeners.

Comments were remarks were clipped from the news service sheets, the writing job well done.

Murphy.

"Treasure Trails of Song"

Reviewed Sunday, 2:30-3 p.m., Style—Singing, Sustaining on KDKA (Pittsburgh).

Anurin Boddycombe has concocted a melodic voyage into various geographical regions that should serve as a pleasant diversion for those who want to run wild. In a blend of tunes presented by the Kinder Sisters Trio, the Four Harmonettes and a girl soloist, the background music is good. The program, to which there was free, included Don McNeill, Evelyn Lynn, Russ Winnie, Harold Safford, the Georgia Trio, Martha Ibsen, and her Saddle Pals and Pat Allan, the Rangers, WLS Trio and Tom Gentry's Ork.

Frank.

"Playhouse Personalities"

Reviewed Tuesday, 1-1:30 p.m., Style—Variety, Sponsor—Shartenberg Department Store, Station—WBYR, Waterbury, Conn.

The first half of summer shows, the program was weak in both performances and script. Program's idea is to recruit talent appearing at the Clinton (Conn.) Playhouse and present it as it is at Shartenberg's. The show starts with Mary Hutchison on talent. This show included Douglas Montgomery, Betty Goodrich and Mary Hutchison. Mary Hutchison, however, when interviewed, was gushy and gave a ragged performance. Mary Hutchison, doing a scene from *High Tor*, was excellent.

Interviewer's script was sadly in need of cutting, and program in general needs work.

Station Manager David Halpern produces and announces.

Co.

"Dixie Spells"

Reviewed Tuesday, 1:15-1:30 p.m., CST, Style—Spelling Bee, Sustaining on WNOX, Knoxville.

Old Doc Dix works on Gay street, the program is carried in with a bang, carrying a blackboard and blackboard filled with words on slips of paper. Contestants reach in the hat for their words and turn them over to the Doc.

Tele-fun

NEW YORK, Aug. 5.—RCA-Victor was responsible for one of the most unusual features of the Broadcasters' Convention at the Hotel New Yorker here this week. Victor's Jack Williams applied a sense of humor to his program, "Tele-fun," which created a lot of howls by dragging unsuspecting visitors to their exhibits into the television cameras, sticking them under the high hats in front of the camera and telling them to talk. The "performances" came on in sets in an adjoining room, and the bon mots were disseminated for the education of the amused audience.

(Announcer Reed Wilson), who identifies them, picked, some or twice words. Pay-off is from a street-car conductor's change dispenser.

Held in front of the station's 500-seat auditorium, show drew well and more and more appeared than the usual studio spelling bee.

Henry.

Gosch Leaves CBS

NEW YORK, Aug. 5—Martin Gosch, ace director, has ended his contracts with the Columbia Artists' Bureau and Columbia Broadcasting System effective immediately.

Gosch who had been producing the *Old Gold* show with Robert Benchley, has come with that act to the new Benchley radio show on *Columbia*. Currently, Gosch is planning a few shows and is preparing for independent radio production here and in Hollywood.

WCLO Throws Radio Party

JANESVILLE, Wis., Aug. 5.—Several thousand people attended the evening of August 1 to celebrate the 10th anniversary of Station WCLO on the grounds at the transmission station.

Guests of honor, who were invited to which was free, included Don McNeill, Evelyn Lynn, Russ Winnie, Harold Safford, the Georgia Trio, Martha Ibsen, and her Saddle Pals and Pat Allan, the Rangers, WLS Trio and Tom Gentry's Ork.

Comment

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

Tom Adrian Cracraft's all-electric orchestra has its second airing over WJZ Sunday, 5:15-6:45 p.m. Compositions include many of the diversified styles, old, classical and modern numbers with a variety of tone effects not heard on more conventional dance-band broadcasts, as well as novelty pieces.

Cracraft's orchestra, incidentally, does not have to clean any musician's union hurdles since it is a strictly amateur outfit.

Orka's batonist is Andre Monetti with Connie Crandall and John Tubertini doing solos. Some of the arrangements were by Raymond Scott.

Most impressive rendition was item titled *Tedoo*.

On Wednesday nights from 9 to 11 WJZ-TV Mutual present a *Impact* in its nest, the far from gaudy. The first hour and a half, divided between straight talk and straight music, has a tempo that is sure to keep the audience's ears sated by the last half-hour, the *Music Counter* show originating from WGN.

It's a nice little variety stanza, with a good deal of dancing, and a guest star by ARTHUR DALLY called *Confidentially Yours*, a topnotch quarter-hour. It differs from the usual newsmagazine in that it has a definite possibility furnished by authorities in the various world centers, and lets the listeners feel on the inside. The last hour, unfortunately, is pretty little putting, particularly concerning domestic politics, which is a pleasant surprise.

Music is furnished by Armand J. Freed and Hale does a fine job of spelling.

The next quarter-hour hits the other end of the spectrum, with a program broadcasting for the Metropolitan Life Insurance Co., and represents 15 minutes of cut-and-splice plugging with an enterprising and original approach to the minute.

It's on local sales talk, and is probably the dullest and most annoying program on the air today. It's the kind of program that makes you wonder if the *Impact* is still on.

The 9:30 to 10:15 hour is taken up by PERCY FAITH and his band, giving out what is an excellent musical program.

The band has elaborate and beautifully played arrangements,

WOR Artist Bureau's \$200,000 Gross Billings on Club Dates

Annual income from remotes, also handled by bureaus, totals \$100,000 annually—700 club dates yearly, with 3,500 performers and 3,000 musicians employed.

NEW YORK, Aug. 5.—Extent to which broadcasting stations' artists' bureaus are cutting into fields of show business other than radio is indicated by the fact that WOR during the past year did a club date business amounting to \$200,000 in gross billings. Figure was estimated by WOR's Nat Abramson, who also stated that income from radio remotes, which did not include the artist bureau, was approximately \$100,000 yearly. Abramson's breakdown of the club date figure shows the bureau serviced 700 of these functions last year, for which 3,000 musicians were hired. Shows averaged five acts each and employed a total of 3,500 persons.

Bureau does not charge talent any commission but gets a lump sum for a particular date, which the employer splits off the acts. Individual shows average approximately \$300, but figure occasionally goes as high as \$15,000. This sum being the cost of the artist's services plus the cost of the last automobile shown. Bureau does not do much in the cabaret field, various reasons being advanced. One reason is that the bureau is not keen on booking bookings which it has wires, owing to possibility of opinion that the bureau was booking these spots three times and getting into a catchword business just about 10 a week.

Bill Pringle and Eustace Wyatt swear the program worked like a charm for them.

Johnstone is doubtful.

WOR Nicked \$360 Additional by 802

NEW YORK, Aug. 5—WOR last week was compelled to pay musicians \$300 additional for recording and broadcasting. Howard Crotches paid an extra hour for the recording, while WOR paid an extra hour for the broadcast, at a hearing at Musicians' Local 802, said WOR thought it could broadcast. The recording without the extra hour was agreed upon by the American Federation of Musicians. Indicating such a recording could go over affiliated stations, Union ruled, however, that the extra \$300 was justified, which is the amount the recording went over WOR rather than an affiliate.

Ork was Ted Rio-Rito's Band. Both of the men received \$30 extra.

Farnsworth Moves Plant

PHILADELPHIA, Aug. 5.—Transfer of the Farnsworth Radio and Television Corp. to its new plant at Ft. Wayne, Ind., will be completed in October, which has been conducting television experiments and manufacturing equipment in Springfield, a suburb of Philadelphia. The new plant will contain 10 television transmitters and receivers as well as radios and phone combinations in their new plant, according to Ray Cummings, vice-pres in charge of engineering.

WMAM Personnel Set

MARINETTE, Wis., Aug. 5.—M. F. Chaplin, general manager of Station WMAM, which will have operations here in the fall, has appointed John K. Hubbard, head announcer; Werner C. Schwab, Sheboygan, chief engineer; Morris Seiden, Milwaukee, local sales manager; and Charles St. Peter, Menominee, Mich., as sales representative. Hubbard was associated with WIBHL, Sheboygan.

E. B.

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NO STRIKE IN CHICAGO

Chi Negotiations Deadlocked, AFRA Decides on Arbitration

Entrance of national office into picture minimizes strike threat—confabs with B and C outlets to start—Petrillo speaks reported tie-up with IATSE

CHICAGO, Aug. 5.—National AFRA execs, Emily Holt and George Heller, decided here Wednesday that negotiating a contract on local commercials with Chi Class A stations was proving more difficult than the welding of England and Russia in a "stop Hitler" treaty, with the result that AFRA will move this week to throw the local negotiations over to arbitration. The AFRA executive committee, which had been meeting with the broadcasters' NBC, and the stations breached the breach between AFRA for the arbitration move rather than the anticipated strike, which would have put the picture of AFRA's national execs. This brought negotiations out of the local's hands and under the national code already drawn up when the arbitration meeting was held.

Miss Holt and Heller returned to New York, where they will immediately choose the man to represent them in the American Association of Arbitrators of their association. The AAA will also send an arbitrator for the meetings, as well as the broadcast. Meanwhile, the AFRA executive committee will start meeting individually with the B and C outlets in an effort to effect contracts with them, since they are not bound by the national code and do not come under the arbitration clause.

A new angle, accompanied by a stock of hysterical rumors, was thrown into the radio picture with the announcement that Lincoln, Neb., has become the first city to banish the stations of KFAR-KFOR here. Used to be when radio programs ended the performers made a bee-line to the lobby taproom and gurgled "Goodnight, ladies." Now, however, noted some squawks from studio audiences who found the thought of their favorite performer being a beer swallower distasteful.

So now Wood has a house memo indicating hotel beer stube is "No Man's (or woman's) Land."

Beer-Guzzling Talent Thrown for a Loss

LINCOLN, Neb., Aug. 5.—Hot or not, talent tongues can hang out during all hours when the stations of KFAR-KFOR here. Used to be when radio programs ended the performers made a bee-line to the lobby taproom and gurgled "Goodnight, ladies." Now, however, noted some squawks from studio audiences who found the thought of their favorite performer being a beer swallower distasteful.

So now Wood has a house memo indicating hotel beer stube is "No Man's (or woman's) Land."

Disagree on Music Costs; NAB on Own

A general membership meeting of AFRA local will be held August 14 and

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau regarding the broadening of its service business, and designed particularly to serve the Vandueville, Night Club and Radio fields.

Those who have any ideas or material priority are asked to include descriptions of same in a sealed envelope, bearing on its face their signature, address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the author.

Sent sealed packets, accompanied by letter requesting registration and return postage to Elias S. Bugarra, The Billboard, 615 Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard its property for registration with the Bureau, but does not guarantee or assume any liability in connection with the Copyright Office.

The Bureau is not designed to supply in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing original ideas that is not within the scope of the Copyright Office.

A large faction of the NAB thinks tax-free music would be one of the means

NEW YORK, Aug. 5.—Following the failure of representatives of the American Society of Composers, Authors and Publishers and the National Association of Broadcasters to reach an agreement this week regarding music costs after expiration of current contracts in 1940, NAB has called a three-day convention. Neville Miller, that the broadcasters would begin developing sources of music which would make them independent of ASCAP and the NAB.

Those who have any ideas or material priority are asked to include descriptions of same in a sealed envelope, bearing on its face their signature, address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the author.

In his opinion, the rank and file broadcaster had not been properly informed of the ramifications of the music industry and was therefore under a misconception as to the results of the piece plan.

A large faction of the NAB thinks tax-free music would be one of the means

Advertisers and Agencies

By PAUL ACKERMAN

NEW YORK:

TONY MARTIN is set to emcee the Ethyl Gale show, *Tune Up Time*, which it goes on 62 Columbia stations August 15. Tom Alexander, Eddie Rabbitt, B. J. & O'Grady, Andre Romel, Telanets Orchestra and Kay Thompson and the Rhythm Sisters. Program will be a guest-star pollster. Dan Owen, Billie Holiday-Hummel, Chicago town, in town to help cast Bob and Betty.

Dick Fisher, WHN sports commentator, father of a girl, is back.

Walter Thompson, John H. Reher vacationing at his farm in Reading, Pa.

CBS' Louis Rupele soon to go to Coast for a month, will present men

of the top groups of better publicity breaks for Coast-produced programs.

Likely that *"Those We Love"* may be substituted for the second half of the Standard Broadcast Valley program in the fall. *"One Man's Way"* has been dropped from the schedule for the first half. . . . Tony Sanford leaves for London in September to head London radio production for *"The Voice of Dr. Susan"* is an advocate of the Yoga philosophy. He stands on his head before going to bed. . . . Chet Holmes, before him, did better.

Ken Carpenter, the bell chimes on the Kraft Music Hall, goes back to his home town of Juarez, Mexico.

Mike Fisher, CBS photo department, on vacation. . . . Nona Eddy comes back for a six-month

stay on Chase and Sanborn beginning August 13.

MARSCHALK and Pratt has set the M. Norelius Quartet for the Ennis Jetty program, August 20 to November 12. The NBC Kidocobles play the Hippodrome Theater, Aug. 21. Member of the AFRA, Franklin Bruck Advertising Corp., has renewed Howard Blanks to script the Jack Davis show, *"The Big Show"*, at the Strand Studios of Compton Agency's Chicago office, working in New York this week. . . . Jerry Colonna goes on CBS' *"Workshop"* August 13. John S. Gaskins, former manager of the WOR and co-author of *Beta Sides of the Microphone*, has been commissioned a Lieutenant in the U. S. Army Reserve. . . . Linton, a member of the Commercial Radio Service, has collaborated with Alfredo Antonino on a tune titled *"Temptation Tango."* Bob Starnes, WOR, and Pat Prather's WNEW poll to find the most popular hillbilly tune will be concluded August 12. . . . That far, however, the *"Rose, Shining Up My Patent Leather Boots, Chime Bells, Don't Break Her Heart, Baby and When the Bloom Is on the Rose,"* by Miss Vivian Glaser, nee Brown, of WNEW's Publicity department, goes on a belated honeymoon and vacation this week. . . . Sam Goldfarb, script supervisor, goes to Chicago next week for conferences with writers of Compton's Chicago-originated shows.

Hollywood and Los Angeles

By DEAN OWEN

JIMMY VANDIVER, special events director for KFWI-KHEA, got a new announcing job this week. Mrs. Vandiver took Jimmy's job and presented the "special events" this week. The "evening" was a success, according to Vandiver. Vandiver says she's going to be the first woman President of the U. S. . . . Joe Inge, head of Davis & Schwager shipyards, has been invited to ride the *"Big Dipper."* It was a 2,000-mile hop to N. Y. . . . Wendell Niles, who announced George McCall's new CBS show, *"Men Are Men,"* has written a special program for "christening" of his new swimming pool. . . . Mayor Fletcher Bowron goes on KECA for series of weekly talks, explaining his policies on the air. . . . Vyda Vonna announced her engagement to Hanley Stafford this week. . . . George

Jay landed exploitation director for East Carroll.

William Orr gets lead in new *"EMPIRE State of Mind,"* starring Jerome Schwartz, gets job of writing and producing. Program hits local stations three times a week. . . . Jack W. Runyon gets opportunity to work with Roy Rogers, *"King of the Cowboys."*

Jimmy McHugh Jr., busy lining up CBS talent for fall radio shows.

Leslie Bricusse, son of David Bricusse, from combined success and his trip to Atlantic City.

From All Around

A LICE BLUE has joined the Arizona network and is airing her *"Blue Reflections"* daily, show originating at KOY, Phoenix.

WLS is now writing book reviews for *"The Herald-Traveller."* Ed Mason, announcer at WSAI, Cincinnati, is doing the interviewing.

Tex Owens, the original Texas Ranger who recently joined staff of WLW, Cincinnati, appeared at the Phoenix Comicon, Cincinnati, as a member of the *"Buckie Police."*

Reinold Allen, announcer at WJW, Washington, is playing the leading role in *"The Curse of the Black Cat."*

Graham Payne, Miss Open Allen and Jack Field, all of WPFT, Raleigh, N. C., are vacationing. . . . KPO-KGO, NBC outlet in San Francisco, has open auditions in radio for members of the staffs of the twin stations, be-

ginning September 11. . . . Ken Barton and John Wald, the Richfield Reporters, broadcast their night news programs from the Richfield Hotel.

WLS' new sports director on Monday at Ft. Hayes, Md., as a Lieutenant for a two-week training period. . . . WIBG's press agent, Joe Connolly, has been promoted on Monday to a new position on the *"Big Show."*

Ken Stowman, of WCAU, is the only p. a. to rose who has not yet received. His turn comes August 12. . . . WCAU's new manager is to work after two weeks of testing.

Murray Arnold, of WIP, expected back on Monday after two weeks absence. . . . WIP's new manager, John Paine, will take back on Monday.

Henry Patrick, former romantic troubadour who deserted crooning for the stage, has given up his new vocation in favor of a singing engagement at Wildwood, N. J.

WFIL has installed a wire to the Conered Wagon Inn at Stamford. Pa. Leo Zollo's Band will be heard.

of furthering the association's ends.

John Paine, ASCAP general manager, while Neville Miller said the society was not responsible for the actions of the broadcasters.

Gene Buck, it was learned, had been authorized to set up a negotiating committee, but Buck currently is on the Coast.

SALARY KICK-BACK A CRIME

New Wax Firm Set To Press

SCRANTON, Pa., Aug. 5.—With enough cash on hand to keep the plant in operation for a year, the Scranton Record Corp. will begin manufacturing records next week, according to S. V. P. Quackenbush, Scranton Chamber of Commerce proxy, a temporary treasurer of the waxwork company is named and production will begin at a price of \$100,000, providing for 1,000 shares of \$100 par 6 per cent preferred stock and 1,000 shares of \$1 common.

About 150 skilled workers will be employed at the start, with the number to be boosted later to around 500. Quackenbush, who has been president of the plant formerly used by the American Record Co., which moved in 1934 to Bridgeport, Conn., said.

Anthony J. Cianciarri is temporary secretary. Directors are Harry Dickstein, Robert Post, William Wingert, Matt Goss and Quackenbush.

NEW YORK, Aug. 5.—Scranton Record Mfg. Co. is the pressing plant for Eli Oberstein's plates to be released through the National Record Co. Its initial U.S. catalog includes names and classes, all reprints from old masters. Althe Oberstein claims that he has sold 100,000 copies of his records since he got it from Rosenberg (Jack Rosenberg, Local 602 proxy) six weeks ago. offices of the Federation indicate other releases will be made through the new proxy. Art Weber, in charge of all APM licensing, says that while Oberstein's application has been in for some time, no decision has been reached on it. He further added that such applications are acted upon only by the APM exec board, and since the board hasn't met since the proxy was issued, the Weber's filing, Oberstein's application is still pending. A subcommittee of the exec board is scheduled to meet this week, however, and it is expected that they will have time to consider his application in view of other pressing matters. Under the APM sanctions his records, Oberstein cannot employ musicians for recordings.

Nitry Op Lidbury Buys Seattle's Riverside B.

SEATTLE, Aug. 5.—Lindy Lidbury has taken over the ownership of the Riverside Ballroom and inaugurated a policy of featuring top bands and artists during the summer. First this weekend is Gay Jones, which follows in Marc Mercer and Roy Brown, all well known to Seattle and the rest of the fan. Riverside's owners are well known also to Seattle's nitry circles with a background of 23 years' active management of spots.

Song Plunger De Luxe

NEW YORK, Aug. 5.—As if his world's Fair weren't amazing enough, Grover Whalen now turns song plunger. The grand would be hard put to find a more pretentious title than that of the millennium, but actually it's all pretty logical. Seems that Billy Rose has a pretty successful show in the World's Fair, so he's decided to duplicate it, and therein is contained a ditty by Doug Sunee, Ted Petter and the Impresario, entitled *Yours for a Song*, which includes a line about John Krinsky, of the fair, seeking a chance to boost attendance if the enterprise could be said to have appeal to a large number of people if he would push the song. The Robins schedule being accounted for until July, Jack suggested to Krinsky that he go to the Little Old New York contact rock leaders at local hotels and night spots and sell them a bill of fare that the more they sit at the tune, the bigger the audience, the more the fair will get the glory. More people will come from out of town to see it, with stop-offs at the hotels and night spots, and the more the fans will be in rooms housing the bands who started the whole thing in the first place. Sort of a vicious cycle idea.

Sex Inspires Scorer

WILKES-BARRE, Pa., Aug. 5.—Rita Rio and her all-girl gang can claim that they indirectly helped bring about the formation of the state's chapter of the AFL-CIO. When near-by Scranton teams decided to better a record of a western team published in the Wilkes-Barre Times, they used a cardboard poster advertising the band's appearance at nearby Fernbrook Park on which to keep the record of hits and runs.

Chi Kenneway Corp. Again Pacts Bands

CHICAGO, Aug. 5.—Kenneway Corp. now operated again by firm's three original members—George Hillman, Tommy Thatcher and Charles Richter—is again signing up with several personnel management. Richter signed a one-year lease under a year's term, and at the end of his current six-month run at the Melody Inn, he will be transferred to the two-month one-night tour. Leonard incidentally, is the only Chicago local band man to a radio outlet from these environs. Management contracts for Kenneway managerial contracts are Horace Henderson and Gay Claridge.

Big Orks, Glamour Gals Boost Ballroom

GREEN BAY, Wis., Aug. 5.—In connection with the appearance there, at the Melody Inn, of Misses Alice Kent, America's No. 1 Glamour Girl, "Cooney" Eiler, manager of the ballroom, has arranged for nightly contests with local girls choosing girls who she believes are types to become photographic models.

Cash prizes are awarded the nightly winners and an opportunity to compete in the final for the grand prize and title of "Miss Bay Beach." All girls are chosen from the dancers.

Cooney, along with Miss Kent's appearance with such bands as Don Strickland, Jack Teagarden, Blue Canfield and Wally Wallace, has been spotted by the growing-up crowds at the Beach. Paul Whitehaven is slated to play the spot August 13.

Pegs "Spike" for "Paul"

HOLLYWOOD, Aug. 5.—Spike Featherstone left town this week for a sojourn

World of Tomorrow Not Prompt In Paying Off Musikers Today

NEW YORK, Aug. 5.—In the midst of all the wrangling to see that musicians playing for concessions at the World's Fair are getting all the money due them, the local union here is faced with a more ticklish proposition in respect to the fair's management itself. Comes the end of the day (8), it will be time for the union to collect its dues. B. A. Rolfe at the fair-sponsored Wild West Show have seen the looks or liked of a pay envelope.

Union officials cut several reminders to John Krinsky, who is in charge of the horse copy for the fair, but it seems that the pay check for the music is not to be paid until the 15th, when attention is turned to leisure. Rolfe's boys, cut down to 14 from 24, are in for about \$1,000 a week. But meanwhile they are to be paid \$1,000 a week, plus expenses. Not that the union plans any immediate reprisals against the Whalen stronghold, but Local 602 chiefs are squawking like hell, and John Krinsky is awfully lax in paying off on time.

Of more immediate concern is a situation concerning N. T. G. (Niles T. Granlund) of the Little Old New York, whose tiny nitry show at the fair, some time ago, N. T. was nickel \$5,000 by Local 602 for undersealing Jack Melvin's Ork at his Midnight Sun nitry on Broad-

State Law Gives N. Y. Musicians Powerful Whip Over Chiselers

New law makes payoffs in the dark a misdemeanor—covers all trade and theatrical unions alike—Local 802 to prosecute first employer caught

NEW YORK, Aug. 5.—The next time the local musicians' union catches up with an employer taking salary kick-backs from musicians, it won't bother placing the spot on the "Unfair List" or resort to picket lines to keep the spot's pay-roll kosher. At present those are the only reprisals the union has at its command to keep an employer in line. However, an amendment to the penal law, introduced by Rep. John S. Dwyer, has been passed by the Assembly and only recently signed by the governor outlaws all of them not only for Local 802 but for all musicians' locals throughout the State.

Local 802, and Max Aaron, head of the Local 802 Trial Board and an attorney in his own right, has indicated that he will criminally prosecute the employer who violates the new law in order to test the law in court.

In the main the legislation passed by the State Legislature, this law was lost in the shuffle of other individual kick-backs, but by the law's constitution, a misdemeanor, making the employer or the one receiving the kick-back subject to a \$500 fine and/or six months' tenure in state prison.

Law provides that when a workman is employed for an agreed rate of wages, either in writing or orally, it is unlawful for the employer to induce or induce, acting in the capacity of employer as associated with the employer, either for himself or for any other person, to request, demand or exact any increase or contribution of any part of the workman's wages, salary or other things of value. Click of the law further covers an agreement between an employee or organization and an employer or an association of employers requiring that wages or rates of wages be increased.

Law further indicates that commissions and union dues or assessments taken out of the pay envelope do not fall under the purview of the statute. However, law provides no penalty for workmen agreeing to a salary kick-back. Musiker has set up a committee for musicians turning in cases of this type of role, but here and in many other cities union has granted immunity to offenders who come before the trial board and are given a little likelihood of getting away with any part of it. New department will have six men aiding Aaron in carrying out the functions.

At Broadmoor Hotel, Colorado Springs, Maestro has indicated desire to drop "Spike" for new billing will feature Paul Featherstone and Miss O'Donnell." Dealed handled by MCA. Local MCA bookings bring Muney Marcelline along on Tuesday (8), replacing Carol Loftin and Fredie Fornari into the Casino at Catalina Island.

World of Tomorrow Not Prompt In Paying Off Musikers Today

way, Granlund was permitted to pay off the fine in installments, but after a couple of payments his memory seemed to lapse. Unless he starts paying up the fine, the union will demand that him on the "Unfair List" and pull the musicians out of his beauty and any future shows or spots he may operate.

Until Granlund can do this, Harry Dash, operator of the Fair's Cuban Village, which dimmed the lights last week, Altho the relief musicians for the day, were to be paid \$1,000 a week, the place was full when the concession shuttered. Casper de la Rosa's Ork, playing the evening hours, was left holding the bag for one night, but the relief musicians for the day, were to be paid \$1,000 a week, the place was full when the concession shuttered. Casper de la Rosa's Ork, playing the evening hours, was left holding the bag for one night, but the relief musicians for the day,

On Tuesday (8), union hopes to finish up some old business involving the Little Old New York concession and some playing there claim that much money is due them because of rehearsals. Almon R. Shaffer, general manager of the Little Old New York, and will appear before the 802 board to answer the charges. Walter Powell has since taken over the Little Old New York music stand.

Zucker To Manage Cleve Trianon B.

CHICAGO, Aug. 5.—Ben Zucker, former manager from Cincinnati, joined Music Artists, located in Cleveland, around Labor Day following a West Coast vacation, linking up with Charlie Horvath's orchestra.

Originally coming from Cleveland, where he headed the CRA branch, Zucker switched to Chicago to route the Cincinnati band on one-night time in the Midwest territory. He has taken the booking bin in Cleveland with his brother, Stan, formerly CRA general manager and now with Morris Corp. of New York. Horvath's band is one of the ace ballrooms in the country.

WM Adds Courtney To Route Bands

CHICAGO, Aug. 5.—Cross Courtney joins the William Morris agency's band department this week to handle the one-night desk for band touring. Appointed comes on the heels of the death of A. Smythe joining the branch's booking force.

Before coming here Courtney was manager of the bands for the former Red Artists in the Dallas territory and after leaving the agency was personal manager for Reggie Childs, his brother-in-law.

Piepers Sprout Sticks

LINCOLN, Neb., Aug. 5.—Benny Goodman of the bus-transported bands is Gene Pieper—not because he's a swinger but because of the many sprouts from his outfit status with his outfit into orchestra leaders.

In the last six months he has seen Leo Pepler, his piano player and son Skippy Anderson, his sax, go on their own. Both outfits are doing well.

Bands on Tour

Advance Dates

Sammy Kaye: East Market Gardens, Akron, August 11; Playland Park, South Bend, Ind., August 12; Indiana Beach, August 13; Starved Rock Ballroom, LaSalle, Ill., August 14;

Casino, Quincy, Ill., August 15; Frog Hop, St. Joseph, Mo., August 16; Hotel De Mores, St. Louis, Ill., August 17; Royal Palace Ballroom, Galena, Ill., August 18.

Wally Stoerfer: Sunset Ballroom, Cuyahoga Falls, Aug. 19; Atlantic Park, Kenosha, August 20; Atlantic City Ballroom, Greenburgh, Pa., August 19; Glen Echo Park, Washington, August 21-22.

Michael Ayres: Crescent Ballroom, Niantic, Conn., August 12.

Ramona: Coleron Park, Jamestown, N. Y., August 12.

Lee Wiley: Hotel Coliseum, Greenville, Pa., August 12; Alberta Beach, Vermillion, O., August 14; Cabana Club, Urbana, O., August 15-27.

Frankie Laine: Hotel Casino, Morehead City, N. C., August 12-13.

Joe Venuti: Million-Dollar Pier, Atlantic City, August 13-15.

Johnny Mercer: Casino Park, Richfield Springs, N. Y., August 13; Cavalier Hotel, Virginia Beach, Va., August 19-20.

Seger Ellis: Hotel New Yorker, New York, August 13-15.

Jimmy Livingston: Glen Echo Park, Washington, August 14-19; Riverview Ballroom, Boston, August 26-September 1.

Clancy Hopkins: East Market Gardens, Akron, August 15; Riverside Park, New Brunswick, N. J., September 4.

Red Nichols: Hotel Brookgreen, Massapequa, N. Y., August 17; Potomac River Boat, Washington, D. C., August 18-19.

Les Dixon: Aransas Park (La.) Ballroom, August 17-31.

Ozzie Nelson: Totem Polk Ballroom, Norumbega Park, Boston, August 19.

Red Nichols: Hotel Brookgreen, Pottstown, Pa., August 19.

Johnny Martone: Buckeye Lake (O.) Park, August 19-September 1.

Johnnie Johnson: Beach Club, Virginia Beach, Va., August 20 week; *(See BANDS ON TOUR on page 12)*

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STROLLERS WORK STEADY

Music Items

Songs and Such

JOHNNY GREEN has renewed his song-writing partnership with Benny Davis, who has written "I'm Gonna Bring You to My Sensors," "Stranger Things Have Happened," "Little Big Shot" and "Am I Aiming Too High?"

MacDonald, erstwhile arranger and batonnering his own outfit at Colony Beach Club, West End, N. J., cut a rug-sketched title, "The Colors Are Green." **Diamond**, Paramount's new head, takes a pair of ditties from Art Wilson for immediate publication. It's "You Are a Star" and "I'm Sorry." **Wise**, the author of "Bebe & Belle" and "Tell-Are" are the hopefuls.

E. C. Mills, ASCAP exec, spiked reports that the society lowered ratings of some 15 writers and three pubs owing to alleged "padding" by their leaders by way of giving credit for collaborations on tunes. "Jingle gossip," said Mills, who pointed out that ASCAP doesn't go off and on about it. "It's a bad idea to take positive measures unless the situation comes before the board as a matter of policy to be decided upon. But we're in a bind. In future, if the problem, if it were considered acute enough, Mills said, but in the meantime the classification committee has not met.

Publishers and People

ROBBINS signed David Brockman, conductor of the Texaco Oil air show, to do original music. Firm also signed Fletcher Henderson under an arranging-composing binder.

Alec Templeton, pianist, introduced his "Swingin' Blues" and "Move You Down" at Benny Goodman's swing concert in the Hollywood (Calif.) Bowl this week. **Campbell** is patterned along the lines of his "Swingin' Blues" and "Rock Goes to Town" and "Moonglow Marimba."

The first edition of Wayne King's Collection of Strauss Waltzes, 50,000 copies, was sold within three months. The current "waltz king" selected a dozen of Vienna's "waltz kings" best known numbers and arranged them for the piano.

Another folio is released by Bobbliss, this time trumpet arrangements of popular songs. **Robbins** and **Publ** also added new piano solos to its Modern American Music Series, including Ferde Grofe's "Whale and Friends" from his *Hollywood Suite*.

Benny Goodman, basing his survey on "Columbia's" request, comes up with his selection of the 10 best swing tunes number. Slipping his neck "out to you, BG names "Sometimes I'm Happy," "I'm a Little Bit Blue," "Don't Be That Way," "And the Angels Sing," "Sweet Sue," "King Porter Stomp," "Honeysuckle Rose," "Roll 'Em" and "Sing, Sing, Sing."

Hollywood Harmonies

MAX STEINER and Jack Scholl penned "Don't Be That Way" to plug Steiner's picture of the same name. **Screenplay** number in the Marx flicker, *Day at the Races*, has 50 sepias warblers, and **Harpo** became a 12-year-old monkey there.

Tra Gershwin has signed by MOM to do the lyrics for the forthcoming picturized *Kitty Crazy*. **Pie** will reprise *God Bless America* and *Embraceable You*. **George Gershwin** score.

Wis. Fair To Crown State's Am Tunester

WEST ALLIES, Wis., Aug. 5—Wisconsin's best amateur music composer will be crowned at the Wisconsin State Fair, offering a \$100 cash prize. Only compositions for dance will be considered and compositions must be submitted and considered by June 15.

Winning compo will be announced at the fair grounds at the fair's grand ballroom. Numbers will be played by Sammy Kaye, who plays the ballroom during the August 19 fair week.

Sheet-Music Leaders

(Week Ending August 5)

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

Position

Last Wk. This Wk.

1	Surprise Serenade
2	Beer Barrel Polka
3	Moon Love
4	Stairway to the Stars
5	White Sails
6	White Sail
7	Surprised My Heart Into a Song
8	Cinderella, Stay in My Arms
9	If I Didn't Care
10	Comes Love
11	South American Way (M.)
12	The Lamp Is Low
13	To You
14	If I Had My Way
15	Concert in the Park

Sleeper Comes Out Of Ex-Villa Moret

NEW YORK, Aug. 5—Latest in the apparently endless chain of titles written 10 and more years ago to turn into sleepers is *You Tell My Mother*, which is the title of *Yours Truly, Moret*, waltz published by Villa Moret in 1926. Jack Robbins bought the Moret catalog last year, and since then he has been looking for his sales manager, this week reported that 8,000 copies of *You Tell Me* had been sold since 10 days ago in the West.

Villa Moret is a well-traveled man, the reason for the title's renaissance until they discovered that the Mills Brothers had recorded the title for Decca. **Stephens**, of Decca, informed them the disc had gone to 80,000 copies since its release; the mystery was solved. **Robbins** first heard the song on the radio, matter to another outfit from cashing in on it, but now that the secret is out, Robbins is going to work on a new title for the Mills Brothers.

Another folio is released by Bobbliss, this time trumpet arrangements of popular songs. **Robbins** and **Publ** will have it recorded with the least possible delay, which brings to mind the fact that Joy waxed it for his firm with his own band 10 years ago.

Songs With Most Radio Plugs

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, August 4. Independent plugs are those received on WOR, WNEW, WMCA, and WABC. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position

Last Wk. This Wk.

3	Cloud Nine
4	Stairway to the Stars
5	I Poured My Heart Into a Song (F.)
6	In the Middle of a Dream
7	White Sails
8	Ain't Cha Comin' Out
9	The Lamp Is Low
10	Comes Love (M.)
11	Surprise Serenade
12	This Is No Dream
13	Beer Barrel Polka
14	Go Fly a Kite (F.)
15	Finally, My Love
16	Oh, You Crazy Moon
17	My Heart Has Wings
18	Back to Back (F.)
19	Don't Be That Way (Mandolin)
20	Well, All Right
21	All I Remember Is You
22	Wishing (F.)
23	Man and His Dream (F.)
24	Cinderella, Stay in My Arms
25	Over the Rainbow (F.)
26	As Far As Your Teacher (F.)
27	Additional Unknown
28	You Taught Me To Love Again
29	The Lady's Love With You (F.)
30	Madame Midnight (M.)
31	Strange Enchantment (F.)
32	South American Way (M.)
33	I'm Sorry for Myself (F.)
34	Neverland (F.)
35	Let's Disappear
36	Words & Music
37	Concert in the Park
38	Moonlight Serenade

Jobs Plentiful, But Difficult To Keep Cocktail Units Intact

Chicago area alone employs about 300 combos—tipping still prevalent at spots—fems in demand—Novachord popular—creates work in barren territory

CHICAGO, Aug. 5.—The cocktail combination picture here and elsewhere is a bright one, for between 200 and 300 spots, ranging from small taverns to up-to-date hotel rooms, employ them consistently. The number jumps considerably in the summer when outdoor ballrooms in vacation resorts and open-air cafes not spending too much for entertainment are in the market for strikers. The big offices claim vacancies in booking them, but the girls are hard to keep in the spots, as combinations together rather than unearthing new accounts. With the exception of the two to three dozen leading bands working regularly in this area, however, the girls are not sought for themselves in the last several years, though many of the units come and go, usually, when the combination is not successful. The girls can command a reasonable fee for their services, but the girls in the minority, for they are the ones holding the top engagements and they take in the lion's share of the musicians and entertainers in them.

Small band bookers here agree that instrument playing is just part of the job, for musicians are also urged to develop dancing ability, and girls should be expected to enhance stock dance sets and, on occasion, to be used in floor shows. Versatility of combination of the girls get the first call from offices for the last spots in one spot and solidify the relationship between booker and employer.

The current rage is the portable organ and Novachord, which are being used for a small combination to have either one of these instruments and they are taken up as soon as they are formed. The girls are developing a new type of spot who have been using large bands but, during seasonal lulls, will turn to smaller budgets but still are eager to retain the old girls. They want to make up for the lack of work in one spot and solidify the trade that they are continuing to dish out plenty of music.

Another feature in demand is the girl singer with one or more guitars. All-female groups, while not the demand is always greater than the supply. Band bookers have given up the search for young girl musicians for combination groups, especially in the Midwest, taught them, prefers to sing it in cocktail bars or cafes, finding in a greater number of opportunities. Single girl accordionists and organists are often found a job almost any day. The catch is that the kid must have looks and personality. Comedy comedians are finding a beauty who can smile at imbibers at close range and still retain her charm and will overlook her ability to sing.

A few combinations use girl singers and pay them between \$20 and \$50 per week. They are tough to hold on to, for once soon as they learn the ropes they are off to the next town with a full-fledged band that plays "more prominent engagements."

Big Biz for Burnett

INDIANAPOLIS, Aug. 5—More than two years ago, social combos began about a year ago, social combos began to keep them going. Now the kudsus are being handed to Barney Burnett, manager of the Indianapolis Office, for building up the barbershop territory from practically nothing to a point where he can keep good strrolling girls. The girls are the ones that are getting the work.

(See *STROLLERS WORK on page 13*)

DALLAS dine-and-dance customers had a flock of new bands to greet them the past week. New acts included Nick Stuart at the Plantation, Eddie Delango at the Savoy, and George Wee at the Tivoli Supper Club.

Music in the Air

By DANIEL RICHMAN

Not Quite Right

BRUCE WALTERS' BAKER (*Tofom Lodge Country Club, Elgin, Illinois, Aug. 11*) has taken a rather important, though not recordable, step forward with his records. He now contains no particularly outstanding novelties or arrangements, dealing mostly with pop, but the greatest improvement is in the way of familiar tunes together. Instead of breaking up the current stand-by with the brand-new numbers played. First number on the show is "I'm a Ram." The top tunes of the day; that's enough to discourage the hardiest dieler fed up with repeated airings of current hits.

On the other hand, he includes several hundred popular songs served to make the remote of **HARRY DUPREE'S (Chicago, Ill., Aug. 12)** a real treat. His repertory is limited in a way, and his rather amazingly contrived "Russian rumba" which in conception and execution was more conducive to schlockers than schlockers themselves, is still a good pop afterster. There are times when 30 minutes approximate an age.

Solo Tempo

LITTLE JACK & LITTLE (*Hotel Edison, New York, WEF*) calls his current band of piano, drums, bass, trumpet, and, regardless of its technical merits or deficiencies, it makes different air listening. Applied to a varied group of numbers, it is a good band, though not more than most; it will make an impression on dieler — which won't mean anything to Little unless his audience is new to the band. Little is a good host, more often than on the show heard. Number followed number without announcing who the band was, a way to win amateur listeners; just update the program.

ELLA FITZGERALD (*Savoy Ballroom, New York, WEF*) justifies her nominal title of "the greatest jazz singer of all time" by doing a bit of the announcing herself and a good deal more singing. Swing and torch items alternate in a way to please everyone but out-and-out clowns.

BANDS ON TOUR

(Continued from page 10)
Horn-Dollar Pier, Atlantic City, Aug. 17-29.

Leighton Nobles: Cavalier Hotel, Virginia Beach, Va., August 21-25.
Vincent Lopez: Hotel Royal Pier, Detroit, August 21-25. Cedar Point Park, Sandusky, O., September 4 week.

Buddy Rogers: Crystal Park Ballroom, Cumberland, Md., August 24; National Music Festival, S. Boston, Va., September 2.

Gum Lombardo: Lakewood Ballroom, Mahanoy City, Pa., August 24; Hershey, Pa., August 25-26; Hotel Penn, Allentown, Pa.; Hotel Pennsylvania, New York, August 27.

Alton King: Apollo Theater, New York, August 28 week.

Glenn Miller: Earle Theater, Washington, August 25 week.

The Elmer Flaggers: Revere (Mass.) Plaza Ballroom, Revere, Mass., August 25-26; Walt Disney Ballroom, Atlantic City, August 31; Pier Ballroom, Coney Island, N. Y., September 2.

Carl Deacon Moore: Green Mill Garage, Franklin, O., September 2.

George Leopold, Herhey (Pa.) Park Ballroom, September 4.

STROLLERS WORK

(Continued from page 10)
steadily, from Doves and Dots to the new Browne Room of Washington Hotel here gives Burnett about 25 strolling locations on his books.

Johnnie Nelson and Eddie Mast at Warren Hotel, Ruth and Oscar at the Pretzel Bell; Carl and Don at Blue Room, Roy and Betty at the Hoosier Athletic Club, and Joe, Roy and Miss at the Graylyn Blue Room. **Nest**—by the hotel house June and June at 86th Street, and the new Nest of Strings at Pay's Gun Club, La Fayette; Three Jays at Zernow's, Evansville; Jane and Jim at the Hotel Indiana, Indianapolis; Eddie Kahan's Tropic at Cedar St. Richmond, and Joan and Lillian at Anderson Hotel, Anderson.

There is constantly building new units to fill the continued demand for the small strolling and entertaining combinations in this territory.

The Reviewing Stand

Bob Barrett

(Reviewed at *Camer's Castle Roof Garden, Chetwaipea*)

IT'S "sweet music with a subtle swing" that Barrett dispenses here, and his efforts are attracting large crowds who prefer the more refined style. His ensemble is down to two on the lower side band is able to mute its horns for the sweet notes preferred here, and it is a good idea. A few jolting airs are mixed in occasionally to cater to the crew.

Up-to-date includes three saxes, two trumpets, drums, piano, bass and guitar. Bill Wilson is the vocal. Bobo also comprises the staff orchestra for Station WWDQ here.

Wyo.

Lawrence Welk

(Reviewed at *Marine Dining Room, Beau Rivage, Beau Rivage Hotel, Chicago*)

Now that **WELK** is back at a well-known and reliable accordion, "Champagne Music" is again smooth and light. This Mickey Mouse style of band music is still one of the colorful figures in the music world, and the band is still a money maker owned by piano player Luis Russell and band's duty is clear—to back Armstrong's play fit and that's about all there is to it. For Louis his appearance is his only duty.

Band's best section is, of course, the brasses, where six men are assigned. These brasses hook on and play along with Armstrong, it makes a big train of concentrated metallic lipping which fairly raises the roof. Sometimes sounds as though the band is playing itself out, sucking it back as well.

Four reeds are only fair, and the rhythm (or 4) section, outside of featuring the clarinet, is not too good. **Wyo.** Girl Midige Williams, a full and typical colored voice; Sonny Woods, who roars into the higher male range; Allen and Alvin, both of whom both majoring on trumpet and trombone, respectively.

Oldfield.

Off the Records

Chamber Jazz

FOR those adherents to the branch of barrel-house that gets its kicks by dissonant chords, complex harmonies in combinations in orchestration, new instrumental voicings in arrangements and new rhythmic patterns rather than the simple blues, there is a new band, the Aloe Wilder Octet on Brunswick has a dandy double in *See You Mamma*.

Composer Wilder spotlights the harpsichord in his score and taking a wide latitude to imbibe swingology with an arrangement of "I'm a Little Teapot" and "Mental Fugue on the Hole Night" riff.

The *Sandman* standard gets similar classical treatment.

(See *OFF THE RECORDS* on page 73)

King Hits Summer High at Meyers Lake With \$1,220

CANTON, O., Aug. 5—Wayne King, in his first appearance in the territory in a long time, packed 1,200 into Moonlight Beach at the new King's Beach Meyers Lake Park for the benefit night of the summer. Administration was \$1 a person in advance, with some 1,000 buying before the show began. Total gate receipts taken was grand \$1,220. Weather was threatening but didn't keep the out-of-towners from coming as far as 50 miles to hear the offerings of the "wits king," long a fav here.

Kirk's \$675 a Cloud of Joy at Celoron Park B.

JAMESTOWN, N. Y., Aug. 5—Andy Kirk at Celoron Park's Pier Hall last Saturday drew 1,240 persons, plenty good for the benefit night of the summer. Admission was \$1 a person in advance, with some 1,000 buying before the show began. Total gate receipts taken was grand \$1,220. Weather was threatening but didn't keep the out-of-towners from coming as far as 50 miles to hear the offerings of the "wits king," long a fav here.

Kirk's \$675 a Cloud of Joy at Celoron Park B.

CRYSTAL BEACH, Ont., Aug. 5—Gene Krupa proved a good drawing card for local dancers when he brought the box office \$1,250 at the Crystal Ballroom last Saturday. The band was in fine form, with dances scaled at the customary 25 cents advance and \$1 per at the door, with about 1,000 early buyers, a good number of 50-cent buyers by promoter Harold Austin. Box office sold tickets to around 700 persons.

TORONTO, Ont., Aug. 5—Despite hot sultry weather and an off night, Gene Krupa pulled a money-making crowd of 1,600 last Monday at Palais Royale for his first benefit night of the season. Advance tickets peddled for \$2 per couple with total gross hit about \$1,200. All money on hand was turned over to the fund to help the city's poor. On February 16, Artie Shaw with 2,600 on March 20, and Glen Gray bringing 1,500 on May 2, Jack Teagarden is next on August 17.

Kemp Draws Mighty \$1,151 On Pleasure Beach Solo

BRIDGEPORT, Conn., Aug. 5—with admission set at the highest level for the season, \$1.50, the first benefit night at Pleasure Beach Ballroom here last Sunday, drew 1,300 persons, all plunking down 85 cents, creating a grand total of \$1,151.

Bob Crosby and Gene Krupa are only bands so far this season that have exceeded these attendance figures. Bands are now being given 25 minutes on air over WICC locally.

THE REASON FOR THEIR RHYTHMS

READ

"THE MAESTRO EXPLAINS—"

with explanations by

Dick Babb Hal Keene

Duke Ellington Harry Miller

Gray DeLong Murphy Spangler

Wendy Herman Jack Teagarden

Alvin Lee Lawrence Welk

Sammy Kaye

in the FALL SPECIAL ISSUE OF THE BILLBOARD dated August 26

ROLL TICKETS
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Cheapest GOOD TICKET on the Market
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Cash With Order—Ms. C. O. D. **100,000 for** **6.00**, any assortment.

The Three Idlers

(Reviewed at *Cafe de la Paix, St. Moritz Hotel, New York*)

WITH Joe Idler picking plenty of melody out of a mandolin, Carl and Tony on fiddle and guitar, and Eddie on banjo, The Three Idlers make for delightful serenades while strolling among sitters and snackers at this spot. Threesomes skillfully knit strings into a melody and combination with ample arrangements that are both smooth and unusual.

It's an endless repertoire at their com-

EQUITY-ITA TIE THE POSSIBLE

Chance of Split From Four A's Not Denied by Equity Spokesman

Browne, however, says "No"—Equity position in middle of jurisdictional squabble not to its liking—it would take chief rap, altho it favored other solutions

By SYLVIA WEISS

NEW YORK, Aug. 8.—The suspension of Sophie Tucker, president of the American Federation of Actors, yesterday, by council of Actors' Equity Association was another example, the union indicated of Equity's hand being forced and its members being forced to do things which are not in their best interest as individual unionists, had done nothing to evoke. To quote an equity spokesman: "We are an innocent bystander but got caught in the tow. We will probably be hardest hit in the end." At the same time, Broadway heard wild rumors that Equity was moving to split for the I.A.T.S.E.

Given the rumor by Equity's disapproval of the revocation of the charter of the American Federation of Actors by the International Alliance of Theatrical Stage Employees, the AFAs attacks throughout the trial, its having to stand the first brunt of financial support, the American Guild of Variety Artists, who sat on the spot because one of its members was named to the executive secretaryship of AGVA, its having to make the trial a public one, its having to accept Four A's reciprocal suspension ruling, and its having to be a party to disciplinary actions and a jurisdictional squabble which involved the capture from the stage of more than from other theatrical jurisdictions, thus causing greater distress in its employment ranks. Equity was cognizant of all this, but it was not made to be a party to breaking one of its own contracts, and disliked the role extremely.

Aware of its being caught in the wrong place at the wrong time in discussing the matter with George Browne, president of the International Alliance of Theatrical Stage Employees, the Equity department, under Browne's direction, to have its own status.

Some of the loggers are inclined to feel that the action of Four A's was hasty, and that it was rather than a move to protect the actors a strictly a political pull for power between two internationals.

It is felt too that Equity's prestige, together with its membership of 100,000, is the biggest bulk-

ware of the Four A's and would take the rap in case of battle. A Four A representative argued that the Screen Actors' Association, which has over \$40,000 deficit when it recently negotiated with Equity to mature its contract with the legions, the picture unit had been more than willing and that if need be the American Federation of Radio Artists could help too.

The Tucker suspensions earlier, almost entirely, may have been a mistake because she was not working in either jurisdiction at the time. Those moves, however, forced Equity to act similarly.

There is a part of the inter-changeability agreement whereby suspension from one of the Four A's automatically suspends a performer in the other.

It is comforting to think so. Such a return to love of worth and beauty would automatically rule out the hysterical "critical" acclaim lobbed over such nauseatingly egoistic butcheries of art as the productions of Orson Welles, such little-known legends as *Death of a Salesman*, and such amateurish efforts as *Death of a Salesman* and a horse to all right-thinking burghers, will shortly go by the boards. But furniture, he feels, will be only one small aspect. The return to sanity and taste will embrace all fields—even the field of the theater, which has been embroiled in the last few years in the most abysmal depths of hell.

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Such a theater might be much smaller even than the sprawling remnants of Broadway's heyday that still exist. It would be strong and solid, and might well be set up as six or eight theaters in New York, but all six or eight would be playing repertory or stock, and each would be known for a particular type of play it presented or the particular quality of its actors. There might not be much work, it is true, but the work that there would be the one and only kind of theater a city needs.

And, if such a state of affairs ever came about, it is quite conceivable that there would be similar playhouses in every large—and it perhaps even medium-sized city from here to the Pacific Coast. And if that were the case, the rate of employed actors would probably be increased rather than decreased by the change.

Even if Mr. Crascraft is right in his extraordinarily hopeful forecast regarding the future trends in American taste, such a change in the theater could not naturally be far off in another few years. But no matter how long it took, it would be waiting for what?

After writing about it in that vein, tho, I don't see that I have any rights to poke a scornful finger at the incurable optimists who regularly predict that next season will be boom year. Compared to mine, their pipe dreams are like

seas of cold fact.

Even if Mr. Crascraft is right in his extraordinarily hopeful forecast regarding the future trends in American taste, such a change in the theater could not naturally be far off in another few years. But no matter how long it took, it would be waiting for what?

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Stage Whispers

policy. Subtle courting of the AFA by SAG was coincidental to desire of Equity to block Thomson's "one big actors" union plan.

It is a very good position as spearhead and shock-absorber for the Four A's is all the mere irony, it was shown, because Equity proposed to do the impossible and reorganize the AFA committee, a course which would have sustained the charges but given Ralph Whitehead and his administration a deadline during which they could have remedied the faulty conditions. If then he failed, Equity contended, the Four A's could have gone directly to AFA membership with the result that the former's popular vote to install a new state of officers. Such procedure would have been democratic, Equity held, and would have avoided the whole mess. Whitehead's defense: Equity was alone, however, in its appeasement policy among the Four A unions.

If the country needs an Abe Lincoln, as many people have been saying pretty violently this last 10 or so years, the Playwrights' Company is out to fill the bill—to fill it, as a matter of fact, double in spades. With Richard Gaines doing eminently satisfactory work replacing Raymond Massey while the latter transports the Great Emancipator to the screen, the boys are trying to come up with the idea of casting on not one but two companies in the fall. Robert E. Sherwood, the author, who is also out on the Coast, has been asked to give his own name to the company, and the Gaines company will probably open in Richmond, Va., some time around October 16 and then cover the Deep South territories and finally have the show in the Coast. The first (or Massey) company, which is a certainty, is scheduled to start October 9 in Boston and will cover the larger areas of New England and Middle West. The Gallo-Oberfelder road circuit, which plenty of people feel is the greatest white hope in the field field in years, is also being considered, and the latest acquisition being Frank McGlynn himself quite an Abe Lincoln once upon a time (one of the bolder ones) for a play of *Loyalty*. Gaines will continue on the Lincoln theme (it seems evident that Broadway is determined to give the nation its due share of Abe Lincolns), Paul Morgan is editing for Brock Pemberton in the intensive—polishing stage. Variously titled *Fellow Me Este*, *Death of Mrs. Preston*, *Death of a Salesman*, in view of being a sequel to the already somewhat chronological *Prolog to Glory* and *Abe Lincoln in Illinois*, since it deals with the Civil War period. It's possible that James Kirkwood may play the lead.

Getting away from Lincoln for a bit, George Abbott is working on *Two Gentlemen of Verona*, a title for a rather painstikingly named *Yield Best*, the musical that may be his first production for the fall. It is now known as *Two Gentlemen*, which is in view of being a sequel to the already somewhat chronological *Prolog to Glory* and *Abe Lincoln in Illinois*, since it deals with the Civil War period. It's possible that James Kirkwood may play the lead.

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It has been plenty of talk about a London showing for *Hellszapoppin* (no one has ever explained how this could possibly be a success), and the show will open at Old Vic, where it is to be directed by Olaen Johnson in the cast), but Frank Mollor, editor of the British *World's Fair*, who's here on a visit to see what's what in the British theater, says that it can't be so. There's plenty of political tomfoolery in the show, and none of that, of course, could go on in Britain, where it would be illegal. Against and against representing any living persons. And it's just that, according to Mr. Mollor, that would put the show across.

The Stage Relief Fund is planning to start its series of Sunday benefits early in September, because the funds have been depleted by the long hard summer and by the fact that there has been no money coming in. The fund, which has no endowment, and must depend almost entirely upon the benefits to get funds for the care of needy stagehands, has the idea that the members will endeavor to get off to an early start with the aid of some of the shows now running, because only a few of the 11 shows in the *Great Need*—*The Little Foxes* and *Tonoco Road*—have given Stage Relief performances so far.

If radio jobs can be snatched up given the present situation, the fund is to present a revival of *The Jazz Singer*, for which there is something of a cause celebre for him a decade or so ago. He would appear in the role he played originally, and he'd like to get Ludwig Suss for the Sam Jaffe part. The idea would be to present a limited four-week run, with the money going to the fund around the end of next month.

Alan Brock, who engineered Irene Castle's return to the stage in *Shadow Play*, has signed a three-year contract with the deal since April.

Note: Tullio Carminati has gone West for six weeks, first stop being the Golden Gate International Exposition in San Francisco. After that he'll beat Seattle and Vancouver, and come back to New York via the Canadian roads.

Claire Lumet and Mr. Gove, who

have a partnership as author's representative (*See STAGE WHISPERS opposite page*)

League Mulls Demands in New T-MAT Pact Proposals

Salary increases, summer theater jurisdiction, greater control of working conditions, longer time requirements are among strong union demands for next season

NEW YORK. Aug. 8.—Increased salaries, extension of union domain on Broadway, on the road and to summer theaters, and greater union control of labor turnover and troupe changes are the main demands of Managers and Agents of America Tuesday on recommendations compiled by the league's board yesterday. League membership meeting will be at the Astor. In order presented by T-MAT version of the contract, the following demands from last year's agreement are asked:

(1) For the first minimum basic agreement was for a definite one-year period, the new one is meant to continue indefinitely, with stipulation for termination after three years if no contract is signed by June 1 of any year.

(2) For first time summer theater jurisdiction is dropped. The manager and troupe changes are a new item, coming by June 1, 1940, for the summer 1940 season, then the terms of this basic agreement shall be suspended.

(3) If a manager is called upon by his employer to perform duties outside the union's jurisdiction, the service will come under the jurisdiction of the manager and troupe changes.

(4) Gratuities—commissions of houses employed by lessees in four-wall rentals is new stipulation.

(5) New also is requirement that the stage manager be responsible for salaries and tenure of employment of all house employees.

(6) For first time contract provides that individual managers and agents as presentations by special companies which present less than three performances per week.

(7) For large stage attractions playing in Broadway legitimate theaters are classified as special attractions requiring press agent for English publicity. Not in Broadway.

(8) Preview dates and presentations shall not affect date of opening of an attraction. (New).

(9) Delayed rehearsal period, in place of half week's salary before opening, company managers are down for half pay prior to Monday of week of opening, and full pay after that.

(10) Managers, previously called in only half a week before opening, must be put on salary at least one week earlier.

(11) In view of the plan, management is asked for company managers and road press agent, transfers being allowed if the transfer is under contract.

(12) Attraction opening out of New York must hire a press agent at least three weeks in advance. If opening is on a Friday, for example, press agent should be taken on three weeks and five days in advance.

(13) Press agents on tour require travel expenses plus 10% gratuity.

(14) If manager intends using different press agent for his New York show than he is employing on the road, he must give notice to the manager and road press agent at least two weeks before opening while holding on the road, too, until one week before New York opening.

(15) No reapplication, second press agent on tour, is set up, but as yet his being employed is still optional. Managers fear it will be compulsory next year.

(16) For every additional selling booth used in a theater, house must take on at least one assistant. If both operates for same day, road manager and treasurer must be taken on. (New).

(17) No person other than a member of the theater box-office staff shall be permitted to handle a ticket for sale or

IN THE FALL SPECIAL:

The 1938-'39 Season in New York. Statistics on the Season, Comparative Figures, Length of Runs, Addresses of

**MANAGERS
ARTISTS' AGENTS.
PLAY BROKERS,
PRESS AGENTS,
ORGANIZATIONS.**

reSale or to service an order for tickets for any broker. Includes all mail and personal calls.

(18) All persons handling a ticket must be T-MAT. (Does not clarify position of ticket takers or brokers.)

(19) No one other than the employer himself, is allowed in the box office, except union members. (New).

(20). Requirements of managers and assistants called to service at least a week before Monday of week of opening. Old contract provides half a week.

(21) T-MAT employees notice of hiring or firing for ensemble season by July 15, employer will be required to pay salary differentials of 20 per cent plus the minimum.

(22) If producers' own box-office crews are brought into a theater, they cannot be required to work in the box office to service to special variety. They cannot perform duties of regular house staff. (This is outgrowth of tiff with Theater Guild).

(23) Sunday performances, other than current attractions, must pay box office at rate of one-fourth instead of one-third.

(24) Box-office employees must be paid at rate of one-sixth with addition to their regular salaries for every day that the toll advances.

(25) Sunday performances, other than current attractions, must pay box office at rate of one-fourth instead of one-third.

(26) Box-office employees must be paid at rate of one-sixth with addition to their regular salaries for every day that the toll advances.

(27) Outgrowth of the recent production of *State to Your Eyes* brought in five new clauses regarding employment during refunds. No extra compensation is given to girls who draw pro rata per diem until refund is down to \$100 and for no longer than three weeks.

(28) Union will accept clauses on prohibited practices relating to the theater ticket code only if granted representation of a league's committee governing the code.

(29) Salary increases: New York house managers from \$100 to \$125; New York road show picture presentations from \$125 to \$150.

New York company managers from \$100 Road-company managers (dramatic) from \$125 to \$150. Musicals remain at \$150.

Company managers for special attractions in New York, pro rata per diem, with unit of *per diem* compensation (Stipulation acknowledged) by managers and agents, and by the manager and road press agents from \$150 to \$175 for first six weeks.

Second press agent on tour from \$100 to \$125. Second press treasurer from \$75 to \$90.

New York road show picture presentations from \$100 to \$125. New York assistant treasurers from \$80 to \$100.

New York road show picture presentations from \$75 to \$90.

(30) New entirely new stipulation for special attractions. Minimum of two weeks prior to opening at minimum salary of \$75 per week, and at rate of \$75 per week after that for press agents.

STAGE WHISPERS

(Continued from opposite page)

sentatives, plan to continue in the fall with script readings of plays under their control. The idea was started last season with Philip Van Dyke's *Life Sem-*

BROADWAY RUNS

Performance to August 5, inclusive.	Opened Perf.
Drama	
All Roads in Illinois (Drama) Oct. 15....\$39	
American Way, The (Tragedy) July 17.....24	
Little Fugue, The (Musical) Feb. 15.....198	
more.....	
Madame Bovary, The (Musical) April 17.....126	
Marie Antoinette (Musical) May 28.....151	
Tobacco Road (Musical) Dec. 4, 1938.....224	
Yodel Boy (Musical) Sept. 28.....6	

MUSICAL COMEDY

From Vienna (Musical Rev.) June 20.....49	
Democracy (Musical Rev.) Sept. 22.....269	
plus the Moon (Musical Rev.) Sept. 21, 22, 23.....226	
Secrets of Paris, The (Broadway Musical) Sept. 24.....224	
Yodel Boy (Musical) Sept. 28.....6	

Summer Theater Review

"You Can't Eat Goldfish"

(*Theater-by-the-Sea*)

MATUNUCK, R. I.

Comedy by Muriel Burke and Gladys Under. Staged by Tom Conroy. Set by Wilbur George. Cast: Ruth Chatterton, Irene Warren, Warren Mills, Ruth Gilbert, Shirley Postet, Michael Hersey, John McKee, Virginia Miller, Joseph Mosley, Ruth Edwards, Robert Burroughs.

In conversations between J. J. Shubert and authors and other interested parties Tuesday night is to my best, then Broadway, and the city-owned Ambassadors last fall and leaving nothing but the four walls standing. But Popesco is in line to inherit what he wrote for the blond Roumanian actress, Elvire Popesco, and with about 100 others attached to the coming theatrical season. Playing with Popesco are names that command a b-o. attraction of their own—Janine Crispin, Carette, Jean Davy and Claude Dauphin.

done before it reaches Broadway or Hollywood. C. A. Koenig.

Phil. Chestnut St. Reopened

PHILADELPHIA, Aug. 5.—Chestnut Street Opera House has been given a one-year reprieve to see if it can be renovated and made available to the many central city theaters which have been razed and turned into parking lots. Lease of this house was relinquished last month by the Chestnut Street Association, Inc., which has owned and run the theater since 1917. Property is now in the hands of the University of Pennsylvania.

It may be indefinite if the rental agency can secure sufficient engagements to make the retention of the spot worth while. It has been promised that the plan will be tried for a full year.

Paris Awaits New House, Star

PARIS, July 29.—Henri Bernstein has constructed on the lower Champs Elysees a new theater at Paris. Taking over the city-owned Ambassadeurs last fall and leaving nothing but the four walls standing, Bernstein is in line to inherit what he wrote for the blond Roumanian actress, Elvire Popesco, and with about 100 others attached to the coming theatrical season. Playing with Popesco are names that command a b-o. attraction of their own—Janine Crispin, Carette, Jean Davy and Claude Dauphin.

Jamaica Grosses SG

NEW YORK, Aug. 5.—A three-week season of revivals of Broadway shows under the direction of Jules Lefebvre and the Al Feldman Company opened yesterday at Jamaica, L. I., opened to a profitable start. The initial attraction, *The Women*, yielded a take of over \$600, with the second, *Alfredo*, and the third, *Goldilocks*, displaying plenty of activity at the box office. John Steinbeck's *O' Men and Men* is scheduled to follow.

I.A Rule Helps Legit Corp.

NEW YORK, Aug. 5.—Corporate with the legitimate theater Corp. of America in its pioneer block-booking plan for legit next season, the International Corp. has ruled that local boards cannot extend their original jurisdictions to college auditoriums or high schools that have negotiate for the LTCAs legit franchise if located old not close those houses previously.

Case at issue is that of Denton, Tex., where local board tried to insist that said would have to sign before playing LTCAs. Road productions will carry minimum crew of three, but local sponsors will stand cost of house crews.

TIPS ON FOREIGN

(Continued from page 4)

Miss Bernadette, U. S. performer, should be careful as to what she says. Once performer tries to evade paying a tax in France by claiming he was the son of Frederic, who was a famous dancer, and promptly put him in jail on charges of avoiding compulsory French military service.

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FOR CATALOG Address Secretary, Room 148, CARNEGIE HALL, NEW YORK.

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 148, CARNEGIE HALL, NEW YORK

Rainbow Room, New York

There is more genuine entertainment in the Rainbow Room's new floor show than in the 100 other shows that have opened in New York in the last 10 months. Latest show which opened Wednesday (2) contains everything but vocal soloists. Absence of a singing spot isn't noticed in the face of other superlative entertainments.

Anne Gerard starts off the 35-minute entertainment with some capable piano solos, which are very rhythmic and classical. Novel presentation makes Miss Gerard's work seem even better as she and her piano make a direct appeal to the audience. Her singing is Melodic potpourri is well arranged, and the pianist displays good technique.

Ballet Intime, under direction of Jack Cole, follows off the first of its two routines with a rousing Indian dance. Indian dance is as impressive as Cole's usually is whether in his own soloing or, as in this case, in his staging. Cole's second routine is a soloing and acting show, but his unique and original dance creations, as interpreted by his disciples, are as eye-opening as anything seen in the city. Cole's second routine is a return to Ravel's Bolero in an impressionistic style that for once doesn't let down the pulse-quenching rhythm of the Ravel music.

Separating the two routines is Galli, Egyptian magician, who not only has ability to produce coins and also with his skillful card tricks, but also works with a sense of humor that takes care of the comic end of the show. Tricks in coin tricks, a variation of shell games, cards, live animals and miscellaneous ring ringsters. Human comes with working the stunts on and with the aid of gaping patrons. Magician's act is easily done and presented easily and perspicuously and should be a definite click with this room's upper-crust patronage.

Following the band stand are Al Doshine for the straight dance rhythms and Eddie LeBaron for the Latin American relief. Both outfitts still turn in the brand of fine bananapants that had made them almost perennial favorites here.

Ed Seay still press-agents.

Damee Hickman,

Rose Bowl, Chicago

This small cafe and cocktail bar combination has been recently placed under the management of Harry O'Clocker, who has had many years experience in the Rose Bowl will probably have a struggle until the fall, because of the summer lull in city spots and also because of the comparatively minor entertainment for the warm months.

Biggest item is the seven-piece band, titled the Off-Beat Band, which has a good piano, rhythm and enough reserve to permit conversation despite the small capacity. Organized for this engagement outfit displays definite promise of developing into a real group. Boys will concentrate on salesmanship and add a good singer. Current doubling of guitar man does not do the rounds, however, and the band's basic instrumentation includes three sax, three rhythm and one trumpet, boys using a number of novel instruments for effect and balance.

Show, repeated thrice nightly, features

Night Club Reviews

Lillian Bernard and Flo Henrie, piano-soloists, who are both good novelties. They take up most of the floor-show time with songs, most of them satirical, and sell them like veterans. A good example is "I'm a Little Bit Shy," in their lyrics at the dinner show. It is comparatively better fare in the two hour shows.

Constance Clegg emuses with an English accent, and Bill in a pleasant manner. He is not youthful looking, but his ingratiating method is in his favor. Singing a novel tenor voice that is easy on the ear.

Martin and Margo are the only other act and they appear in two spots with tap and some dance dancing. The boy and girl are dancing the girl's solo, a variation of the dancing spotlight. Work with plenty of zest.

Entertainment talent includes Tom Ferguson, Dorothy Johnson and Leah Spencer, singers. Never a cover or minimum.

Sam Homberg.

Vogue Room, Hotel Hollenden, Cleveland

Biggest hit this fortnight is Marjorie Knapp, billed as the singing comedienne, whose style is more slightly comical than Deanne Durbin. Marjorie sings well, dances well, does well, and is probably older than Deanne, manages to put over her character well.

Russell the Magician does a number of card tricks, and shell games, all well received. Features the Linking Rings. Act is drawing large numbers of amateur magicians here in town, all of whom regard sleights as the highest form of the art.

Pierce and Roland, balloon room team do a capable job of dancing, and Jimmie Johnson, with his accordion, offer a capable job of strumming.

Bob Miller's Band continues as the chief draw. Tito Harding.

Leon & Eddie's, New York

Leon Eshay has brought in another sappy show which is completely effective despite its lapses into corn. The La Playa Dancers (four mixed couples led by Helen Cooper) and Bob Cooper, who are to enliven proceedings when they follow the regular show to demonstrate the Conga and then teach it to everyone. The Dancers will put on a good demonstration and their teaching partners do much to provide that friendly, casual atmosphere so vital to the success of a club of this type. But for the entertainment, the main attraction is Pepito, the Goddy's Rumba Band. The leader is a hot trumpetist and the band as a whole is a vital dance-industry outfit.

Jay C. Flippin emuses the floor show (four nightly) and does all right in a quiet, sharp ad lib. fashion. His work is good, but he lacks the dash of a dancer. Jimmie White, the comedian, has some interesting laughs with grotesque muggings and an impression of a woman undressing for a bath. The new line of Sis Modena, the blonde, and the girls of Alicia Quigley, Dolly Miller and Patricia Dilley, handsome girls displaying their charms ingratiantly and also handling a few comedy lines. They also work with Paul Marin, quick crayon artist, who

draws pictures of patrons on the girls' dresses. Marin's art is a good novelty and he combines art ability with a fast flow of wisecracks.

Bourbans and Bane, mixed team, prance about a can can number that is lively. Another act does too much hollering on the Vienna waltz that includes losing suspenders, pants falling down and other messy tricks. The audience seems to like it, but the girls who did them did an apache number that was full of the usual spectacular, acrobatic, manning stunts.

The three智者 (Mills, Starr and Tracy) are doing a return here. They have some new songs and gags and their breezy style and clever special material are welcome to order for this club. Featured is Margot, a blonde, who has a brilliant soprano, whose cold, brilliant singing voice shows. There's little warmth or expression in her voice, but she is the sort of person who is enough to take night club audiences by surprise.

Does an *Opera Versus Jazz* song-tale introduction and follows with pop and standard songs.

Lou Martin's six-piece band handles the show music well. Martin is vacationing at the moment.

Harry Davis is still the on-the-job king of the piano players, and another rest from his arduous duties during the run of this show. Paul Davis.

Fan and Bill's, Near Glebe Falls, N. Y.

Located within easy driving distance of Lake George and Saratoga Springs, this spot undoubtedly takes the cake in swankiness of appearance. Owned and operated by Jimmie and Eddie, who also own a nighty by the same name in Miami, Fla. (operated in the winter), this place lacks nothing to make the entertainment a success. The moment he drives up the beautifully landscaped drive until he departs. Whether one stops at the comfortable entrance or at the raised bar, he gets settles for a meal in the more formal main room, there is absolutely nothing left to desire. A personnel of about 60 including the piano player and manager of the hotel. George Grossman, impresses as being especially well trained and all go to extremes in expression of the desire to make a customer stay a happy one. Prices are moderate, with never a cover or minimum.

Entertainment consists of a group of girls, mostly from the general Continental, and Jimmie Aldin. This arrangement is quite sufficient to keep patrons amused. Marty Ray, accordion; Ken Kyle, violinist, and Billie, a blonde, an orchestra, full with a cleverly styled numbers, which include pops as well as oldtime. They get a heap of requests, and when they get them, they try to please, they make friends quickly as they stroll from tables, bar stools.

Jimmy Aldin, who stands out as an unusual character, is a native of Sicily, incapable in four languages, plays violin, viola, sax and clarinet, and indulges in such antics as using forks and glasses as drumsticks, often hitting the floor and tapping out the tune with his toes. In leading the band, he is always doing something unexpected, which keeps customers entertained and encourages them

to dispense with the usual formality. Aldin orchestra has a well-varied repertory of pops, ballads and oldtime songs, and the band is in top form, so that neither offends the older crowd nor discourages a pitter-patter gang. Doing some fine rumbas and tangos, creating an atmosphere that gives them an air of authenticity that does not go unnoticed. Aldin injects real pep into this. Aldin scores high and even looks the part. The girls are dressed to look like the band stand and impressed. She is a striking blonde who knows how to make the most of herself. Ted Purcell is the band's other regular.

Edu M. Warner.

The Showboat, Riverside Park, Indianapolis

A sensational increase in this year's patronage over last season's is traceable directly to the policy of presenting vaudeville in abbreviated, yet informative, highly dramatic fashion. The snowball is the night spot of Riverside Amusement Park.

This week's show is headed by Valdene and Peggy, dancing team of the year. Peggy opens with a crowd-pleasing "chain" routine in which their ankles are bound together with four ribbons. Valdene, however, does not keep them from a showy display of rhythm and tap steps.

Lovely Janice Miller, held over for eight weeks, has become an almost permanent fixture, delighting in her engaging singing of pop tunes. She has a good voice and knows how to use it and feels it. *Helenore Can West*,

Sue Grier, master impersonator, takes the spotlight to present himself in some frank imitations of Milton Berle and Buddy Ebsen. Both impersonations are good, but Sue's imitation of Ebsen goes over big. Valdes and Peggy return for a slapstick rendition of a balloon routine which commences by being a handbag and gradually degenerates into a near-free-for-all.

George Golding, Showboat manager, attributes the current popularity of the show to the fact that it is (about 25 percent better than last year) to the entertainers he imports each week. Never a cover or minimum charge. There is a small place for dancing, but it is surrounded by a small local orchestra.

H. Kenney Jr.

Bertoldi's, New York

For patrons lucky enough to get seated on the raised floor this club offers a pleasing enough floor show. But for those stuck on the lower floor, the show is a vague affair, featuring an occasional arm flying above the crowd. And since those seated on the lower floor pay the same \$2 minimum as others, the situation is one that should be corrected.

The show, when caught at dinner time, with a good band, is good, but it fails to draw a solid crowd that didn't seem to be interested in anything but food and gab. Anyway, pretty Landa March emceed and sang, and Bertoldi's, with his every personality, to get considerable attention for her singing of pop ditties. Blonia Mandley White clicked off a tap to tango rhythm and returned later for a song.

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and dance to a special lyric, *I Want To Dance Like Fred Astaire*. A better-than-average dancer.

Blanche Blane tried bravely to make herself heard, singing several pop tunes to good arrangements. None made it impossible to rate her as a singer. The Latin Music Band was particularly gaily dressed, thrice a *Paso Doble* and later a *peasant Jota*. She is a competent, careful Spanish dancer.

Lynne and Marianne Farrar, a couple of comely sun-tanned blonds, sing spicy special lyrics about love and such. Miss Russell carrying comedy and Miss Dunn doing a bit of dancing. One team doing their type of work are sure. Their delivery was good, but unfortunately they could not be heard.

Don Sylvie (five men) plays for the dancing and show and Angelo's Marimba-Bumba Band does relief.

Bill Bertoldi is owner. Food and service is good.

Paul Dentz.

Hawaiian Blue Room, New Orleans

New Orleans knows one important thing this week. Paul Hartman and his band are here for the fourth time. It is especially apparent Thursday (27) night, when the S. R. O. sign was hung out early in the day by Manager Lou Lefebvre.

A mintful of personality, Harris is without doubt New Orleans' favorite adopted son, and the holdover of the past two years, the previous year was added in making it a full round of clicker.

For Harris, his Leah Ray is miffed, but Ruth Robbin did a good job of it. All three girls are now established and appearing a bit nervous for her local debut. Her *Wishing* and later a duet with Harris, *How's About It*, showed her better side as a sentimentalist. Included in

the holdover show, all of the acts of which were good enough to be retained, are the Sterner Sisters, semi-comedy, and the "What" who were particularly pleased with her *Stormy Weather*; the dance team of Bernhardt and Graham, whose routines range from the rippling to the stately; and *Afternoon* and a *peasant Jota*. She is a competent, careful Spanish dancer.

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Miss Russell carrying comedy and Miss Dunn doing a bit of dancing. One team doing their type of work are sure. Their delivery was good, but unfortunately they could not be heard.

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Paul Dentz.

Murray's, Tuckahoe, N. Y.

This is one of the most popular Westchester roadhouses and floor shows. Of late it has been playing down floor shows and emphasizing bands.

MCA is giving the spot an polish-up, featuring new acts and new decorations for Valentine's Day. Last band here was Red Norvo and current is Van Alexander's 14-piece outfit which debuted July 23 and will remain through Aug. 27.

The 12 shows a wide variety of WOR-MBS and Bluebird records are doing much to build up Alexander, who from the first, seems to sense the public at play. The band has a good sense and they dominate too much, but the room is large and the brassiness is probably

Pretty brunet Phyllis King chirps choruses and start-to-finish numbers with the band nicely enough. Sam man Butch Stone is the only other person to have a solo number. The band as a whole is just right for the jitterbugs who crowd this place and the rhythm is toe-tapping.

The floor show is thin and just about

gets by. Peter Higgins ensembles graciously and closes the affair by singing a brace of songs. *When You Wish Upon a Star*, *Cantin' Heaven*, *Can West*, *Irish Eyes*, *Why Haven't I Told You*; *The South American Way* and *Three Little Fishies*. Miss Kenny and Mignon, tall youth and slender brunet, make a nice dance couple. Their white, tango-style outfit is well done except in a piecemeal style, but they should have avoided three Latin numbers in a row. Their best is the paseo doble. MCA is giving the spot an polish-up.

Jim Burley lived up to his name away at the xylophone hard and fast, but the music was too loud to be enjoyable. Also did tap dancing, combining tap and xylo piano for a flashy finish. Strictly a novelty turn.

Now cover. Minimum \$1.50 (Saturdays, \$2). Paul Dentz.

Verne's, Detroit

This spot was taken over three months ago by Verne Giles, who ran a place across the street for six years. He is a native of Toledo, with considerable acting and a bar as adjuncts. Business, largely attributable to the show, was excellent, a midweek full house on the night of opening.

Show is a revue, first of the units to be produced by Paul Morroff, and done with impressive continuity usually lacking in such shows. The show opens in picture-hat pastel costumes, several doing specialties and all singing acceptably. They are okeh on timing and the stage is a picture of stageful of animation for a long number.

Dorothy Johnson and Jack King, a latter a clear-voiced tenor, do a musical comedy duet. 101 gives a song and dance while the chorus follows thru with a varied routine in the background, more than running the stage.

Lois Scott has a routine of fancy tumbling and juggling, a somersault over four chairs in a row, the gyrations of a drunk, a rapid-jumping dance on a post, a stick-walking, the post stick-walk with rope twirling and skipping. The ballet next returns in striped suit midge costume topped with 50-gallon hats, red noses and tails. Dorothy Johnson sings and taps *Old-Fashioned Rhythms*. They have a later number with mammouth hoop skirts.

Wynn Twins — and 300 pounds apiece — are clever comic, dancing and singing, ably exploiting their extremes of size.

Yours is a spectacular Egyptian number with a colorful dance drive by Miss Johnson and Rex Huntington plus a solo by King. A fast military tap by Jim McLean, of the chorus, helps the finale along.

Show is enlivened by Billie Reeves, who does some vocal and eye solos. Dr. Frederick Merrill of nucleus farm is commentator throughout the show.

Show is booked by Mabel Duggan, of the Gus Sun Office. H. F. Reves.

Balinese Room, Blackstone Hotel, Chicago

Spot remains a narrative venture under management of William Wallace, recently switched from the Drake by Managing Director A. S. Kirby. It is one of several small hotel rooms in the city, but it is well run, has a definite entertainment policy and serving food and drinks at comparatively reasonable prices.

A business-getting feature here is the excellent service both at tables and bar and the gracious behavior of each employee. It actually starts expensive.

Small, versatile musical combination usually occupies the small band stand, employed for both dance and show sections. The orchestra is led by Melvin's Embassy Boys, a smooth, soothng quartet are featured. Low-toned instrumentation includes piano, drums, banjo and guitar, leaving itself nicely to all types of compositions. They place emphasis on current tunes and dish out some interesting novelties. Also pitch in with some strong voices.

Boys dress neatly and make a clean-cut appearance. To their advantage, as well as the audience's, is the arrangement which they filled in the nearby Palmer House, as well as the mighty sky over WBBM.

During the summer and winter seasons show policy is augmented with acts used in the Drake Hotel's Gold Coast Room. Never a cover or minimum.

Sam Honigberg.

Mexican Club Destroyed

ZARAGOZA, Mex., Aug. 5. Waterfall destroyed Mexican Club spot, 12 miles outside El Paso, remained last night as second time in three years resort had been burned.

STARTING AT—

(Continued from page 33)
brook Country Club, Montclair, N. J. brook Country Club showcases, and its 11 new brook trees weekly, while Glenn was well on his way.

Tommy and Jimmy Dorsey aren't exactly unknown to the public, but the name of their combination star was far from auspicious. As the Dorsey Brothers' band played Glen Island Casino, directly across the street, spot, had their success, was only a bit of a bust. In particular, so much less, for that matter, that the orchestra broke up, each to try it on his own. Charlie Spivak, opening August 1 at the Palazzo, Los Angeles, was also a Glen Islander, as well as an occupant of the band stand at the Park Central Hotel. Now he had played the Rita Morton Hotel in Pittsburgh, neither of which class spots can be likened to a beer joint, and yet the Basie pianist doesn't last winter that the Barnet name means any importance.

The Dorsey brothers large part in the career of another bandleader whose future was not of the brightest until he opened the name. Casper Clegg had played the Rita Morton Hotel in Pittsburgh, neither of which class spots can be likened to a beer joint, and yet the Basie pianist doesn't last winter that the Barnet name means any importance.

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That Glen Gray and the Casa Loma crew were among the most popular of the country clubs several years ago is duly recorded fact. But newer orks came along and the Casa Loma lost much of its appeal. They along with the orchestra, plus the Casa Loma Penn Hotel in Pittsburgh, neither of which class spots can be likened to a beer joint, and yet the Basie pianist here and there the Waldorf-Astoria here and Chicago's Palmer House for Gray.

The list further includes a bunch little Jack Johnson known a year ago when he comes back to the wars with a new band and a stand at the Hotel Edison's Green Room. He has won his way on and then disbanded his ork only to start him up again and find his way back into favor, and good jobs several times. Cob Johnson's band, the Cob Johnson's Famous Gay Brownlow finds a beautiful home and he gave up his outfit to go to Connie's *Hot Chocolates*, successful Broadway show. Johnson, whom he was received so favorably that he was able to return to the ork field.

It might be a good idea for emcees to deliberately go out of their way to something later on. And then again it might not.

BRADLEY KINCAID—

(Continued from page 33)

ever, audience response was so great he decided to remain a few weeks longer. He has been playing the various Massachusetts, Vermont and New Hampshire cities since July 2, and is booked solid until August 26, when he leaves for New York City to record a 15-minute program for his company's radio station. After making 20 of these, Kincaid returns to WNBH, Oct. 1. He plans to use his 100-acre ranch in Saratoga County, N.Y., for winter quarters.

ANN SUTER

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American Federation of Actors

**DIVISION A of the I. A. T. S. E. and M. P. M. O.
OF THE UNITED STATES and CANADA
AFFILIATED WITH THE AMERICAN FEDERATION OF LABOR**



NOTICE TO ALL ACTORS

The American Federation of Actors is now a division of one of the oldest, soundest and strongest internationals of the American Federation of Labor—the I. A. T. S. E.

Under its agreement with the IATSE, the AFA shall exercise its own autonomy and will retain its present officers and council members, so that its growth and expansion within the entire theatrical field is assured. The IATSE will give the AFA every aid, assistance and advice for the mutual advantage of AFA members and the IATSE.

The AFA retains its own constitution and by-laws, but they shall not conflict with the constitution of the IATSE.

The AFA has joined an international A. F. of L. union with 813 locals throughout the United States and Canada and with more than 60,000 members. The IATSE's half century of experience now stands behind the AFA and will help the AFA continue to be the fastest growing actor union in the world.

The AFA now adds the leadership of George E. Browne, international president of the IATSE, who is also a vice-president and executive council member of the A. F. of L.

The AFA officers and council are happy that the affiliation with the IATSE guarantees strong financial backing, sound advice and the co-operation of seasoned labor leaders. The AFA knows this affiliation will mean greater strides toward betterment of working conditions and salaries for AFA members.

NOW IS THE TIME FOR ALL PERFORMERS TO JOIN US IN THE FIGHT FOR A BETTER SHOW BUSINESS, FOR MORE WORK AND FOR BETTER SALARIES AND CONDITIONS. WRITE, WIRE, PHONE OR CALL IN PERSON AT AFA HEADQUARTERS, 1560 BROADWAY, NEW YORK, OR ANY AFA BRANCH OFFICE LISTED BELOW FOR INFORMATION.

IF YOU ARE ALREADY A MEMBER, THEN MAKE SURE THAT YOU RETURN THE SIGNED DUPLICATE MEMBERSHIP CARD WHICH HAS BEEN MAILED TO YOU. (IF YOU DO NOT RECEIVE THE DUPLICATE MEMBERSHIP CARD, THEN CHECK WITH AFA HEADQUARTERS.) IF YOU ARE NOT IN GOOD STANDING, YOUR TRANSFERRED MEMBERSHIP WILL AUTOMATICALLY START AS OF AUGUST 1, 1939. REGARDLESS OF HOW MUCH DUES YOU OWE, YOU CAN PUT YOURSELF IN GOOD STANDING IMMEDIATELY IF YOU SIGN AND RETURN THE DUPLICATE MEMBERSHIP CARD!

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

GINGER WALDRON left her Catakill Mountain residence to sign with Jeanne Cohn, for the Columbia Boston, for the season's opening, August 27. Contract calls for four weeks with the usual options. She will be joined, as a new girl, by GINGER's chaperone, VALERIE PARKS. Dolores Weeks, Mike Sacks and Alice Kennedy replaced Jeanne Cohn, and she is now at the Gatsby, August 4... NAT MONTAN, booker, back from Miami, increased his local real estate holdings recently by purchase of a large home near the Hialeah race track. He will continue in a trailer camp and bungalow area. Another ex-burlesker he found in Miami is Billie Williams (Bluest). A Florida girl, she has been signed by PHILLIPS returned from three months at the Ritz, Panama, is now a Billy Kood dancer at the Gatsby... MONA LEVY leaves Standard Pictures, New York, shortly to open for Max Michaels at the Columbia, Boston.

CHARLES BURNS has remodeled the Irving with new and wider stages, and added the doorway leading from under stage to the oak pit, and made other necessary improvements. Rehearsals start August 10 at the Irving.

LOUIS REEDERS, Allen Forni, Artie Lloyd and Marjorie Roye, latter slated for the Midwest circuit the coming season, replaced Irene Cuccia, Joe and Eddie Nevin, at the Eltinge, August 4...

HELEN COYNE, of the Republic's front lines, overhauled last week on re-iring with new and wider stages, and she was a drawing card to a girl born August 3 and that sister, Dorothy (Mrs. Glendon Reed) was doing nicely.

VIRGINIA CURTIS, former trick ride, now a dancer, has been signed by a ballyhoo at NTG's Congress of Beauty at the fair, was promoted from showgirl to top principal at the Colony, August 10...

MARY HARRIS, operator of Gayety, Baltimore, was a visitor here last week.

SAM BRISBANE plans a change of policy for the Colony, Boston, August 11. Six or seven acts of vaude will return from Arthur Fisher's booking office, sandwiched between chorus numbers and double-pit comedy. The Colony will be the menu of entertainment. With the elimination of comics and straight men, and the usual burly bits, "Change of Birds" outside Boston, will be the Vaudville. Mrs. PATSY GINGER JOHNSTONE, Annette Rose and Sahil are new at the Republic, August 4... MAC (GOOGLES) BARRON, comic, in his

third summer at Silverman and Mandel's River View Hotel, South Fall River, N. Y. . . . HARROLD, Boston, starting August 12, plays three weeks of a solo act prior to the arrival of the new girls. Eddie Phillips Rosenberg booked Kitch and Shorty, Jack Diamond, Ethel De Voe, George Reynolds, Bert Hamilton, Minnie Ladd, Eddie Phillips, Bert and Eddie LaRose, featured... JERRY ZEEL and Anna Ostro, last week at the Eltinge, doubled between a duo dance specialty and a solo act. Eddie Phillips, Harry DUVAL and Julia Bryan opened at the Continental, August 4... TROC, Philadelphia, recent new principals were Eddie Pfeiffer, Diane Johnson and Melaine LaBeau.

GLOBE, Atlantic City, reinforced with Marlene Dietrich, Eddie Phillips, Harry Britton and Gay Knight... ANN HERGEN left the Repertory August 10 to vacation at Lake George. Thence to the Palace, Toledo, Ohio, and the Casino, St. Louis, for Atlantic City... BUSTER PHILLIPS, Lorraine Kay, Thelma Deutch, Pat Callahan, Pepper Parker and others of the Galaxy troupe, will continue their plunges in the Park Central Hotel's pool.

REAL NEAL and Frances Roberts are in their 25th week at Miss Murphy's Jockey Club, which opened in April. Linda FAYE is one of the eyelets among the Sun Worshipers at the fair, where Harry Mitchel, another ex-burlesker, is riding the balloon. The new girl at Eddie's Palace is Her Topless, Linda Carney, former stripper, at the Enchanted Forest. And Roma Leigh, recently of the Eltinge chorus, is the Aquadose.

UNO.

Chicago:

BILLY MACK, Harry Clark and Fay Parsons moved into the Rialto Friday. JEANNE WILLIAMS stays over at the 605 Club... PAT PEREY, after three years at the Casino, Toronto, recently joined the newest attraction at the Palace, Buffalo, while Marge France is a newcomer at the Detroit. DONALD CHAMMAINE, Billy Parker and Danny Jacobs are appearing at the Rialto and Danny, Cleveland.

ADA LEONARD is going on the road in Colorado with Night of the Moon. Show seen, which was produced and presented here by A. B. Marcus, N. S. Berger and Ned Alford.... PEACHERE rejoined the Rialto line-up... COLLECTIVE held again at Dutch's, neighborhood night spot.

Ten Houses for Midwest Circuit

CHICAGO, Aug. 8.—Milt Schuster, booking for the Midwest Circuit, reports that 10 houses have been lined up for the coming season. Also of the 84 people to be engaged in that circuit 74 have already signed contracts.

Midwest accounts, according to Schuster, include Palace, Buffalo; Embassy, Rochester, Capitol, Toledo, Indiana, Chi- cago, Elkhorn, Milwaukee, Gayety, Minneapolis, Gayety, Cincinnati; Rosy, Cleveland; Avenue, Detroit, and Casino, Toronto. Deal is now pending for a house in St. Louis.

Burly Returns to Gayety, Boston, After 10 Years

BOSTON, Aug. 7.—Burly will once again be seen at the Gayety. Thirteen acts will be a feature of 10 weeks. The burly will be in addition to the screen features. The new producer is Jimmy Allerton, of New York. The first presentation after a complete absence of 10 years, is scheduled for August 14. Allerton's 60-people production will be entitled French Models. Al Green is supplying the music.

Scranton Clubs Lose Licenses

SCRANTON, Pa., Aug. 5.—Cotton Club, Central Club must remain closed until court passes on the appeal of its proprietor, William M. McLaughlin, from a Liquor Control Board's order revoking its liquor license.

The license of the local Grand Hotel, Gins Shorts' proprietor, which also features a floor show, has been suspended by the Liquor Control Board.

Unusual Ballroom Team

NEW YORK, Aug. 5.—The Van de Mark brothers, professional ballroom dancers in United States for 41 and 50 years old respectively, were featured at a half August 1 given by the Masters of America at the Astor Hotel.

Reported that at one time, de Mark controlled \$25,000,000 in oil properties, but lost his fortune during his prosperity. He stuck to amateur exhibitions and won over \$500 cups and trophies. Team turned professional when it lost its fortune.

gopher poison which had been placed in the infid soil of the grounds. That meal caused the eternal disappearance of the dog, and the efforts of Grover to bring them back. AMONG conjurers and magicians sighted around Denver recently were Carl Chapman, Harry Blackstone, and Burle- terus; Terky & Co., Ben Chavez & Co., and Eddie Cochran.

LEWIS GREENBERG is still in Cincinnati, having returned to the City of Music following a brief engagement with a mad empy in Indiana. JACK TIGHE, of Cincinnati, O., John Franks, a vaudevillian, arrived in New York recently wind up his vacation activities with a visit to the Bronx. He has recently completed a successful stand in the Rex Cabaret, Syracuse, N. Y., nitery.

PEPPY ELEY, magic impersonator who unsuccessfully sought to bring his troupe on the journey thru the South, visited in Cincinnati last week following a vacation with Mrs. Eley in Smoky Mountain, near Gattingburg, Tenn.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

MARQUIS THE MARVEL man and company have been circuit on nationwide tour since entering Western Minnesota and North Dakota territory after encountering poor business conditions in the towns from which they came from Minnesota. Marquis reports that many towns in the latter sector had to be canceled and those which were played were not well received. The魔 had enough iron on the Great Lakes to supply the nation for two years and, with the introduction of enormous mechanical effects, the magic emporium is at a low ebb. The Marquis, Sam and Birth are booked in close proximity along the Montana and North Dakota border.

In RAMSEY, Minn., RAMSEY MAGIC show talent places, who closed recently as agent for the Ringers Circus in Iowa, has returned to Texas. Tex, who has been the Don in the show just concluded, says he saw only one magician in 11 States.

RALSTON, Iowa, community, appearing in Toronto as an added attraction with the Queen's Own Rifles Band and the 4th Regiment of Highlanders, all of whom are members of the same program.

O. A. GEORGE NEWMAN, pioneer mentalist, who has been presenting his talents professionally in the Midwest for 10 years, is now in Chicago, presenting his magic and hypnotic show under canvas thru his old territory, and combining talking and telling with his act.

JOHN SPINEL, off-white, off-white, ROME, magician and side-show manager with the Parker & Wards Circus, has closed. He decided to return to his interests. His daughter, who was recently graduated from the Fort Wayne (Ind.) High School, is doing the lectures for the 10th year in the annual Combined Magic Club meeting, which will be held on August 13 at LeSourdsville Lake, between Hamilton and Cincinnati. O. INGRAM SAM MAYER and Frances for the IBM, and Judah and Alvin Flough, SAM, and W. S. Berger and Elmer Spinel, Cincinnati, are the judges. The program, written from Danville, Va., under date of August 1: "Caught the Fred Cousins CO. magic shows at the Yanceville (N.C.) Fair, and I am sure it is one of the best of its size I ever seen. Featuring the disappearing bird cage, show runs 1½ hours. Fred's brother, Jack, fills in between acts with a black-face routine."

MARVIN, Magic Silk Merchant, 14-year-old protege of Muse the Mystic, was awarded the trophy for being the best in the country in the Magic Cup under 21 at the recent seventh annual convention of the Pacific Coast Association of Magicians in the Oakland Auditorium.

THE GRAND OLE GHOST SHOW will continue its tour thru Idaho and Utah during August. At the Paramount Theater, Seattle, organized by the Olympia Club, they are telling this one out Springfield, O., way: It seems a certain magician was booked to play the American Legion's June 25th Annual Banquet at the Shawnee Hotel there on August 3. After he had set up his show committee told him there would be ready to imbibe of a drink. Meanwhile an official of the local baseball club came on the scene and invited the lad to have a beer. When the magician returned he found the audience had disappeared. Committee paid him off, but he had to admit he could make his audience disappear.

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Rehearsals start August 26th for opening September 11th, 1939.

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**CHORUS GIRLS WANTED
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Long session. Salary \$22.00. Extra for work on stage. Good photo and resume. If possible, short rehearsals start August 25th.

GEORGE YOUNG, Roxy Theater, Cleveland, Ohio.

**WANTED CHORUS GIRLS
for
COLUMBIA THEATER,
BOSTON, MASS.**

Open for the season August 27, 1939. Broadcasts, stage and photo. Write or wire immediately.

BEN BERNARD,
Producer

Baxter Week Stands Click Under Canvas

MINNEAPOLIS, Aug. 5.—The Baxter Players, playing week stands under canvas, are catering to mountain towns in Georgia, North Carolina, Tennessee and Virginia. Their present tour is featuring vaudeville, opening with talking pictures. Admission is 10 and 20 cents, and each Monday ladies are admitted free.

Roster includes J. J. Baxter, uncle; Agnes Cox, singer and dancer; Uncle Billie, boughman, rubs and black-face comedian; Harry St. French, comedian; Toots Hause, electric steel guitarist; Freddie Hayes, pianist; Bobbie Baxter, crooner; Bob Brookman, straight and comic; Eddie Hayes, Jake, comedian and jesticitioner; Hodge and Hayes, who up until this season have been featured on the radio throughout the South and Middle West, regret that the season's end is near.

Morgan-Helvey Show

OREGON, III., Aug. 5.—This show after a three-week swing thru Iowa is back in Illinois.

Policy of the show has been split weeks. Frequent, with the exception, that, after days of being away from the stage, there will be constant billings there. Essential billing of the town by agent Lawrence Denning and Neale Helvey's popularity has brought two winter weeks of stock in the Grotto theater were responsible for the natives turnout.

Show, under direction of Neale Helvey, combined with several acts on the show and furnished a floor show at the Germans Club during the show's run.

Children of the St. Francis Orphanage were guests of the management in Freeport.

J. D. Doug Morgan was left behind in St. Francis Hospital Sunday night with a badly infected ankle. A link seems to be on the show, as Neale Helvey is walking with a cane because of a sprained ankle, and Charles Pratt, veteran stage manager, is troubled with appendicitis attacks.

Jack Brooks and members of the Brooks family were recent visitors, also Joe Allen, who was with the Heffner-Vinson billing crew last year.

AL PITCAIRTHY.

Tolbert Tattles

MOBILE, Ala., Aug. 5.—Milt Tolbert's Radio and Vocal Revue opened its 10th week at the Alabama Auditorium July 21. Delton also netted the show the biggest day for banners in its history, taken was \$15,500.

Louisiana State has stated that insulation is to date above what he expected for this time of year. Show is heading for Louisiana and "Budd" says it is the only show that has been willing to go there. The "Big Show" is to play Mobile, therefore, the only show of its size to play the State for some time.

A beautiful line of girl paper and the tricks have been added to show that are outstanding. The entire outfit is clean, fresh and neat. It is of the revue type, with special drops and lights presented for the various acts. No bits are presented.

Show is headed by Lew Chilko, the boy from Alabama, who is really drawing the crowds. The show features the Duke and members of the cast. Show does a 30-minute broadcast each day. Mobile was a turnaround July 25 and 29. Mrs. Budd Hale, concession, Mrs. H. D. Hale, secretary; Ollie Hamilton, general agent; H. W. Hale, in charge of No. 1 ticket; Bill Wadsworth, No. 2 ticket; Stewart DeCorso, show supervisor, along with a crew of 23 men; Earl McElendon, dining car.

Cast includes Jack Keating, comic; Tony Brandino, magician; Clyde Jewel,

the Gordons Twins, Harold Blodgett, Wayne White, Rene Keating, Dee Dee Forrester, Pauline Maher, Johnny Persley, Dorothy Cannon, chorus producer; Toby Eastman, producer and emcee; Eddie Hayes, pianist; Eddie Hayes, piece hand; Melba Erbacher, captain of a line of eight girls.

The group enjoyed a fishing and swimming vacation of July 24. Jack Keating caught his first king fish and is still talking about it. Harold Blodgett caught the record king mackerel, a 22-pounder, which he weighed in with his son, with Buddy Hale and the winter fourth and fifth. The rest of the gang spent the day swimming in the gulf at Orange Beach.

TOBY EASTMAN.

Heffner-Vinson Hi-Lites

CALHOUN, Ga., Aug. 5.—Show played a return date at Rockwood, Tenn., Monday, July 17, and business held up. At Spring City, Tenn., Tuesday and Wednesday, show was off. Show opened again night, Pikeville, Tennessee, always a good spot for this show, was played Friday and Saturday.

Not everyone on the show drove to Chattanooga July 23 to see Boob Bratfield and his gang. Boob plays the American Theater there every Sunday. When he was in town, the Wimberly's were there, he called him up on the stage and had him dance. Wiley went over big. Manager Heiner said he never knew Boob to be so popular.

Boob will be in the main show. After the performance, both shows gathered at the Cafe' Sene around the table with Ralph Johnson, manager; Betty Johnson, Johnnie Rupe, Wiley Kilpatrick, Gretchen Norris, Wimberly Hutchinson, Bessie Hartman, Fannie and Dawn, and State and Statehouse. Also present were Lois Mason, Ken and Erwin Behmer.

Following the stand at Pikeville, the show moved to Georgia. At Calhoun, show turned into a success. Show was there in April for two nights. A few stands in Northwest Georgia will be made while en route to Alabama for the summer. Show will be in Birmingham July 25. House was three-fourths filled at Calhoun despite opposition from softball games in the city park. Mildred Harms Chapin is featured. Dorothy Gwin

got a big hand for her song, "Half the audience remained for the concert." JACK HUTCHISON.

Van Arnum's Funmakers

HARTLAND, Me., Aug. 5.—Business with the show in Northern Maine has been favorable. The natives seem to like the Van Arnum Show and extend every courtesy.

David Pinard, of Fredericton, Canada, is a member of the troupe on this show with his father, Al Pinard.

Mr. and Mrs. George Guy and Mr. and Mrs. Thomas, Mr. and Mrs. Springfield, Mr. and Mrs. George Moore, of Middleville, N. Y., made a 600-mile drive to visit their parents, Mr. and Mrs. George Moore and his brother, Fred Wallace, at Beaumont.

They remained over for a little get-together at Lubec, Me., where we Sunday. Mrs. Lafonda Moore, of Lubec, has the distinction of being the baby of the New York legislative body, being 62 years of age.

John Van Arnum has been confined to hospital in Syracuse, N. Y., his home town, where he underwent an operation.

Mr. and Mrs. J. Austin Taylor (Billy) opened their home to the show performers and crew with a clam dinner at their country home near Machias, Me., last week. Mrs. Taylor, a charmer, is the daughter of George and Anna Taylor of Plymouth, Mass., or to visit cousins in Houlton, Me., when he disappeared from the show last week?

MACK D. FERGUSON.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Younghblood Contest Hits Final Stretch

TERRE HAUTE, Ind., Aug. 5.—Zeki Younghblood's show, which opened here July 1 with 44 costumes, is to run to November 1, the 350-day contest.

Opening to good business, contest has continued to draw. Ernie Young is handling emcee duties, assisted by Johnny Hargrove, Jimmie Davis, Eddie Murphy, Mugsy Hurley and Eddie Leonard. Floor judges are Harry Smith and Lou Barron.

Kay Korky has the contestants. Contestants are: Dorothy and Doris Donavan, Jimmy Davis and Mary Rose, Pete Trimble and Bobby Davis, Bill Rose and Jerry Hughes, Murphy and Eddie Leonard, Eddie and Eddie Thayer Jr., Bill and Betty Fife, Blackie LaTessa and Jessie Bunk, Ritee Harris and Steve Roberts, Johnny Hughes

and Terry Perkins cards from Los Angeles, and the recently rate into Cincinnati and John Gandy, who are working in pictures in Hollywood, and say they were to begin an engagement at the Million-Dollar Theater, Los Angeles, August 4.

MAKE IT A HABIT to watch the Letter List each week. There may be mail advertised for you.

WE HAVE REPEATEDLY explained that we cannot run addresses or requests for correspondence. If you would like to contact your friends write them a letter, addressed in care of *The Billboard*, Mail-Forwarding Dept., 25 W. 45th Street, New York, N. Y. This service will be advertised in the Letter List and forwarded when an address is received. This service is rendered free.

INQUIRIES HAVE BEEN received recently on Larry DeCorrado, Marvin Ellison, Mickey Britton, Gladys Maddox, Kitty Ellis, Marlene Windsor, Walter

Anders, Smitty Inman, Hal Loft, Sammy Kirby, Sam Hughes, Leon Burton, Joan Conroy, Shirley Nichols, Eddie Mulligan, Dusty Rhodes, Roy Meyers, Midge Parker, Bill McGuire, Edna Davis, Peggy Thomas, Earl Harrington, Violet Kays, Joe Miller, Eddie Leonard, Eddie Murphy, Velma Lane, Charlie Richards, Bua Stewart, Millie Mylers, Leslie Delmar, George Walker and Eddie McBride. Break down, kids, and scribble a line to the column.

LAVERNE MUNDLEY writes from her home in Louisville and says she is still jealous of those there, still thinking where some of the ex-contestants are? Queries Laverne. "Where's Ken and Iruce?" Quenette Werner, Little Creek, Hillside, Ill.; "Where's Eddie and Eddie Hillman, Lou Chester, Billy Humphrey, the Ryan Brothers and Bob, Don and Dick?" Quenette. "Where's Eddie and Jack Pfeifer and Joe McMillan? Let's start the ball rolling, kids, and keep it going. I'll be looking for plenty of news."

THE QUEENIES reached this desk recently, both wanting to know what has happened to the boys and girls who were in the show. Lydia King, of the company, one of whom George X. King, a fan, asked about Jimmy Warren and Judges Red Waddell and Jack Donahue. How about it, oldtimers? Shoot in a line.

CONTESTANT ROY MILLER was a visitor to the endurance desk last week. His show, which was to play July 10, Alvis in Baltimore, said he had been traveling in the World's Fair for a few days and was en route to join partner Betty Palmer in Davielle, Ill., where they would try to join the current show.

JOE GAYNOR info he is now connected with the Cones. I'd like to think Brooklyn, Brooklyn boy expects to dance again soon. He and Sheldon Muschkin would like to read notes here on Tom Gary and other friends.

Rep Ripples

JEN GIBBONS was in Kansas City, Mo., recently, coming in from Tex-
AS, musician and actor, has terminated his contract with the M. & M. Players to join the Radio Players in the new show, *THE GOLDEN AGE*.

EDWARD BRUNY HURTLE burst into Kansas City, Mo., last week-end of July 22 from the East, many have joined the United Shows in

ROBERT COOPER, president of the Stock Co., after many weeks in Missouri, has invaded Iowa.

JOHN SMITH formerly with Dubuque City, Iowa, has recently managers of a movie theater in Pawhuska, Okla., were in Kansas City, Mo., recently, scouting for a new location.

HERRY L. BRUNY, formerly in Colorado, is about thru Western Kansas, was in Kansas City, Mo., last week.

POINT OF JUDY of the show with the same name, was in Kansas City, Mo., last week, of July 23 on business connected with the show.

PEARL WILSON, singing ingenue, is from Franklin, Indiana, and is appearing in a radio program in relatives in Kansas City, Mo., recently.

MISS WILSON, now out of the business, is a resident of Portland, Ore., and is a radio star.

CLIFFORD COOPER, of Cedar Falls, Iowa, is appearing in a radio program in the Marion-Helvey Show at Cedar Falls, Iowa, a real movie house in Northern Iowa.

POINT PLAYERS closed July 15 after playing towns around Lake Champlain and the Adirondacks.

JOHN D. FINCH, formerly with Billy Wechs' *Star-Rama* of 1935, was engaged to play the Billboard in Cincinnati July 24 and 25, and the next day to Cliffton, Ga., to join Frank (Red) Colletti, an emcee. He had just finished a new field for him, the Roxy night club, Columbus, O. He said night clubs are a new field for him.

LEON HARVEY is in the Park Hotel, Columbus, Ohio, having a bad leg and would like to hear from friends.

He was visited recently by John D. Finch.

ROSE CITY PLAYERS, after a few more stands in Iowa, including Storm Lake, Hawkeye, Spencer, Fort Dodge, Ottumwa, Marshalltown, Clinton and Head across South Dakota and into Northwestern Wyoming, Montana, Idaho, Washington and Oregon. Don Taylor is running the troupe and is trying to get back where there are snow-capped mountains. Ray Lenhart, formerly with the Hal Stone Players, is in advance and is appearing in the new show at Sargeant and Sargeant at several spots in the West.

CHRIS TATE SHOW closed at Ellensburg, Wash., July 14 because of poor business.

MRS. MYRTLE KIMMEL was given a surprise birthday party July 22 at Shadwell Farms, Vt. She received many presents from the members of her company, which includes Edward White, manager; Billy Beahan, comedian; Billy Henderson, blackface; Myrtle herself, and others.

EDWARD WHITE, of New York, Kimmel, straight and general business, is in Minna Park, pop-corn concession. Donella Della Kimmel, who was born last May in New York, N. Y., and made a name for herself in the musical comedy, *SAMMIE GREEN*, is still doing stock in Bayley theaters, Atlanta, Ga.

CALLING ALL CONTESTANTS!

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FLASH TEAM: There has been a great deal of interest in this show, especially, with the young. Show exceptionally well done, and the emcees are to enter floor, Johnny Hubbard is our host.

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CONTESTANT ROY MILLER

WANTS TO WIN THE BIG MONEY

Who Can Sell Best and Contestants.

Wire HAL J. ROSS

Cavalier Hotel, Galveston, Texas.

Hal J. Ross Wants

MASTER OF CEREMONIES

FLUSHING,
L. I.

• NEW YORK •

WORLD'S FAIR

APRIL 30
TO OCT. 31

Hope Fading For Full-Week 50-Cent Gate

NEW YORK. Aug. 6.—Fears caused by World's Fair execs that committed gate would not meet a general gate slash from 75 to 50 cents had apparently been substantiated somewhat this week, also exhibited some concern over what to do about it. The administration was anything but satisfied with a "compromise" move approved by the Fair Corp., on Monday. Waning participation in the fair, July 29, and a drastic drop last week, prompted most participants at the fair and the general public to believe that a general reduction to 50 cents was the only way to go. A motion board in its meeting Monday (31), when 50-cent rate was established for weekend only, exhibits and amusement men recommended a general rate of 50 cents unless as to the closing their own gates unless a readjustment was made. Exec committee stood pat, nevertheless, and today very little hope exists that a full-week 50-cent gate in the near future.

Local papers disapproved the new set-up in no uncertain terms, several editorials referring to the Saturday and Sunday rates as being very poor. A compromise move, "Feeling certain that the fair could not see its way clear to take a general reduction to 50 cents," was adopted. The new schedule has two days shorter than on Saturdays and Sundays, regularly the biggest days of each week, from an attendance stand-point.

Under the new set-up established on

Boone Resigns As Press Head; 2 Shows Close

NEW YORK. Aug. 6.—As the night to reduce the gate admissions from 75 to 50 cents held the center of the stage at the fairgrounds over last weekend, other incidents were occurring that affected press relations which were little. Percy Boone, director of publicity for more than three years, resigned his position following concerted criticism from newspaper columnists concerning his social dalliances. Leo Casson assumed Boone's responsibilities under a newly-created title, "Director of Public Relations." George L. Whalen, president of the executive committee and two major show shoppe in the amusement area, Savoy Ballroom and Cuban Village, closed them down yesterday,通知ed fair officials that the fair corporation, remains in the fair picture, retaining the position of chairman of the board of directors which he has held since the organization was elected President three years ago.

Cuban Village, suffering from lack of patronage for many weeks, closed permanently. Its being reorganized and re-named as being representative of the amusement control committee and the village operating company. At a late hour today, neither fair officials nor Harry C. Gale, village president, would make statements regarding type of attractions being considered.

Moore's Savoy is scheduled to re-open early next week following liquidation and operating adjustments over the

Additional World's Fair News

Page

Gets Seeing Eye Dog Thru Showfolks' Aid 39
World of Tomorrow Not Prompt in Paying Off Musikers 9

Monday regular 75-cent rate will be maintained on week days, 50-cent rate on Saturdays and Sundays and 40-cent rate every night after 8:30, Mayor La Guardia is championing a move for special rates for local WPA and relief subjects as a move to make the fair available for every limited-income New Yorker. Suggestion is still being mulled by the executive committee. There is also talk of adding an additional Children's Day each week, probably on Friday, but this also awaits next meeting of exec board.

Dropped are the combination-tickets, plans, including the \$1 strip which was in effect the past two weeks, and the \$100 weekly pass which was dropped and worked out in treasury department when the board adopted the week-end rate on Monday. Norman Bel Geddes' suggestion for automobile preview was dropped and auto specialty has been shelved until in the administration building, altho Bel Geddes is still working out detailed plans for his contribution.

Decision to lower prices on week-ends and maintain established rate on week days dropped like a bombshell Monday night throughout the fair and city. Expenses, short of the \$100 weekly pass, were dropped and at nearby parks and restaurants failed to see the logic in such a move. Spokesmen for exhibitors and concessioners' association maintained to the end of the day to the effect that they held little respect for the executive board's judgment and took steps immediately toward allying themselves more closely toward the administration. Both exhibitors and fun-some ops dropped the fight and gave the administration votes of confidence in their attempt to strengthen public's confidence in the World's Fair as a whole.

week-end. Show's temporary closing was not prompted by financial difficulties. Opening of the Winery, Winkler and Sons, and the famous 100-foot long closed Giant Causeway is set for today or tomorrow. Debut of the project has been postponed several times in last two months, due to the fact that specifications were being met. The Nile T. Grandstaff Palm Beach Club, swing wing to his restaurant, is expected to debut August 9 following several postponements.

Wild West Free

Along with the fair's attempt to bolster attendance in the fun zone by presenting free band concerts, rumor spread yesterday that the executive board was considering the Wild West Show, Wildfire, fair-ground and operated Wild Show and Rodeo a free attraction. Many concessioners have suggested for weeks that the show be brought free of the public as a means of drawing additional pleasure seekers to lower end of the midway.

President Whalen had a busy and momentous week, concluding with a trip to Washington in quest of additional Federal funds and attempting to raise the morale of fair employees who had demonstrated somewhat by dipping gate and corporation's struggle to correct it.

Whalen went to Washington yesterday presumably to seek action by the Congress to help the board in its efforts to bring in additional funds (\$650,000), for the fair. He returned this morning but declined to comment on his trip. In the meantime, approximately 5,000 employees of the fair assembled in the Court of Peace to hear Whalen deliver a pep talk on the fair in general. He indicated that the board would not cut further and that wages would be continued on present scale.

An Insider Looks at the Fair

—Seventh 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—his only aim—is to help the midway solve those problems before a solution is too late. In common with The Billboard, he feels that the amusement field of large entertainment is the best of all fields in which to work, as present, viable. For obvious reasons the name of the writer cannot be disclosed.

Subject: Finance

ENGLAND always muddles thru. In the United States the forces of right and justice always prevail. These two things have been impressed on us since childhood. That is the reason why we are a nation of law and order, not a nation of lawlessness. It lacks the one essential element that would admit it under the same canopy of comfort that can be had from these good old standards: It lacks time. Mr. Whalen recognized this by having the walls of the Administration Building plastered with the now well-known "Time Tears On." A day now is as a year once was. Fair executives certainly know how to speed up the spending of money, but they seem to have no conception of how to speed up the use of it.

Of course, in the good old days they had someone else's money to spend. They had the money of the investors and the money of the donors. Every day of time wasting now still does not hit the pockets of the fair's executive staff, they seem not to have an impression of how important each passing day is. As any showman knows, every day lost is a day that has gone by. You have to write it off the books.

Seemingly Mr. Whalen has his hands tied. Seemingly he has to be forced into a corner before a decision can be wrung from him. It doesn't seem to do much good to have private counsel coming from all sides. It needs a blast in the newspapers to get some action, but the papers have been unduly kind to the administration. The public, however, is to be blamed. To the public, the fair was an untouchable. Something precious. To whom? To advertisers, of course, and rightly so; but the advertisers in the guise of exhibitors have now risen up, and it seems as if it were time to stop coddling the fair.

This fair is a great institution, but it isn't the property of the folks who have messaged it up. It belongs to the city, the State and the nation. It belongs to the exhibitors. It belongs to the concessioners. There are no vested rights that are the sole and personal property of the administrative staff. Half a hundred foreign government commissioners can't be entirely wrong, and a thousand exhibitors can't be entirely right. The public, however, is to be blamed. Showmen who had enough money to put their ventures across at the fair couldn't have earned it over a period of years by producing one flop after another. (And unsuccessful showmen can't raise as much money as successful ones.)

It might do Harvey D. Gibson, chairman of the finance committee, and Mortimer N. Buckner, chairman of the executive committee, a lot of good if they would realize that their responsibility is to the public, not to the administration. The fair is biased and misguided, but, just so, do not deserve the close attention they are getting from these gentlemen. It might do them some good if they realized that fair officials get their approval on everything so that the buck could be passed to them later. It might do them some good to know that they are getting the same treatment all "angels" of unsuccessful shows get.

I know perfectly well that neither of these gentlemen can devote his whole time to looking after the fair, but it would be good business for them if they took time off from their work with some of the people in the field who know the situation. They could then have two sides of the question presented on which to base their judgment.

Within their own spheres they face a different problem than they do here at the fair. They have trained their own executives. They know their capabilities. The success of their employees depends on their doing a good job; their failure, Fair executives are here today and gone tomorrow: New city, new bank, new angel.

In the second of this series the writer suggested round-table discussions which have been carried out in part and have been effective to a small extent. At an early rate the admission price is changed. The departure of Percy Boone, executive director, has been announced and more departures seem imminent according to rumor.

From some of the reports reaching me the stupendous arrogance of some officials seems to be tending toward a decent humility. Maybe this is a mistaken idea. Maybe it is only their fear.

This writer has the time to keep pounding away until his object shall have been accomplished. That object is to give the fair back to the people who own it; to see that inalienable rights are respected.

It seems to me at this writing that there is need of deliberate vigilance by the executive board to remedy the still existing stupidities, many of which are well known. The people who are the backbone of the fair, embodied in these writings are all of the subsurface anguish of a thousand men laboring under an impossible yoke. These articles are, it is hoped, spokesman for a suffering community. The cries of this community will not be lost in the wilderness, for men who are wronged must finally get heard.

It might be well if Mr. Buckner and Mr. Gibson heard them first "in camera."

Gross Attendance

Previously reported	15,658,985
Saturday, July 29	165,758
Sunday, July 30	157,943
Monday, July 31	128,688
Tuesday, August 1	128,688
Wednesday, August 2	181,913
Thursday, August 3	119,833
Friday, August 4	109,434
Total	16,563,500
Includes passes averaging 35,000 daily.	

WANTED TOPNOTCH HOROSCOPE WORKERS

For New York World's Fair. Contact immediately.

RAY "POP" DUNLAP ENTERPRISES

1560 Broadway, Room 312

New York City

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Aug. 5.—Notes on the "No covers" front: says one of the grinders at Tony Sarg's Enchanted Forest. "Uncover charge 15 cents." Such subtlety must be preserved. Morris Karpman, 10-year-old Midget Town, has cards in the lobby of that temple of thespians, Algonquin Hotel, which Miss Host Frank Case has immortalized in her book, "The Story of a Girl." Lew Dufour is back from Bermuda "fat andassy," to quote his partner, Joe Rogers, who puts more money into the world's fairs than any other man, than all the customers combined.

Sam Wagner, host of World Circus sideshow in Coney Island and Julius Eichner, host of the "Giant Show," finally got around to inspecting the World of Tomorrow. . . . That was George Hamid Jr., having a fast time in Baltimore, where he is the boy at his daddy's (and Billingsley's) Arizona City Dwellers. Which reminds us that Hamid the elder is dickerering for a girl from Henrico, Virginia, where his son is dicing another attraction.

The shavvins ordered put around the place by Slim Kelley has held the take of the Headless Girl, says Tom Powers, who is the "biggest" of the "big boys" for the circus atmosphere typified by sawdust. Ben Collins will tell you the story about fire extinguishers, incidentally. If any of them don't die laughing, which is as good a way as any (these days) to take a powder from the current year of grace. . . . Cy (Dobbs) Dobbs, the "biggest" of all midwives with boats of his seamanship. He seems it was involved in a ship rescue off the coast of Boston last night. . . . The show of Wanda Gifford, Australia, saw Mr. Whalen's get-together again and left for Down Under on Thursday.

With the engagement at the Turkish Pavilion of six native folk dancers, the exhibit's Star and Crescent Restaurant, a favorite of the "no covers" crowd, that Emmer Harry Spear is an unequalled success in the Bowery Green show of Old New York, the village has placed offers on the part of Harry as manager of the concession department in the Boothouse, is hereby nominated as the guy with the best taste in creating a new style. . . . Fred W. Darling, who resigned as head of Children's World (now Carnavalland) bus is still on the pay roll, had his last check from the city of New York to the tune of \$1,000. Little Miracle Town presented radio's Uncle Don the Key to its Lilliputian lane on Wednesday. Eddie Day, owner of Eddie's Club, a wing of N.Y.C. Restaurant, was delayed because of mechanical difficulties, including

Name Bands Seen As Fun Zone Pull

NEW YORK, Aug. 5.—Series of name band concerts, intended to hypo interest in fair's run game, is set to begin this afternoon with Guy Lombardo and orchestra, and the band will play the blues, too, in week engagements, will play in afternoons, with intermediate outfit taking over evening sets. Louis Prima and his band will follow, combining for opening week, giving nightly "swing battles" in shell built in Foothills Lake between deranged Cuban Village and the Spanish Hall.

John Krinsky, office associated with the Amusement Control Committee, is representing the expo in the grand opening concert. Tommy Dorsey is set to follow Lombardo on Saturday, and Krinsky is negotiating with booking houses for top-liners to follow.

Concerts are expected to draw patronage to amusement area during the herebefore very quiet afternoon hours.

canvas canopy. It's set to be launched any minute now, maybe August 9. Club is headed by William Rhinelander Stewart, the blue-bloder, and associated with him are Eddie Rogers, Capt. Alister MacKenzie, and Pettie Tamm, recently at Savoy-Plaza in town, will play for dancing nightly, with entertainment by Mel Anderson and his Palm Beach Boys.

Rosie's Roxy, the dove dancer in Crystal Palace, walked out of the show this week in protest against long hours for herself and low wages for the chorus (*See On FLUSHING Front on page 24*)

It's a Ride Expo; "Big, Little Six" Nearing \$250,000

NEW YORK, Aug. 5.—The World's Fair is in a race to get more people into your money on the rides. Cluster of 12 operated by Baker & Traver and of Philadelphia combine is now way past the \$200,000 mark, and is expected to pass the \$250,000 mark by the end of the month. "Big six" and "Little 6" Take from Big 6 is figured as of July 24, of Little 6 as of July 31. Former has taken in \$110,000 and latter \$82,500. Here's the breakdown:

	BIG 6	LITTLE 6
Coaster	\$ 8,000	
"Centipede"	8,300	
"Circus Maneuver"	8,300	
"Laff-Laff"	8,200	
"Serpentine"	5,500	
"Whip..."	5,500	
"Jitterbug"	\$ 7,500	
"Lull in the Dark"	21,000	
Midget Autos	34,000	
"Skyride"	7,500	
"Snapper"	8,200	
"Stratosphere"	4,400	
Total		\$197,600
"Opened late."		

Hans C. Behnke, of operating company, said that the record is only about 28 per cent behind pre-fair estimates when enthusiasm was at high-pitch levels.

Children's World Asks 'Arrangement' With Its Creditors

NEW YORK, Aug. 5.—Children's World, Inc., which operates Carnavalland (formerly the Children's World), filed for the expo, filed a petition in Brooklyn Federal Court on Thursday for permission "to make an arrangement" with creditors under Chapter II of the Bankruptcy Act. Petitioner was constituted in possession of the business by signed order of Judge Marcus B. Campbell, U.S. Bankruptcy Commissioner, who assigned to hold hearings and determine the arrangement to be made.

It is understood that corporation desired to file under Title VII of the Federal Bankruptcy Act, but was prevented by the Fair Corp., which is now operating the village because of anticipated reaction from both creditors and public.

Assets of Children's World Inc. are listed at \$1,000,000, with liabilities \$92,000, indicating that assets are frozen.

A United States marshal made an entry on Wednesday but "For Sale" action was averted and the petition followed.

Marshall Merny, president of Carnavalland, his title being president, succeeded Frank W. Darling, resigned. Merny's chief lieutenant is Leon Leob, who is on the managing end.

GOLDEN GATE INTERNATIONAL EXPOSITION SAN FRANCISCO February 18 to December 2



Expo-Backed Shows Cutting Into Midway

SAN FRANCISCO, Aug. 5.—Operators of shows and concessions have begun to feel the competition from exposition-sponsored attractions as the fair management has decided to drop pay events for a series of free shows to bolster the gate. Dayway business is reported down off since the expo's paid shows began, and the operators are losing time and money. Greatest competition came from the recently opened 4,000-seat Music Hall at a 40-cent top, which has assumed the rôle of the "biggest" show in town. Goodman and the Jack Haley-Betty Grable-Rubinoff troupe.

During July, when these attractions officially started, fair paid admissions declined. Decision of the expo to drop paid shows in the Music Hall is seen as a move to keep visitor expenditure at a minimum. Other attractions, such as the Empire Circus, which opened Thursday night, will run at a 75-cent top.

Added Week for Lewis

First of the free series of entertainments was inaugurated on Monday with appearance of Ted Lewis, who seemed to catch a wave of popularity when he entered another week. It was announced that Lewis will be joined next Monday by Edgar Bergen and Charlie McCarthy. First of the free shows is the 40-cent or pay policy for Bergen's appearance. Despite the fair's ballyhoo on offering free shows, midway ops are only hopeful that they will get some of the visitors' dough when they will come.

On the midway this week were Carl J. Sedmirek Jr. and his mother, who came from Skokie, Illinois, and were invited to the fair for the sake of the Royal American Show. Carl and his mother were guests of Mrs. Frieda Wilson, of the Monsters Show.

George Whitney, one of the operators of Playland-at-the-Beach here, opens on the Gayway today with a Merry-Go-Round, using the spot of the vanished Hindu Temple Trick. George is the son of the famous Rodeo Zoo Restaurant, which adjoins Midget Village. He has worked here as manager for Tex Cameron's cookshakes.

Show Clubs Plan "Day"

J. Ed Brown, expo overseer on the Great Mall, reveals plans of the Chamber of Commerce and Pacific Coast Showmen's Association to hold a "day" at the expo at a date to be selected possibly in early September.

Virtually the same week included Jesse Young Houston, Bill Photo, formerly carnival and circus press agent; Lee Warner, vice-president of Minnesota State Fair; and Al Butter and Arthur Hopper, Ringling Bros.-Barney & Bailey Circus.

Frank Zambrano, manager of Ripley's Odditorium, entered the expo, too, along with his wife, guest of George Whitney, and his son, Nate Miller and J. Ed Brown.

New "Folies" Falls Short of First One

SAN FRANCISCO, Aug. 5.—Clifford Pickett's new Folies-Bergere was installed Tuesday on the first floor of the California Auditorium. It's not up to the first Folies, yet it is an excellent complement to its predecessor. There's a definite "show business" atmosphere. Some of the features were picked up in New York. The hit act was the Apache team of Lucienne and Ashour, who worked it in reverse; that is, when the

(See NEW "FOLIES" on page 62)

Paid Attendance

Previously reported	5,888,539
Thursday, July 27	33,922
Friday, July 28	40,294
Saturday, July 29	60,444
Sunday, July 30	31,720
Monday, July 31	34,620
Tuesday, August 1	30,532
Wednesday, August 2	30,532
Total	5,909,687

CA Vote To Stick; Nails Rift Reports

SAN FRANCISCO, Aug. 5.—Reports that the Concessions Association was to have voted to disband the association this week by a vote of the membership it was decided not to dissolve, a large majority determining to stay with the association. This was due to the fact of anyone dropping out, altho some had announced their intention of doing so.

Those who threatened to withdraw did so in the last week doing them no good. Elmer H. Rose, president of the association, said that the success of anyone dropping out, altho some had announced their intention of doing so,

those who threatened to withdraw did so in the last week doing them no good.

Elmer H. Rose, president of the association, said that the success of the association in putting thru the tax exemption legislation could do.

It is said the CA went into a hole to finance and put thru the tax exemption law, which reportedly saved concessions thousands of dollars in assessment fees.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 5.—Ballyhoo still dickered for the old Greenwich Village site until it is rumored it finally landed. That end of the Gayway is almost dead with this big outfit out of commission. Glen Buck, gung-ho right, has been a constant visitor to the association. Authors and publishers, who have made a number of visits here, George Haley has proved his ability again by transforming Budget Village into a major attraction. Ralph Pogelman, owner of the giant horse, Brooklyn Supreme, is pulling out, having booked his equine in the Toronto International. The fallen star, failure of the show, would have registered his bid if not had an impossible location. Scotch Village, which has not been doing so well lately, is making a comeback, and is showing with an appreciable increase in receipts. Have been informed by one of the staff of *The San Francisco News* that the new Folies-Bergere is drawing more queer visitors than on any other subject. Elmer H. Rose, president of the association, said that the association, on for a short vacation in Los Angeles and other southern points.

Fred Weddleton, who is in an advisory capacity for Television City, which will probably be built shortly, is predicting a number of radical changes in the business. A 10-cent admission will be charged. For the present \$1,500 per week will be charged. The new station will be located in the Civic Center. Lee Johnson, who placed a novelty jewerly stand in Casa Mexicana on percentage, is doing excellent business. He also operates a small shop on the corner of the plaza. Irving Stalmar, painter of the picture "Gloria" which he is presenting on the Gayway, says that since being exhibited in the Gayway, it has increased 50 per cent. Proposed transfer of the Elysium Show from Television City to the Julian Harvey Lux Theater, which is to be built in the Marina District, and Spray and Julian Harvey have held a number of conferences. Harvey still uses his nudist-oculist picture as feature of his Lux Theater show. Claude Bissell's new sand sculpturing outfit in Giggle City.

(See GLEANINGS on page 62)

"Ham and Eggs" Show Organized In California; Large Night House At Pomona Debut; Out to Nov. 6

LOS ANGELES, Aug. 5.—Something is bit new in the circus business was the organization and presenting of a three-ring show by the California Ham-and-Egg Society, which opened at Pomona. The organization claims that it is meeting with obstacles in its efforts by banks, local Chambers of Commerce and that there is a lack of public interest in it. To disseminate the gospel of Ham and Eggs, many plans were discussed and a circus was decided upon as being the most effective way to do such a performance. The orator prefaced talk on the H. and E. plan, explaining why Ham and Eggs have put out a circus.

Show opened in Pomona, July 29, to fair success, in large night houses. Packed houses at Whittier and Huntington Park and sold out at Inglewood.

The organization claims a paid-up membership in the State of more than 400,000, each member paying \$5 cents a month.

Willis Allen, campaign director of H. and E., is manager of the show, and Fred L. Clegg, general manager. The show would be on tour until November 6; special election to decide the issue beginning November 7. The show is operated at very low cost, \$20 per day, and is at headquarters in L. A. and sent to the committees in towns on the route. Lots and licenses are taken care of by the local committees.

Touring with Frank Chiaroelli and W. M. (Skymy) Matlock calls for a first money cut for the circus, after which the profits go to the general fund of the society. The show will be open to all. A representative made the show at Pomona and Whittier. Performance is very good, worth the price of admission and the show is safe for children, adults; kids, 10 cents, and reserved seats, 20 cents. Top is a 110 with two 40s. Seating capacity claimed 4,000. However, this is a bit of a high estimate.

Staff

Arthur Windfuhr and Homer Cantor, in advance; G. Lehman, S. Stone, Billards; Chiaroelli, auditor, front door; Matlock, equestrian director. Dr. George W. T. Dill, Dr. J. C. Dill, Dr. Sam F. Dill, admissions; G. H. McSparron, inside tickets; George Singleton, boss caravaneer; Eddie Quarles, assistant Edw. Versteegh, chief

of circus.

R-B Has Big Night House in Milwaukee

MILWAUKEE, Wis., Aug. 5.—The "sold-out" sign was hung onto the main entrance of the Ringling-Barnum circus grounds at 10:30 p.m. Saturday evening performance got under way at the lake front. There was a comfortably filled tent at the matinee.

Performers reported regularly brisk at Madison, Wis., the following day.

None in Sacramento During State Fair

SACRAMENTO, Calif., Aug. 5.—Sacramento's city council upheld the California State Fair's demand that no circus be given permits to show during the fair or during the State Fair period. Ringling-Barnum sought the Labor Day date. Al Butler, advance agent for the circus, told councilmen the circus would spend \$7,000 a day if given a permit.

State Manager Robert Muckler of the fair pointed out the State Agriculture Society has an annual expenditure of about \$500,000 and has just completed a \$2,000,000 major construction program.

Barnett Truck Overturns

MOBERLY, Mo., Aug. 5.—One of the two semi-trucks used by the Ringling-Barnum circus, which had been crowded off Highway 69, between here and Columbia early Wednesday morning and overturned. "Elephant Judy" was pulled out and set back right the truck and pushed it back to the highway. The show was here Tuesday, the first in Moberly this season, and the natives praised it.

electrician; George Takacs, assistant Merle Ritenour, superintendent of transportation; H. W. Ellsworth, ticket wagon; O. Ownby, general prop with 20 yards; and Billy Master ringer; Slim Walters, Bill Myers, Gus Nickel, Andy Fuqua, Charley Farren, Tom Kidwell on press.

Band—Charley Post, director;

Walter Harris, Phil Smith, trumpets;

William Taggart, euphonium; Al Mitchell, George Sternan, trombones; George (see "HAM AND EGGS" opposite page)

Ore. Fair Board Withholders Objection To License for R-B

SALEM, Ore., Aug. 5—Leo Spitzbart, State fair manager, informed the city council that the State fair board has withdrawn its objection to the granting of a license to the Ringling-Barnum circus for an appearance here on or about August 30, preceding the fair.

The fair board objected on the grounds that the license would be given to a show that would ordinarily be spent at the fair. The board declared that it acceded to the widespread desire for circus day, so far as the State fair board was concerned. The citizens' Association, which held that renewal of a license would deprive "the right of every American youngster to a circus."

Cole on 15 Cars

CHICAGO, Aug. 5—Cole Bros.' Circus has come to town, and is now in Wisconsin and has set out to 15 cars. Personnel has been reduced by some 23 people, all of whom were paid in full, including the holdback, according to Floyd King, general agent.

FARGO, N. D., Aug. 5—Members of Cole Bros. Circus, a number of old-timers, trouped in Wisconsin and Minnesota. Friedman, of St. Paul, visited; Doctor Dubusay spent several days away; Bill and Carl Johnson, old-timers at Bill's Circus, and old-time butcher for the Parsons Bros. was at Aberdeen; Banty Brown at Fargo. Last summer the circus was years ago and for many years has been connected with the Northern Pacific Railway at Fargo.

Doe Chapman spent the day with his many friends at Watertown. At Rochester, Minn., the parade was called off as a gesture of respect to Dr. William Mayo, reports Stanley F. Dawson.

Fernandez Organizing Show

SAN FRANCISCO, Aug. 5—E. K. Fernandez, Hawaii's leading showman, arrived from Honolulu, Wednesday. He said he was organizing a show to play a series of dates at county fairs and plantation towns throughout the Hawaiian Islands this fall and early winter.

Jersey Shore Dates Okeh for Russell Bros., Downie Bros.

LONG BRANCH, N. J., Aug. 5—A circus, Russell Bros., went to this district, opening Friday, Aug. 5. July 30, town has had a bloomer for a number of years and, true enough, the afternoon performance was very light. The sunburned crowd, which the top was filled to near capacity. The performance was warmly received. The show went smoothly and has a fine hand. The concert filled the reserved seat section at night.

Following Russell by two days, but about 20 miles away on the ocean beach, was the Downie Bros. The circus in the shore area was Perth Amboy, July 25, to two good houses; July 26, Red Bank, N. J., two big houses; July 27, Asbury Park, N. J., fine afternoon house and minor capacity at night. The show is very pleasing.

The writer, K. F. Day, was the guest of Buck and Rose Steele and Joe Webb, of



RAYMOND B. DEAN recently rejoined the press staff of Cole Bros.' Circus. He has been with the white tops for many years.

Russell Attendant, Elephant Killed

STAUNTON, Va., Aug. 5—A tractor of Cole Bros.' Circus hauling a trailer of animals Lee highest, rode over and jumped the trailer, killing the attendant and elephant, Rubber. Rubber Eads escaped from her trailer after the accident and remained in a large latrine in the town of Staunton.

Two other bulls were staked out in the vicinity in the hope that Eads would find them and quiet down.

Hamiter Unit with Klein

CANTON, O., Aug. 5.—The Hamiter unit which had been with the Cole Bros. Circus since it opened in the Spring, left this week at Marietta to play fairs and celebrations for Klein's unit. C. A. Klein announced while visiting the city, July 29, that the Police Circus, August 7. It includes an elephant, six horses, liberty act, eight-pony drill and a band, acrobatics, etc. According to Klein, he will take the unit to New Mexico September, when it will return to winter quarters at Dallas.

Model Builders Meet

CHICAGO, Aug. 5—A regional meeting of members of the Circus Model Builders Association had been held last week while the Ringling show was playing the lake front. Members at the get-together were Terrell Jacobs, of the Ringling Bros. and Barnum & Bailey, Gordon M. Potter, St. Joseph, C. H. Bennett, Berwyn, Ill.; Otto Schleicher, South Bend; Bert Beckstein, Elkhorn, Wis.; and James M. Stern, Austin, Minn. Matters of interest to model builders were discussed, and several members brought along models of circus wagons.

Buzzell Bros., and guest of William M. Moore, of the Downie show, and visited with him and Jeanette Wallace and Mickey Larkins.

CINCINNATI, Aug. 5—Harry Baugh stated that he and Charles and Lamont Laugesen, of the Ringling Bros. and Barnum & Bailey, will be in Richmond, Va., night of July 31, a sellout. Matines also was good. Baugh reports that entire equipment looks good. The show is well organized and the air here and that a new top is on the way. Bandmaster Carsey has an excellent band of 12 men and the program is general, including a band.

Wallace keeps everything moving in a fast and snappy manner.

Charles and Julia Steele and Everett Buckell were in a fine job at the Wild West, which is getting good crowds. Buckell had a full house at the matinee in Staunton August 2.

Ohio Best for Parker-Watts

Most consistent business done in that State—Show is ahead of last season

DENNISON, Ohio, Aug. 5—Ohio—Circus' most consistent business so far this season. Owner-Manager, Jim M. Watts, a Billboard representative here. "While Ohio proved the best territory so far, Michigan would have been equally as good," Watts said. "The show moved into the Buckeye State the middle of May, remaining until early in June. Returns were good, Aug. 10, and continued thru the territory until Aug. 4. Marietta; moving into West Virginia from Marietta point for five states, then goes into Virginia, with Norfolk, the farthest eastern stand, from where the show turns south.

Chillicothe, Ohio became a heaven-sent, but Cothocott has a surprise despatch showers during afternoon and night. Dennison, not counted on for much, gave surprising results. The show is now in afternoon and capacity at night. Weather was ideal.

Mr. Watts stated that the show is ahead of last season and that it would be

(See OHIO BEST on page 23)

Seven Shows at English Resorts

LONDON, July 29.—With opening of Ada Mary Chapman's circuses on Clacton Pier, Pier, July 17, and Morecambe under the name of "24 hours," a record number of dependent season shows at seaside resorts in England reached seven.

Staged Winter Gardens and Bourneville, Wimborne, both opened July 10, with programs made up largely of British talent. Formerly directed by Arthur Joel, in a 1937 season, later, produced by the British Board of Film Censors fame, is a new venture. Both are having fair business.

At Margate the going has been tough for the Ringling Circus, which opened for a 10-week season July 3 in specially imported Continental construction. First time such an erection has been put up in Britain, and the show, which has German riding falls, failed to pull in appearance and at last minute were replaced by Mons Connor, British equestrian, and Rapid Four, acrobats. (See SEVEN SHOWS on page 23.)

Campaign for Monument Over Grave of Fellow

N.YORK, Aug. 5—Campaign to raise funds for erection of a monument over the grave of Dexter Fellows, circus producer, who died in 1927, began by the Dexter Fellows Fund of the Circus Saints and Sinners' Club. Headed by F. Duran Benham, founder of the club, the fund has been appreciated by Gov. Harold G. Hoffman and approximately \$1,200 in contributions from members and nonmembers. Plans include a small mound of flowers in New Britain, Conn., on November 26, second anniversary of his death.

Fellows died in Hattiesburg, Miss., in 1927 while en route with the Ringling Bros. and Barnum & Bailey. He had been connected for many years, and was buried in an unmarked grave in New Britain, his home city.

Committee as announced today by Benham includes Harold G. Hoffman, president of the Dexter Fellows Fund; Benham, chairman and William Brown, treasurer; James C. Conroy, Mrs. Dempsey, William P. Dunn Jr., Father E. Flanagan, C. E. Hill, Harry Hartigan, A. O. Haskins, Dr. James M. Kelly, Mrs. Kenea, Col. Kilkenny, Kilkenny, Nick Kenny, Henry Lehr, Lou Little, Roger Littleford, Jr., James McGovern, John Ringling North, Fred P. Phelps, Theodore Roosevelt, Frank Sullivan, Tony Sarg, Johnny Bill Steineke, Gene Tunney, Lowell Thomas and Stanley Walker.

K. E. SIMMONS saw Ringling-Barnum at Danville, Ill., and reports a large crowd at evening performance.



With the Circus Fans

By THE RINGMASTER

WILLIAM H. JUDY, W. M. HORNIGRASS, Secretary
New British Com., New York City;
WALTER HOBSON, President, New British Com.,
The White Horse Publishing Company, Rochester, N.Y.

ROCHELLE, Ill., Aug. 11.—Jimmy
Scholes, 12, son of his home at Baraboo,
Wis., during the summer, renewed
friendships with former canvas assis-
tants on Ringling-Barnum at Madison.

Erica Tucker, of Peru, recently called
on William Kasala at Baraboo. Kasala
and the Cole show at La Cross, Wis.,
had been close friends.

Frank B. Miller, 71, horse trainer, re-
cently celebrated his 50th anniversary
under the white tops. Miller, whose
home is in San Francisco, was one of
those who were left on the Pacific Coast
when Hagenbeck-Wallace closed last year
and has not been able to ship his stock
home. He is now at Rancho Cielo, a
horse-training barn at Van Nuys, Calif.

Despite his age, Miller states that
he is still able to train saddle and high-
stepping horses and can do a good job.

While the Ringling show took advantage
of them, Madison fans were seen on the "lot"
of Milwaukee's Midway Amusement Park.

Forrest Mr. and Mrs. Everett O. Braaten,
Mr. and Mrs. William Jackman and
Robert Clark. When show was in Madison
they had a great day and will visit

their friends with several dinner parties given the performers.
Walter B. Hohenadel caught show there
and attended evening performances.

Mr. and Mrs. Mr. and Mrs. Robert
Clark. Others seated around them were
the Braathens; the Torneys and daugh-
ters, Marion, Ruth and Madeline; J. L. McFarland, Lodi;
Eck Erdt, Sheboygan; Roy N. Hender-
son, Whitewater; Joe Taggart and Edgar
E. Hobart, Rockford, Ill. The Madison
fans took 45 children to the matinee

performance.

Vista Walter Quarters

Col. Walter H. Woods, CFA of St.
Petersburg, Fla., stopped to see Joe Mc-
Bride Jr., of Hohenadel Tex. In addition
to his work as a producer among
model builders, he has a great store
of circus lore, mostly from personal expe-
rience. The director of operations
of the Ringling Circus, Mr. and Mrs.
Walter are still away on their post-
convention trip, but A. W. Kenward,
member of the NBC Houston ten-
ment, has just ponies from a Liberty
set in ring here.

Dr. H. H. Conley, a new member from
Park Ridge, Ill., called the Ringling
office in Chicago, the Ringling
studied the Cole show at Beaver Dam.

Harry Atwell, Rev. Fr. J. J. Rengel and
W. H. Hohenadel spent the afternoon
visiting the Big Show in Chicago July
25. Father Rengel and Hohenadel at-
tended the night show.

British Fans Send Cable

LONDON, July 29.—Members of the
British Circus Fans Association assem-
bled at Margate, Kent, July 28-30, to
celebrate the enthusing reading by
Secretary Bird of greetings resolution
passed by American Fans at their Ann
Arbor, Mich., convention. A cable of
recognition was dispatched to Melvin
D. Hildreth.

Baddeley Bros. Biz Holds

STAR CITY, Sask., Can., Aug. 5.—Bad-
deley Bros. Circus is still doing good
business in Northern Canada. At Fin-
nipeg, July 29, the show put on a full
program to accommodate the crowds.

The show will play the three-day fair
at Prince Albert, which will be the first
three-day fair in Canada. Only two
afternoons have been lost since opening
at Vancouver, B. C., April 17. Band boys
and performers remain the same.

TIGHTS
OPERA HOSE
KOHAN MFG. CO., 290 Taffie St.,
Brooklyn, N. Y.

Karl Wallenda's Niece Barred From Act in Eng.

LONDON, July 29.—Karl Wallenda's
niece, Eva Maria, has been barred from
appearing in public with the Great
Wallenda Bros. Circus, London, England, no person under 16 can be
trained to take part in a performance
of a dangerous character unless a
doctor certifies that by reason of
that particular area wherein the applic-
ant is residing.

When Eva, Wallenda, who is now 16
years old, came to England, a condition
was attached to her passport that she did not remain in the country
and did not appear in public until she
had taken a course of paid or unpaid, while
in the United Kingdom. To get her ac-
customed to circus atmosphere Karl
Wallenda, his wife, and his wife
remain on one of the platforms while
the act was in progress.

Exception was taken to this by author-
ities in England, who applied to Blackpool Police Court for a license
to train his niece to take part in a perfor-
mance of a dangerous character. The
court ruled that it must be done in
private, being carried out in private, their
ruling being that the passport proviso
barred the girl from appearing in public
in any performance even if it is the only
one to get used to circus atmosphere.

Burns Receiving Treatment

CINCINNATI, Aug. 8.—J. T. (Tommy)
Burns, equestrian director of Barnets
Barn, Circus, left the show in St. Louis
and came home to receive treatment
for his leg. Will be here for several weeks.

DAN KERR, at one time on tickets
with the Ringling show, now, per-
sonal manager of the San Francisco Fair, will
go later to San Diego, Calif. When he was
at the Hinsdale (Ill.) Sanitarium and
Hospital he found that Ed Christensen
had been admitted. Kerr had not seen Ed since he was a featured artist
with Hagenbeck-Wallace Circus a few
years ago. Kerr recently was in the John
Ringling Bros. and Barnum & Bailey
Circus, as a side line, has entertained around Chicago with his vent
act. Some time ago he entered a contest
and was presented with a trophy and
trophy by Edgar Bergen in the NBC
Studios at Chicago.

Dressing Room Gossip

COLE BROS.—Joe Taketa's rack in
dressing room is so high he had to make
a ladder to reach it. He has a
large dove which sits in the ground. Otto
Griebeling is having plenty trouble getting
the strip up since his ring master
is dead. At Fonda, Ind., Otto and
played Don Cooley, usherette and the
kinkers went to 1 to 1. Batteries for per-
formers, the writer, pitcher, Tommy Bed-
dell, catcher, Frank McFadden, and
Johnnie Kuborn, catcher.
Umpires, Tommy Waters, Harold McEvoy,
Fielding features were those of Justine
Loyal and John Johnson. The
audience, Jimmie Hodges dropped in to say
hello at Fonda Ind. La. They are on a
fishing trip in Wisconsin.

A. L. (Tiger) Tageresen is featured in
the compact. The show is in Ashland
this year on different shows. A new
addition to program is the Brutally
Europian importation. They are
featured in center ring and the
audience, a visitor was Jay Gould, the Jay Gould Circus. Milton
Herrick, former trouper and now a
deputy sheriff of Monroe County, Ind.,
was in the dressing room at Montana, as did
Harold Engesser, brother of George E.
Engesser, owner of Seehoff Bros. show.
Little Clara Delbouq, who has been show-
ing at the Ringling Bros. and Barnum & Bailey
circus, has come to the Seehoff family with a bad
cold, is again on the lot.

Beaver Dam, Wis., Walter and Flora
Guice drove from Aurora, Ill., to
Griebeling's with show for few days
visiting with Otto. Mrs. Al Fleet drove
from Rochester, Ind., to see the show
at Appleton, Wis., and visiting with
Cyse O'Dell who is now in the iron-jaw num-
ber and Helen Partille in the Her-
man Weber wire-walkers. Otto and
Griebeling's show at Beaver Dam and
caught the show at Beaver Dam and re-
newed acquaintances in clown alley.
Lou Lorring, 21, student of Ringling
recently celebrated his birthday anniversary
and served refreshments in Mrs.

"HAM AND EGGS"

(Continued from opposite page)
Thomas, bass; Miles Thomas, drums; Joe
Selassie, Allen Torrensen, clarinets.
Cookhouse — Charley Cardero, chef;
Sammy Maestri, second cook; Lawrence
Meyer, waiter; Eddie Neary, waiter;
Frankie small, Eddie Neighbors, Sam Set-
nett, Mike Curley, Joe Daseauer, waiters
and kitchen help.

Outside stands—Candy Rice, Frank
McBride, popcorn, pop corn and soft
drinks; Herman Ebert, Irvin Cohen;
lunch, Eddie Hazelwood, inside stands;
J. M. Woolcott, F. Lenhart, Morris Smed-
ley, Fred Astaire, Eddie Cantor, Charles
Lyon, Frank, Ed Center, Jack Myers,
Joe Cooper.

The Program

Pageant, Ham and Eggs on the Glory
Road; Five Matadors on tight rope walk
with Misses, Anna, Linda, Martha
Oale, flying rings; Captain William Dred-
rich's pony; Joe Perez, iron jaw; Great
Calvert, contortionist; Beatrice Beeson,
Misses, Anna, Linda, Martha Oale, flying
head balance; Al White and leaping grey-
hounds; Captain Dredrich and the Scot-
tish terriers, revolving ladder; Fay Avalon and
Revolution, revolution; Al Jeanne, Pauline
and stop to give "Pretty" Hamilton, H. and
E. crator, opportunity to tell the story of
Ham and Eggs.

Entertainment program, Senator Alexandre
on high wire, clown named, Avalanche,
Woolcott, Charley Batche, Joe Lord, E.
Vesquez, Barbara Matlock, hoop-swinging
and trapeze, Misses, Anna, Linda, Martha
Oale, flying rings, Captain Dredrich, and
plunges; Martin Owens, walking the
loops upside down; Frank Chircak, Australian
whip-cracker, his wife and
daughter, Jeanne and Pauline, and
Mason Avalon; Acadejo Family, light and
heavy juggling; Chico and Ringo,
hand and head balancing; Rita, Baldwin
and the ring; Misses, Anna, Linda, Martha
Oale, acrobatics and Arab tumbling
spectacular, Capt. Roy, tiger, with ele-
phant, camel, pony and boat.

The Spanish Bull and Bear on hippo-
drome track and rings, massing of colors
and playing of Star-Spangled Banner.
Visitors noted were Al Butler, Paul
McBride, Frank, Frank, Frank, Eddie
Burke, Harry E. Munson, Rhoda Crawford,
George Tipton, Hugh McGill, Eddie
Stewart, Charles F. Haley, Harry Stark,
John Stover, I. J. Miller, Ben Bennett, John
Miller, Lew Harris, Eddie Stone.

Favorite Outdoor Performer Contest

See Coupon on page 38

The First 50 Leaders (2,000 or More)

1. *Mabel Stark	7,903
2. *Eve Kyle	6,785
3. *Gwen Williams (Act)	5,556
4. *Anita Apollos	5,043
5. *Marjorie Bailey	4,883
6. *Doris Wilcox	4,390
7. *Robert Castle	4,046
8. *Vivie	4,036
9. Frank Cushing	3,950
10. Speedy Phoenix	3,790
11. *Doris Lee	3,234
12. *English Masks	3,157
13. *Flying Valentines	3,128
14. Harry Clark	3,035

(2,000 to 2,999)
15. *Blondie Bellamy
16. *Edna Farnsworth
17. *Edua Curtis
18. Flying Bebe
19. Flying Bebs
20. *Linda Lee
21. Sherry Flynn
22. Stratosphere Man
23. Harold Barnes
24. *Wells Brothers
25. Dave Ceyer

1st, ect. box

Complete list of divisional leaders and
other information will appear in the Fall
Special Number dated August 24.

26. Clyde Beatty	2,028
27. Maxine	2,025

(1,500 to 1,999)
28. Mary Gordon
29. Flying Valentines
30. *Will's Elephants
31. Bert Miller
32. *Linda Jones
33. Virginia Senior
34. *Hazel Ceter
35. *Madeline Waters
36. Wallace
37. Flying Concells
38. Zaccabels
39. *Dancing Divine Horse
40. Verneta Byrd
41. Buddy Dunn
42. *Lee Jackson
43. *Lulu Jackson
44. Frank Shepard
45. Mickey King
46. Pete Corsetti
47. *Ziggy and Dingding
48. *Reiffenbach Troupe
49. Black Bros.

50. *Leader in own division
Others in the 1,000-point class are Charles
Siegert Troupe, 1,476
Four Queens, 1,464
Globe Troupe, 1,463
1,419; Ethel Jenner, 1,401; Emmett Kelly, 1,395; McCull Circus, 1,327; DeCarde, 1,307;
Bee Star, 1,222; "Man and Little Girl," 1,222; Ed and Irene Rooney, 1,207; Sol Schon, 1,153; Eddie Lewis, 1,153; Smith's Divine Dames, 1,106; Eddie Taylor, 1,133; Eddie and Linda, 1,092; Cirque Darling, 1,089; Australian Waiters, 1,090; Peacock Peters, 1,016; cheerful Gardner, 1,014; Rudy Radney, 1,014.

FOR QUICK SALE:

Fair Play Drill, Pick-Out Penny, Party in
Penny Tangle Whipple and Double Universal Light
Scales, 3211 E. 31st St., Kansas City, Mo.

CIRCUS WANTED

ONE OR TWO DAYS IN SEPTEMBER
Wrote ERNEST WOODS

3212 15th Place, Calumet City, Ill.

HORSE TRAINER

All Liberties—Experienced in Continental Presenta-
tions as well as high wire shows before in the U.S.A. All
Jumpers, Five-Gaited and Penny Drills. Will
work for \$100 per week.

BOX 400-A, Billboard, Cincinnati, Ohio.

Keep your correspondence to advertisers by men-
tioning The Billboard.

Under the Marquee

By CIRCUS SALLY

AN AIR calliope has been added to the band of Barnett Bros. Circus.

LAUERSON LARSON and family were at the Cole show in Ironwood, Mich. Crowd was almost capacity at night.

BERTHA BEATT left Hayes Bros. Circus to make a line of friends with the wife of J. H. Page Shows.

C. W. (RED) BELLS clowned at the Lawrenceburg, Ind., Fair for his sixth consecutive year.

WALTER MILLER visited the Young show at Leslie, Mich., reporting packed house.

WHILE VISITING George Dorsey and wife in Washington, D. C., Vernon, Everett and Earl Correll did headstands on the President's Table in the Capitol.

IT'S NOT often that one hears the word *kinder* (performer) used any more.

WAYNE LARAY, of the Flying Coverts, writes that not much was a success at Crystal City Park, Tulsa, Okla., that it was held over for a second week.

JENNO MCCREE is equestrian director of Barnett Bros. Circus while Tommy Burns is having his legs treated. McCree's wife, Margie, is doing contortion work.

COL AND MRS. DON C. HALL and their Sippel and wife, of Mokoma, III., visited Ringling-Barnum when it was in Chicago.

AL LANODON, of the Brookfield (III.) Zoo, was at the Ringling-Barnum show in Chicago and visited with Walter McClain, superintendent of elephants and others.

WILLIAM W. BURGER, former trouper, saw the Russell show in Milford, Mass., and the Downie show at Framingham, Mass., and visited with a number of the boys.

JAMES (PAT) POPE, formerly on World Bros. Circus, was at the Paul Haag Bros. Circus, directing the side show, and other minstrels, which includes Kid Tally, Pig Jones, Sarah and Mary Tally.

ROBERT ATTENBURROW recently left Barnett Bros. Circus to go to his father's circus, the Atttenburrow show, inasmuch as his dad's health is not very good. Status that he may be able to rejoin later.

HARRY F. HIANNON, of Ringling-Barnum, who was injured by an elephant, which show was in Cincinnati and who has been with the Great Barnum Brothers, has rejoined the show.

A. JONES peers that departments of Ringling-Barnum have been given hats, belts and gloves by Coach Eck Erdtis, his daughter being on the show. Team are being organized.

CRICKET with circuses will kill business quicker than anything else. It has been seen here and there again, but it seems that some shows never will learn.

J. RUDOLPH CONWAY, P. M. Carlson, Jim Conroy and Jimmie Lee attended the Downie show at Camden, N. J. Big was pretty fair.

KAY KYNSH had some big-top atmosphere on the Lucky Strike program last Wednesday night and the circus question was went over nicely. Towards end of the program *The Billboard* March was played.

H. MUNZ writes that with Col. Brooks in Michigan and Wisconsin John H. Wilson was seen at several stands, also that Wilson has been at his home in Ripon, Wis., helping to promote the first fair to be held in that city.

MATTIE SAUNDERS, circus manager of Louisville, Ky., Billings, Mont., and in the press department of the Buffalo Bill show for many years. When Ringling-Barnum was there he was host to his old buddy, Frank Braden.

AL PITCHER, Frog Man, of Oswego, N. Y., pens that he has recovered from illness; also, that he visited Lewis Bros. Circus when it was there and met a num-

ber of old friends. He will be 60 on August 12.

ADOLPH ANDRO, of Baraboo, Wis., and H. N. Neimyer, of Portage, Wis., past masters, attended Ringling-Barnum. A. M. Miller, of Milwaukee, had a great show and that it was the 21st visit of the Ringlings to Madison. He liked the air-conditioning.

THE HOMESTEAD at Greenville, O., where Annie Oakley, great rifle shot, lived and learned her skills, passed July 29 into the hands of the W. C. Williams, a farmer of near Fort Recovery, O., who stated that he intended to repair the property and use it as a home.

WRITING of the new *Man and Egg* Circus, H. L. Gilman, of Downey, Calif., states: "They say that there is nothing new under the sun. Well, I can say that there is. This is the first time that a show of this size is moved by trucks. Here is the joke—newspaper advertisements; not a sheet of paper posted; not a pass lot and license free. The only advertising is the radio."

RAY CHOISSEN, steam calliope player, recently left Cole Bros. Circus at Barnum's, recently attended Barnum's Circus, and is now on the road again, returning to his home in Pineckneyville, Ill. This was the first time that he had to quit trouping in the middle of the season. States that he expects to return in due time.

LINDA JEAL JULIAN, 87, former barnacle, recently attended Barnum's Circus, and is the mother of nine children and enjoyed a pleasing program. An acquaintance she had not seen in 34 years was Carrie Showers, Mrs. John H. Julian, who was with Barnum's for many years, also saw the show. Mrs. Julian is the aunt of Mrs. Andrew and lives with her in Springfield, Ill.

H. J. YOUNG'S Wonder show is now in Southern Michigan and business has picked up. Sheridan and Devitts were especially good. Gerard Scott now has the best act in the show. Joe Hart, son of Hicks, who left recently, Fred Powers and wife have the privileges, also one ball game. Joe Hart and wife visited at Six Lakes.

MRS. W. S. GOLLMAR and son, Walrus of the former Gollmar Bros. Circus, and Bill and Edna Antes, formerly with the Gollmar Bros. Circus, attended the Gold show at Beaver Dam, Wis., reporting a well-balanced and entertaining program. They spent the afternoon chatting with a number of old acquaintances who formerly were with the Gollmar and Russell Bros. shows.

THE SIXTH generation of a famous bareback riding family was represented at Son's Animal Farm, Nashua, N. H., recently when William F. Wallert III, four months old, made his initial appearance riding on the back of his father, Mr. and Mrs. William F. Wallert Jr., parents, who are with Eddy Bros. Circus, were visiting their cousin, Bernice Webb Costello. Since that visit, Webb has the riding act in the Eddy Bros. Circus, the 20th year of age. The Costello and Wallerts trace their performing ancestry back to a William Wallert, who was court jester to the court of King James in England.

EARL SHIPLEY, with Pat Purcell unit of Jimmie Lynch's Death Dodgers, is producing clown numbers and appearing in a couple of thrill units. Unit recently made a tour of Canada, and will play 10 weeks in fairs in the States, including the Wisconsin, Iowa and Minnesota State fairs and the Brockton, Mass., Fair. Mrs. Shipleys, who was born here, has the best act in the show, which will spend a month in Chicago and then rejoin the Eastern dates.

CARREY C. EMRICK, his son and wife and children, saw Russell Bros. Circus at Millville, N. J., and visited a number of folks with whom Emrict is acquainted. Had dinner at courthouse. Fair afternoon was excellent. Mrs. Emrict says that Mrs. C. C. Webb has taken over management of the Annex and has built a new stage, eight platforms and two stages each having a different theme. Silver drapes on mineral straw stage; plush drapes on fan dancers' stage; the other platforms being draped in red plush filled with spangles.

Chipman Meets Troupers

CINCINNATI, Aug. 5.—Harry Chipman, in publicity department of Barnett Bros. Circus, writes that at Sedalia, Mo., he visited with Oscar Haas (dying man), his wife, two sons, Oscar and Mel Carl, whose father put out a circus at Sedalia some years ago. As Leavenworth he went to the graves of Tom and Eddie. Went to the graves of his mother and his wife, who worked years ago, also at Leavenworth. She was out to see William's home. Williams, who has been in the circus for more than 30 years, was formerly a trouper.

Chipman visited the Parkers in Kansas City, Mo., and Jim, the old-time trouper, told him of the Leavenworth (Kan.) Fire Department.

The iron cub which the Barnett show gave the Kalamazoo (Mich.) Geesies was sold to the MGM studio for \$200 for it and it has been named Leo Jr. The willer will be used in short-subject pictures. Chipman also visited the regular MGM features with Leo Sr. The \$200 was turned over to the children's ward of Monroe Memorial Hospital. Chipman also visited with some friends from the circus who were mentioned upon the plaque. The cub netted the show national publicity in the dailies and newsmen.

The Corral

By ROWDY WADDY

THE MCCARTY AND ELLIOTT stock has been contracted for the 16th annual Days of '47 at Deadwood, S. D. Reports A. A. Colburn general chairman.

WILLIAMS at the Elks, St. Paul, Stampede were: Tom, Rita, J. Robert Charles Parnts, Lawrence, Wisconsin, Tom Ridings—Ernest Cone, J. Belvoir, O. Peeden, Chuck-Wagon Race, B. Boyne, Anton Smith, R. W. Smith, pony Race, G. Strohman, H. Wallin, W. Stromson.

ANNUAL STAMPEDE at Dawson Creek, B. C., suffered from regulations concerning importation of horses into the Peace River, with two weeks' waiting observational quarantine and inoculation against sleeping sickness. Shortage of horses was the chief difficulty in the program, but preparations are already under way to overcome the difficulty for next year.

COWBOY TURTLES association cracked down on 50 rodeo performers who defied the association and entered the rodeo at the 10th annual Montana Celebration, July 21-24. Everett Bowman, president CTA, announced that members had been fined \$500 each for their defiance. Bowman's action came after 50 performers, including Burel Mulkey, agreed to accept a compromise settlement. Burel agreed to withdraw and return to Oregon. The cowboys previously had staged a walkout when Mayor Peery refused to meet their demands. An addition of \$1,000 to the grand prize. Purse was finally increased from \$3,100 to \$4,100, with the proviso that an extra show be added Monday, July 27.

FEARLESS HENCHMAN, Red Goodspeed, second day, Hughie Long, Hoyt Jeffries, Jim Whitteman, Ken Roberts, Alford, Harry, Harry, Sam Proctor, Finala H. D. Bunn, Buck Godspeed, Sam Proctor, Jim Whitteman, Charlie Colbert, Hughie Long, Ken Roberts, Hub Whitteman, Charles Colbert, Sherry Ricker, H. D. Bunn, Steel Riding—First day, Jim Whitteman, Ken Roberts, Alford, Harry, Sam Proctor, Finala H. D. Bunn, Buck Godspeed, Sam Proctor, Jim Whitteman, Charlie Colbert, Hughie Long, Ken Roberts, Hub Whitteman, Charles Colbert, Sherry Ricker, Jim Whitteman, Second day, Hughie Long, Hoyt Jeffries, Jim Whitteman, Ken Roberts, Alford, Harry, Harry, Sam Proctor, Finala H. D. Bunn, Buck Godspeed, Sam Proctor, Jim Whitteman, Charlie Colbert, Hughie Long, Ken Roberts, Grant Marshall.

AFTER pondering for months on the pros and cons of length of engagement (See CORRAL on page 35)

MADISON SQUARE GARDEN CORPORATION Presents the

14TH ANNUAL WORLD'S CHAMPIONSHIP RODEO

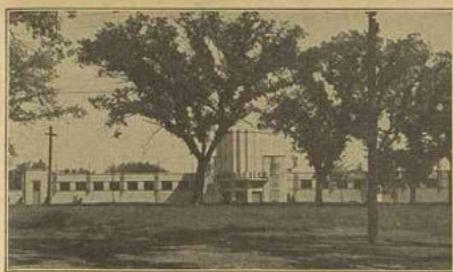
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OCTOBER 4 TO 29, Inclusive

26 NIGHTS—10 MATINEES—36 PERFORMANCES

R. A. A. POINTS AWARDED

For Prize List, Write to Frank Moore, Manager RODEO DEPT., MADISON SQUARE GARDEN, NEW YORK



NEW TEMPLE OF AGRICULTURE completed by Kansas Free Fair Association, Topeka, is of steel, brick and concrete, \$10 by 75 feet, and rounds out the 90,000-foot building program announced by Manager-Master W. John, where he announced the fair two years ago. Board of managers has told him to spare no expense this year in producing the greatest annual in the 62-year history of the fair. A huge attractions program has been set for predicted attendance of more than 400,000.

Lloydminster, Alta., Big; Others Give Good Accounts

LLOYDMINSTER, Alta., Aug. 5.—The first Provincial Exhibition here, Aug. 26 after three days of record attendance, nearly 10,000, on the last day. Entries were up 25 per cent over last year's. Annual Lynch Death Dog Show twice in front of the grand stand. Wallace Bros.' Show from Canada was on the midway.

Walter helped Thedale (Sask.) Fair. Gate receipts were gratifying in view of the fact that last year the fair was allowed to lapse thru lack of interest. Annual Didsbury (Alta.) Fair was called best in history. Entries, total 1,000, were up nearly 300 over previous year.

Eagles' Savannah Annual Contracts Strates Shows

SAVANNAH, Ga., Aug. 5.—Midway contract for Georgia-Carolina Coastal Fair, to be sponsored here by Fraternal Order of Eagles' Lodge on Aug. 11, has been awarded to the James F. Strates Shows, represented by G. Hodges Bryant, press representative, who has been named fair secretary-manager. He will be soon for Savannah to make preparations.

Fairs are for a revue, free acts, Thrill-Day program and considerable expenditure for renovation of buildings and grounds and the like. A new midway exhibit and mechanical and agricultural displays will be housed in a 60 by 240-foot tent. Cattle and swine exhibits will be directed by Theo Braude.

Mineola Drops Big Cars, Cards Midges

NEW YORK, Aug. 5.—Interest champion midge auto races will replace the annual auto races at Mineola, Long Island, next month. Pest-pocket car will work the curveway on concluding Saturday. Ira Vail is in charge.

State's poultry judge at the fair 49 years, will be honored guest at a directors' luncheon on opening day to mark his 50th official participation. King, purveyor of hot dogs prior to these shows, as some 200 dealers celebrates his golden jubilee at Mineola.

New ground features will replace the old racing track, seating capacity of nearly 6,000 in grand stands, restoration of floors removed for disintegrated dog races, interior decoration of exhibit hall and construction of new floral hall will be completed by Aug. 10.

"Long Island," its manager Charles Becker stated.

YONKTON, S.D.—Deficit of Yonkton Exhibition, July 19-22, was the biggest ever. Blame is placed on reversion to the 1933 schedule which had weather and confusion in the public mind as to whether admission price was 25 cents or 50 cents.

Two for One Ohio County?

LLOYDMINSTER, Alta., Aug. 5.—Two fairs in Meigh County seem as Ray Gibbs, secretary of the "non-certified" former agricultural society, said his group would have a fair in 1939 at the same time as the Spring Fair grounds. An agricultural society, organized when State Agricultural Director John T. Brown refused to certify the fair, was formed in 1938 and announced plans for a 1939 fair on some other location. Choice was reported to be the Pinetown School grounds. Mr. and Mrs. Miller, organizers, plan for a new fair started after litigation seeking to oust the old board, headed by Albert J. Romeo, formerly attorney, and George C. Clegg, president, to obtain certification. The new board, however, was not certified by the agricultural director was necessary before funds could be obtained, the old board was not able to attempt to do so. Secretary Gibbs declared, however, that the group would "go ahead" and county commissioners would vote the money to support the new funds. Plans of the new board remain Johnston.

EUDMUNDSTON, N.B.—Three-day third annual Madawaska Exhibition here will be held Aug. 11-13. The Madawaska Industrial Merchants' Association aiding the agricultural society. Gerard Boucher has been appointed organizer and publicity-advertising representative.

In Front of Grand Stands

EATON SISTERS, aerialists, are at Armstrong County Fair, Ford City, Pa., August 9-12.

CHRISTY'S CIRCUS has been booked by Win. H. Kinnan, manager of Ohio State Fair, Columbus, to ride sides with Gun Sun Let's Go 1940 revue.

AMONG fairs to be played by De Polo (Elly Faust), high pole, are those in Altoona, Pa.; Tamaqua, Md., and Newville, Pa.

AT TAYLORAS County Fair, Dover, O., on Aug. 10, will appear guest of honor, Jimmie Clegg, Taylor's, on opening night, Joe Barker Radio Revue on the second night and Cotton Pickers on final night.

BILL booked by Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., will include George Gandy, his brother, Jimmie Lynch's Death Dodgers, auto races and a revue, Rhythm Beets.

THRU Music Corp. of America, K. P. Van Espe, secretary of Waupaca County Fair, Weyauwega, Wis., has booked a program to include Clyde Lucas' Orchestra, Jimmie Clegg, his brother, Jimmie Lynch and Sonny Romero. Seating capacity has been increased to 4,200.

JOSEPH P. SCHAD reports he has returned north with his Congress of Dare Devils for fairs in Iowa, Nebraska, Kansas and Missouri. Paul Bow, clown, rejoined Alton (Ill.) Show. Contortionist Mt. has been made a headliner. Show

Saskatoon Exhibition Chalked As Most Successful in Decade; Midway Tops and Stand Is Up

SASKATOON, Sask., Aug. 5.—The 54th Saskatoon Industrial Exhibition on July 24-29 was reported more successful than any other in a decade. "Altogether detailed figures will not be known for some time, practically every department will show an increase," said Secretary-Manager Bill Johns.

Tentative figures indicated close to 90,000 paid admissions to grounds during the week and that fully half of these attended the grand stand. Particulars

were highest since 1926, and midway business was the best. Attendance was held down on Friday and Saturday because of severe rain.

Part-particular increase over last year's was \$10,222. Grand-stand attendance was 1,250 over last year's total of 1,021. Total gate receipts as last year, were admitted to grounds on paid admissions. Two autos and numerous cash prizes were given away in front of the grand stand. The fair was officially opened by Premier W. J. Patterson.

New Ohio Color

COLUMBUS, O., Aug. 5.—Surveying the grounds from his office windows, State Auditor Frank H. Lausche looked gloomy. Buildings and colonnades needed paint. But he had none more immediate funds to buy it. Then came word that the state's granary grounds had found among the stores 195 gallons of paint in white, ivory, gray and spruce. When mixed they made a good paint. All that was needed All that was needed was additional oil and turpentine. Problem was solved. A crew is now brightening up Columbus' fair and exhibition grand-stand bleachers, four of the newest speed barns, and, if the paint holds out, the fair's main building, Marion House. With co-operation from the State board of control Kinnan also has under way about \$10,000 worth of general repairs.

Edmonton Near \$16,000 Profit Realized in 1938

EDMONTON, Alta., Aug. 5.—Despite cold, wet weather on four days, Edmonton's 1938 fair, Aug. 11-16, Aug. 17-20 proved a financial success, said Percy W. Abbott, managing director, who estimated gross profit at little short of \$16,000 over all expenses.

"I am confident that adverse weather cost the association \$10,000 in revenue," he said.

Receipts from the grand stand were about \$23,500 compared with \$25,000 last year.

City-Sponsored Annual Is Planned for Newport, Tenn.

NASHVILLE, Tenn., Aug. 5.—Opening of Cocke County Fair, sponsored by city officials here, will mark first time the city has had a fair since disbanding of Agricultural Society in 1928. Last year's fair reports Woody Lewis' Crystal Exposition Shows will be on the midway. Seven grand-stand acts and fireworks have been booked and civic groups plan special days.

Due to lack of buildings in the municipally operated park, formerly Appling Park, the fair will be held on Union community and 4-H Club displays will be accepted. Officers expect buildings to be erected by Sept. 1, 1939, when a more permanent site can be secured. Interest exhibits will be housed in tents. Officers are Dr. L. S. Nease, Dr. M. S. Doak, Wade Butcher, R. D. Kilpatrick and Edna Mowery.

Fort Worth Midway Larger

PORT WORTH, Tex., Aug. 5.—About 200 attractions are on the program with Casa Manana, open-air car theater, to be opened later. Day here, fewer are than first expected there are more than came to the opening. Casa Manana, formerly writes Casa Manana yearly as advertising for the city and entertainment for summer visitors. Fred McFall's shooting gallery is to be opened Aug. 10. Last year Roy Smith is in charge for McFall's, who also has galleries in Casino Park here, on State Fair grounds in Dallas. Prince Karma's pantomime is new here. Ray Conley, formerly in Casino Park, has a photo machine. Bob Shutter, a former boxer, will be booked. Fair has opened. Tom Daly has archery, frontier midway, food and drink stands on the midway and food and drink for both Pioneer Palace and Casa Manana.

Solution to Dull Moments

By William H. Finkle
Watch for This in the Fall Special No. of The Billboard

Dated August 26

MICHIGAN STATE FAIR

90th ANNIVERSARY

RODEO CONTEST \$5,500 IN PRIZES

ALL ENTRY FEES ADDED

13 SHOWS--SEPT. 1 to 10, 1939

THIS WILL BE AN OUTDOOR
CONTEST IN FRONT OF THE
RACE TRACK GRAND STAND



ENTRIES CLOSE 10 P. M. THURSDAY, AUG. 31

For Further Information and Entry Blanks Write to:

* * * MICHIGAN STATE FAIR RODEO COMMITTEE
ADMINISTRATION BUILDING,
STATE FAIR GROUNDS,
DETROIT, MICHIGAN

THE FARMERS' ANNUAL FAIR

ABBOTTSTOWN, PA.

5 DAYS AND 5 NIGHTS

AUG. 15 TO AUG. 19, INCLUSIVE

FREE ATTRACTIONS

WANT—Concessions of all types that work for stock. Shows Minstrels, Athletic, etc. Penny Pitcher, Fish Pond, Pinch-It-You-Win, Cigarette Gallery, Hoop-La, Candy Floss, String Games, Ball Games, Cat Games, etc. Will sell exclusive Novelties. Any other Concessions will not sell exclusive. Please call at Fair Grounds Sunday. Contact E. C. SALES CO., 4009 Frederick Ave., Baltimore, Md.

Tel. Gilmore 5160.

WANTED

FOR 4TH ANNUAL
ELGIN AGRICULTURAL FAIR

AUGUST 24-25, DAY AND NIGHT.
CONCESSIONS AND FREE ACTS. Grind
Steel, Oil, Gas, Petrol. Everything open but
Kitchens except One. General Laundry Shows at
Management's Expense. All Profits to Management.

EDWARD H. COOPER, Director of Exhibits and Concessions, Elgin, Ill. Elgin Agr. Fair.

WANTED

Merry-Go-Round, Ferris Wheel, Other modern
rides of all kinds and Concessions.

GOOD FREE ACTS

No. West Miss. West County Fair, Sept. 7-8-9,
DADE COUNTY FREE FAIR,
DR. H. T. COOPER, Director, Ex'l. Comm.,
Greenfield, Mo.

COVINGTON FREE FAIR

COVINGTON, IND.
Aug. 28 to September 2.

WANTS Shows and Attractions. Gooding's
Rides Booked.
Address GEO. P. SCHWINN.

WE FURNISH BETTER ACTS FOR LESS

Large and Small Shows. High Grade Entertainment Acta.
Roselawn, Ind. All Kinds.

SIDNEY BELMONT
AMUSEMENT SERVICE

Fulterton Bldg., St. Louis, Mo.

SHIAWASSEE COUNTY FREE FAIR

CORUNNA, MICH., AUGUST 16 TO 19

WANTS—Any legitimate Concession of all
kinds except One. General Laundry Shows at
Management's Expense. All Profits to Management.

Address MRS. EDNA GOOLEY,
Court House, Corunna, Mich.

WANTED FOR TROY, N.Y., FAIR AND RACE MEET

Aug. 22-26, Inclusive, Day and Night.

Legitimate Shows, Pictures, Photo Studio, Painting
Gallery, Ball Games, etc. \$1.00 per day front fee.
Rides and Games booked.

W. F. PALMER, Box 128, Troy, Pa.

HARFORD COUNTY FAIR

BEL AIR, MD.

AUGUST 30TH, 31ST, SEPT. 1ST.

WANTS Shows and Attractions. Concessions.
WALTER ARCHER, Concessions, Bel Air, Md.

U. S. Route No. 1.

CARNIVAL WANTED

AT SOUTHWEST'S GREATEST FAIR,

PARHANDALE SOUTH PLAINS

FAIR ASSOCIATION

Lubbock, Texas.

MINSKYS INVADE

(Continued from page 3)
will be found on the carnival circuits throughout the United States next year.

Show will be spotted in a central part of the midwest, with a top, with a capacity of between 1,000 and 1,200, unusually large seating for fence zone shows. Front will be 90 feet and addition a quarter, 10 cents more than Conklin's. Total cost of the building grossed as much as \$21,000 in the 14-day period.

The show will be 23 weeks in the coming part of which will be on the line, with eight principals. Small local band will be used. Bobby Sanford is assigned to produce the show for the Minsky franchise. It is expected a successful show, don't get, will follow. Layout will be flexible in length with minimum of 20 minutes and max of 32, as planned. Total figure to be 15 weeks.

As boss of proleymal, which replaced organized carnivals three years ago, Conklin pays 35 per cent of his revenue to the circuit. He has a 10 per cent share of the Minskys, which leaves 20 per cent for his end. A stunt bally with a female entrance terpsichore is in the making.

Herb, George, president of the company, and Sanford, who is vice-president, will personally supervise the engagement, which is for the full two-week run.

ON FLUSHING FRONT

(Continued from page 29)

line... . Shannan D'Dea, the talker, has moved from the closed Cuban Valentine to one of Merritt's houses just seenin' the world. Water fountain display on the lake improves with each show as the summer rolls on. Pyrotechnics will continue to be the attraction to have above the water. They are celebrating an anniversary tomorrow at Aquacade. On August 6, 1916, 23 years ago, Gertrude and Eddie, the first historic show across the English Channel. The City will see that next to a mobbed midway, the view of Florida's exhibit from across the lake is the most beautiful sight in the World of tomorrow.

Billy Rose is having a tough time finding a suitable spot for Willie, West and McGinty, who leave Aquacade for the Parkway. The show is still in the process of being auditioned this week. . . . What has happened to the street lighting supposed to set for the dark alley in front of Carnavaland?

Teller Bill Collins, mentioned a few paragraphs ago, has moved his lungs from the city to the country, to the Garden of Allah. Garden of Allah is due to open next Wednesday (9), replacing 1,000 Years Ago. It's a Cleopatra show with a double decker gondola, operating routines by Joe Casper produced. Capt. Barry Stokes, one of the backers, is manager, with Fred Lee and Casper handling the financials. The gondola is 150 feet long. Meteor Speedway is jammed there for 15 cents for both viewing and riding. Regular price is 10 cents for look-see, extra 10 for participating. . . . Many of the famous names in show business are on the steen fronts of Old New York.

"Some time ago you published details of the gross takings of all the rides and attractions in the Amusement Zone," writes J. W. (Meteor) Speedway Shillan from London. "I am sure many showmen have been mystified as to how much money was earned there, and also many other showmen throughout the world were very interested in these figures. Why don't you publish them again? This is one of the most important things you can do for us, of course, if you can get hold of the official figures?" Answer: The Billboard publishes grosses from time to time. These are not exact figures, however, from the box office direct. The Fair Corp. has not seen fit to release attraction figures, altho several parks, prize-flight programs and other attractions in this country do so as a matter of routine because of great public, as well as trade, interest in grosses. Most corporations are loath to publish their financial statement of grosses (whether good, bad or indifferent) as a "must" that the public demands and should, in all fairness, receive. The World's Fair just operates differently.

B. H. Patrick, manager Philadelphia exposition, and his wife and family visited the expo over the weekend and renewed acquaintances with their legion of friends in the business. B. H. has been around the fair circuit and exposition field for nearly half a century and a general agent has been affiliated with a dozen big carnivals. He and the mites found the fair "big—too big."

Premium Facts

(Data collected from lists received by
The Billboard)

POWELL, Wyo.—Big Horn Basin Fair, Aug. 19-22. 116 pages. Officers: R. A. Allan, President; H. A. Rooney, secretary-treasurer. Admissions: Adults, \$1; children, 12 to 18, 20 cents; grand stand, adults, day or night, 25 cents; children, 12 to 18, 20 cents; grand stand, adults, day or night, 25 cents; children, 12 to 18, 20 cents. Attractions: Revue, Whirling Acres, The Freebirds, Raymond's Pets, LaBorde Troope, Orton, Flying Latties, Thee Dufours, Fireworks, Midway, Hildebrand's United Shows.

CORTLAND, N.Y.—Cortland County Fair, 10th annual, Aug. 21-26.

Officers: H. J. Barnes, president; R. P. Butler, vice-president; Harry B. Tanner, secretary-treasurer. Admissions: Adults, \$1.75; 7 a.m. to 5 p.m. children, 25 cents; adults, 12 to 20, 25 cents; children, 12 to 20, 20 cents; grand stand, adults, 50 cents; 5 p.m. to 10 p.m., 25 cents; grand stand, 50 cents; children, 12 to 20, 25 cents. Attractions: Cheesecake Boys, Thee Dufours, Tigers, All-American Trulli Drivers, harness racing, horse show. Midway: Coleman Bros. Shows.

GERMANTOWN, Ky.—Germantown Fair, 8th annual, Aug. 23-28.

Officers: H. M. Parry, president; T. E. Black, vice-president; Wood Wallingford, treasurer; C. D. Asbury, secretary. Admissions: Adults, 50 cents; children, 7 to 12, 25 cents. Attractions: Horse Show and harness racing.

SIDNEY, Mont.—Richland County Fair, 10th annual, Aug. 23-28.

Officers: R. P. Riddle, president; F. George Johnson, H. L. Bourne, vice-presidents; P. B. Laufer, treasurer; Frank J. Schaeffer, secretary-manager. Admissions: Adults, before 5 p.m., 50 cents; children, 12 to 18, 25 cents; adults, after 5 p.m., 75 cents; children, 12 to 18, 25 cents; grand stand, 50 and 75 cents. Attractions: Revue, Black Sheep Sisters, Little White, Linda Stark, Gale Sisters, Dale and Mary Irish, Leona Day, Thee Dufours, Fireworks and running races. Midway: C. F. Zeiger United Shows.

GALLATIN, Tenn.—Sumner County Colored Fair, 3rd annual, August 24-28, 20 pages. Officers: Simon Patterson, president; Mrs. Anna Patterson, vice-president; Clarence Malone, assistant secretary; H. L. Toliver, treasurer; John McClellan, manager. Admissions: Adults, 2 cents; children under 12, 15 cents. Attractions: Harness races, Midway, Reading Shows.

RICHMOND—Virginia State Fair, 34th annual, August 22-30, 98 pages. Officers: T. Gilbert Wood, president; C. H. Hatchett, vice-president; Charles A. Semina, secretary; general manager; assistant general manager, assistant manager. Admissions: Adults, 25 cents; children, 15 cents. Attractions: Roxyettes, Jimmie Lynches, Thee Dufours, Baby Dolls, Baby Stars, Baby Parade, Berocin Troupe, Hanover Family, Great Peter O'Donnell and Mar, Five Heroes, Frank Marzzone and Son, Baby Star, Baby Starlet, Baby Star, Baby Cervone's Band, Oslo Display fireworks, Midway; World of Mirth Shows.

DALLAS—State Fair of Texas, 31st annual, October 7-22, 122 pages. Officers: Harry L. Seay, president; Hugo Krollenkopf, T. M. Culum, vice-president; F. P. Flory, treasurer; Fred Tupard, secretary. Admissions: Adults, 25 cents; children, 6 to 12, 25 cents; vehicles, 25 cents. Midway: Rubin & Cherry Exposition.

LEWISBURG-RONCEVERNE, W. Va.—Greenbrier Valley Fair, 19th annual, August 10-14, 116 pages. Officers: R. J. Sydenstricker, president; Ross H. Tuckwiller, vice-president; C. E. Boone, treasurer; W. L. Tabbett, secretary. Ad-

FAYETTE COUNTY FAIR
WEST UNION, IA., AUGUST 21-22-23-24-25.

WANT Shows and Attractions. One of the best County Fairs in Iowa.

Write ED BAUDER, Secretary.

Missions: Adults, day or night, 50 cents; children, to 14, 25 cents. Grand stand, 30 cents; grand stand, night, all seats, 25 cents; concessions, 25 cents. Attractions: Joe Basile's Band; Pearl Fairies; Kandy Kakes; Tommies; The Telltale Brothers and Carmen, Ohio Display Fireworks; Four Laddies; Maurice and Vincente; Midway: Marks Shows.

Fair Grounds

DETROIT—Dr. Linwood W. Snow, general manager of Michigan State Fair here, said there will be harness racing this year. In 1938, the track was closed for 10 years. Andy Adams, Litchfield, Mich., veteran owner and breeder, will be the superintendent on speed.

ATLANTA—More industrial and commercial exhibit space has been sold for Southeastern Fair here than in any past similar period, said Foster Stewart, director of which, who does not consider it an indication of greatly improved business.

MANSFIELD, O.—Attendance was up 35,000 at Richland County Fair here on July 25-29, despite rain on the last two days which caused cancellation of races. Officials indicated the annual fair has reached its peak in attendance. There were fewer shows than usual, but more concessions. Four Seacrest Park (O) rides reported good business. Grand-

stand bill included Bernto Valley Barn Dance on Wednesday night, Gise Sun's review on Thursday and Friday nights and Boone County Jamboree on Saturday night, which drew capacity.

ELGIN, IL—Fourth annual three-day Elgin Fair will have rides and shows on the midway and four free acts, official report. Exhibits and stands will be open to implement and trade show exhibitors. Admission will be 25 cents for adults and 10 cents for children 12 to 18.

MANTOWOC, Wis.—Work is being completed on a new exposition building on Manitowoc County Fair grounds to provide more than 15,000 square feet of floor space for 1939.

PORTLAND, Ore.—Total of \$18,500 in awards and prizes at Pacific Northwest National Horse Show, to be held here in conjunction with the Live-Stock Exposition. Prizes will be awarded to contestants in the following fields: F. H. Clark trophy for the best equine and manmade horse show and rodeo. Shortening of the show to eight days, as compared with nine days in the past, was necessitated by conflicting arena shows. However, the 20th annual will include all entertainment features of the past several years and a number of international attractions. The B. W. Powers president, O. M. Plumber, secretary-general manager since the exposition's inception, will serve again.

ROXBORO, N. C.—Smith's Greater Atlantic and Dixie World Fair here, on display, will be housed in a six-story Person County Fair here, said President R. L. Perkins.

OUNDEVILLE, W. Va.—Survey is being made to determine whether financial assistance may be available for a 39th Marshall County Fair here, said Secretary O. B. Bonner. Ariley Spear, Mountaineer Business Men's Association, who is in charge of the county fair. Leader in the Limestone community have been bidding for the fair if the board decides not to hold it here.

LADOGA, Ind.—Committee in charge of the annual Farmers and Merchants' Fair here, said the first week of the year's event the best yet and a balanced program of thrill acts and contests is planned, said Cene H. Bowers, chairman. Premiums for domestic and industrial exhibits will be larger, and a feature will be a \$25,000 Horse Show. Premiums have been increased 10 per cent and will be held four days and nights on streets.

RUSSELL, Kan.—For the first time since 1914 Russell County will have a fair, a three-day fall festival and 4-H fair to be sponsored by the Chamber of Commerce, said C. W. Pangburn, secretary.

AMHERST, N. S.—Entertainment program of Merrimac Winter Fair is due for expansion because of the 5,000-seat arena now under construction and expected to be completed in time for the 3rd 1940 annual Scenic-Manger Fair. Merrimac Winter Fair Committee, C. E. Bailey plan to spend much time between now and fair time making advance preparations and supervising construction. The old stand fees \$2,000.

JASPER, Ala.—For the 1939 Walker County Fair, said Mayor John G. Bunn, manager, plans include a race track, enlarged midway and considerable expenditure for other improvements.

GRAND-STAND SHOWS

(Continued from page 26) equilibrist; Burwell Sisters, dancing xylophonists; Miss Fourson, acrobatic turn; Eddie, Ol' Bull, acrobatic turn; Stevens Brothers and bear comedians; Chang, magician; Great Siegfried, ski jumper, and Hollywood Thrill Girl, actress, and many others. Charlie "Cheeshire" Hillmiller will move in for the final two days.

CORRAL

(Continued from page 23) Madison Square Garden has finally decided to stage its 14th annual Homeless People's Championship Rodeo over a 20-day period. Total gate receipts for 1938 were 248 shows and 10 matinees for a total of 32 performances, two more than last year, when the engagement was over a 24-day duration. Total gate receipts against 1938's \$43,000, this year were \$46,770.

RIDES, SHOWS, CONCESSIONS, To complete Local Committee for County Fair, September 21-26, 1939, in Lexington, Ky., through Lincoln County Fair Association, Carter Grey, Secretary.

WANTED

RIDES, SHOWS, CONCESSIONS,

To complete Local Committee for County Fair, September 21-26, 1939, in Lexington, Ky., through Lincoln County Fair Association, Carter Grey, Secretary.

BIG TURNOUT.

ROYAL TARVER, Shop, Arapahoe, Okla.

SEPTENBER 6, 7, 8 & 9 Special Rides, Non-Gambling Industrial Concessions, etc. \$10,000 Grand Prize. Free Fair 8 years.

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EDDIE VIERA

Care of the Billboard, Cincinnati, O.

ARCTIC GIRLS FROZEN ALIVE

CAN USE THREE MORE BIG STATE FAIRS

2nd Largest Paid Attendance on Midway NEW YORK WORLD'S FAIR

8 GIRL BALLY 2 NEW WHITE TRUCKS AND STATION WAGON 60' LONG 60' HIGH 60' TALL 1000 PERSON CAPACITY 3000000000 TOP.

WARNING INVESTIGATE! Don't Spend Foolish Money on Fairground Rides. Look at Pictures in This Paper. Call 711 Pictures, Inc. or Leon Lightfoot.

PHILIP M. PLANT, Pres.; BOB LEE, Gen. Mgr., 522 5th Ave., N. Y. C.

NOTICE-DATE CHANGE FARMERS' AND MERCHANTS' FREE FAIR, LADOGA, INDIANA MONTGOMERY COUNTY'S GREATEST OUTDOOR EVENT

SEPTEMBER 13-14-15-16

WANTED—Shone, Concessions, one more Thrill Act, Concession Space Selling, write at once to Philip M. Plant, Chas. E. H. Smith, Chas. Hall, Mr. Stiles, African Drift, Paulie, Chubbs, Leo Galley, George, GENE HINES, Secretary. Inc., was under auspices of the Ozark Mountain Free Fair Association. Music was furnished by the Granite (Okla.) Reformatory Band. Officials included Eddie Curtis, arena director; High Long and Lou Beutler, assistant arena directors; George Elliott, announcer; Ted Lucas and Peggy Long, timekeepers; Hub Whitehead and Lee Murray, judges; Trick Bill, Bill and Republic; Jim McLaughlin, Ben Wilson and Logan Jarigan; Jimmie Neibert and John Lindsay were the new fancy girls; Chet Randolph, Ted Lundy, Vivian White, Don Wilcox, Kenne, Alice Slaty, Hill Miller, Dickie Corbin, Earl Strauss, Jimmie Neibert, John Almy, and Con Correll performed with his educated bull Smokey, Results—Bruce Riddin; First round, Ken Roberts, Andy Clark; Ken Neibert, Vic Swartz, both third and fourth. Second round, Vic Swartz, Vic Slaty, Jimmie Neibert, both third and fourth. Third round, Vic Swartz, Ned Ferraro, Third round, Ken Roberts, Eddie Curtis, split third and fourth. Finals, Vic Swartz, Ken Hargis, Miss Moe, Tommy Wilson, Bill Riddin, First round, Ken Roberts, Andy Clark; Ken Neibert, Vic Swartz, both third and fourth. Second round, Vic Swartz, Vic Slaty, Ned Ferraro, Third round, Ken Roberts, Eddie Curtis, split third and fourth. Finals, Vic Swartz, Ken Hargis, Miss Moe, Tommy Wilson, Bill Riddin, First round, Ken Roberts, Andy Clark; Ken Neibert, Vic Swartz, both third and fourth. Second round, Vic Swartz, Vic Slaty, Ned Ferraro, Third round, Ken Roberts, Eddie Curtis, split third and fourth. Finals, Vic Swartz, Hughie Long and Jimmie Neibert, Third round, Vic Swartz, Eddie Hefner, split fourth. Second round, Eddie Hefner, split fourth. Finals, Eddie Hefner, Vic Swartz, Hughie Long and Jimmie Neibert, both third and fourth. Second round, Vic Swartz, Eddie Hefner, split fourth. Finals, Eddie Hefner, Vic Swartz, Hughie Long and Jimmie Neibert, both third and fourth. Second round, Eddie Hefner, split fourth. Finals, Eddie Hefner, Vic Swartz, Hughie Long and Jimmie Neibert, both third and fourth. Second round, Eddie Hefner, split fourth. Finals, Eddie Hefner, Vic Swartz, Hughie Long and Jimmie Neibert, both third and fourth. Second round, Eddie Hefner, split fourth. Finals, Eddie Hefner, Vic Swartz, Hughie Long and Jimmie Neibert, both third and fourth.

Gene Hines, Secretary.

Bill Riddin—First go-round, Dick Hayes, Marjorie Roberts, Vivian White, Virginia Fletcher, Grace White, Marjorie Greenough and Alice Greenough split second go-round, Marjorie Hayes, Roberta, Vivian White, Doris Morris, and Virginia Fletcher split third and fourth. Third round, Vivian White, Dick Hayes, Grace White, Marjorie Hayes, Marjorie Roberts and Virginia Fletcher.

OHIO BEST—

(Continued from page 20)

larger next season, with many innovations.

Show has missed only two parades, one at Attica, recently taken to long haul route Charleston, W. Va., when doors did not open until 2 o'clock.

Program remains about the same, aside from replacements for acts that have left or failed.

This show business has been holding up well, according to Manager William De Barrie. Marion Wallach, whose home is at nearby Dover, and Jean Sullivan, who was manager of the Marion Fair relatives here, say the Sunday fund here is relatively strong.

Among visitors during final week in Ohio were Jack Neddy, Hoy Wild, May (Mc) Mast, John Haire, C. A. Klein, Glen Z. Wagner and Rex McConnell.

West Virginia Stands Good

MONTGOMERY, W. Va.—The Parker and Watts Circus had very good business at Huntington, Logan and Charleston in this state. In Ohio show managers in all areas played well. The Wallace Circus in Princeton is doing strengthened for the Southern tour.

The Delgays Flying will join at Cumberland, Md., replacing the Volans. To Lumber City, Pa., the Delgays will arrive in down town are Charles Robinson, Buck Leahy, Red Harris and James Griffin.

Tim Mix and his Radio Entertainers have been doing well in the concert circuit, giving a good drawing card. Show has had much rain the past two weeks.

Skinny Dawson and Ed Johnson are handling press ahead.

Cincy Coney Is Ahead 10%

July increase registered in bad weather—light festival will present acts

CINCINNATI, Aug. 5.—Business took a spurt at Coney Island here during July, park showing a 10 per cent increase over last year, and a 10 per cent drop in August, said President and General Manager Edward L. Schott. In spite of unfavorable weather, especially overcast days, which retard business considerably, per capita spending this year is ahead of last year, he said.

Arrangements for the annual Fireworks-Carnival Festival of Light, were virtually completed yesterday at a conference attended by President Schott; Fred E. Wohlmann, vice-president and manager of the park, and Bill Auer-Duffield, production director of Theatrical-Duffield Fireworks Co., contracted to furnish displays. Special sets will open on the 25th and 26th, and there will be several new ideas in pyrotechnics which will be introduced, one being a fireworks version of the song *Three Little Fishies*.

On Aug. 25 and 26, the acts will be seen twice daily on the mall during runs of the spectacle. Acts will be Flying Comets, an Art Concello A. Hennel-booked attractions.

Weather Pulls Down Take of O. Spot 5%

BASCOM, O., Aug. 5.—Despite rain and cool weather, this month of June and July has been a success, with attendance up 6% in receipts of only 5% per cent, said Manager H. L. Waller. July 4 was marred by rain, but fireworks brought out 4,000 spectators. The 10th of July, the Jolly's Merry-Go-Round, Ferris Wheel and kiddie ride, booked for June 13, did good business. Pool business is running about 10% below last year due to the hot weather.

Attendance in the ballroom, managed by Curtis Covert and featuring local and name bands, has been good.

(Continued from page 1)

(Continued from page 1) Ott's Jones' Orchestra was booked for August 11, and Blue Babe is set for August 20.

Square and round dancing to music by Decker's Red Shirt is popular with men, while the girls prefer the waltz, which are heavy, and if given a break in weather officials expect a record month.

New trailer camp was recently completed, and the park has a boat concession, and Walter Kelley operates the ballroom eat stand. Park roster includes Herrick Shumway, grounds keeper; Bert Batt, chief cook; head life guard; Juanita Hodge, office manager; B. R. Haug, president, and W. D. Funk, vice-president.

Has Permit Yet Closes Concessions by Agreement

WEST ALLIS, Wis., Aug. 5.—Shootings, gunfights and daredevil performances in State Fair Park have been closed following a conference between C. S. Rose, president of State Fair Park, Inc., operator of the concessions, and Sheriff H. C. Steffens. Circuit Judge Gustave G. Rosen recently barred such games from the Milwaukee Mid-summer Festival, holding that they violated the state's law against gambling.

Rose, who has a 10-year contract with the State department of agriculture and markets which would permit such games, consulted with them until Sheriff Steffens consulted with state authorities as to their legality.

MARSHALL HALL, Mo.—Manager Hall has closed his \$500,000 annual joust tournament on August 16, usually biggest day of the season. Present-day tournaments differ from those of olden times in that the combatants are armed with a lance thru a suspended iron ring instead of unseating a horseman. It will be free admission and hand contests. Prizes will be awarded winners.



SIX PARK-CARNIVAL EMINENTS take time out from their respective duties for a happy reunion in Belmont Park, Montreal. Reading in the usual order, from portside to starboard, they are William Krasner, manager Fun Devices, Ltd.; Harry A. Illinois, operator of six attractions in Belmont; Matthew J. Murphy, manager of the Canadian National Exhibition's Frolicland; the Conklin Shows and manager of Canadian National Exhibition's Frolicland; Rex D. Billings, managing director of the park, who played host, and L. Harvey ("Don't Call Me 'Doc'") Cann, general agent of World of Mirrors Shows. You can imagine the jackpots that were cut up at this carnival! Photo by Rex D. Billings Jr.

Nods for NAAPPB Trade Show Space Augur Many New Games

CHICAGO, Aug. 5.—If space reservations for the 21st annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on November 20-24 are any indication, new games will be much in evidence. Secretary A. H. Hodge reported from his office here in Suite 1130, 201 North Wells Street, that the new games and skill type will be on exhibit than at any previous convention.

Bill Rabkin, of International Motion Pictures, who was present at the dinner before said was open to increase his

space to show his enlarged line of games and arcade equipment. Scientific Supply Corp., will have one of the largest exhibits. Metropolitan Amusement Co. will also have a large display. It is expected also that Maurice Piesen will be on hand with his new game, "The Exhibit Supply Co. is expected to be back with a strong showing of arcade equipment.

Because of delay in completing arrangements with the Hotel New Yorker, Secretary Hodge was unable to get his campaign under way until July 1. On August 1 he reported that over 70 per cent of the exhibitors had a booth set up and that a second one was expected early in September.

New Pa. Spot Is Opened

MIDDLETON, Pa., Aug. 5.—Don Parr, manager of Good Hope Mills Park, Harrisburg, Pa., recently purchased a quarter-acre plot of land on Springdale Road near here and transformed it into Swatara Park, reports Manager R. A. Diehl. Originally intended as a private amusement spot for owner, Parr, the construction of grounds began in mid-June, requests for use and it was decided to open as a park. Under direction of Manager Diehl and William Rickabaugh, maintenance man, a road has been built the length of the

tract and lockers provided for the reconditioned bathing beach. Groves have been cleared and picnic facilities added. Construction has started on a 40-foot diameter presentation attraction, and plans are being made for construction of a playground.

TULSA, Okla.—Crystal City Park pool has increased attendance about 25 per cent over last year's said Johnny Mullins, owner and manager. Park has featured free attractions since opening on May 26, acts going on twice nightly.

New Interest in Ott's Jones Beach Colorful Variety and Water Shows

JONES BEACH, L. I., Aug. 5.—Perhaps the Billy Rose Aquacade influence is arousing the new interest in Jones Beach variety and water shows, staged by Alexander Ott, a shrewd mind at conceiving entertainment of this type. Here again, the manager has taken the traditional firecracker to assemble as nice a piece of seaside entertainment as one could expect. Shows go on in the Marine Stadium, which isn't quite as large as the Crystal City. The Rockaway stage at the World's Fair, but is, nevertheless, impressive. Shows are on Wednesday nights, and the matinees are catered on Saturday.

An example of the new performances staged is the one of July 27, fifth edition of the season. Don Fred's Orchestra supplied the musical element, and the company of performers dressed and vocalized. Eight Young Men of Manhattan, suitably garbed, gave forth music, while Puddles and Noodles clowned, bringing forth the usual ab-

with their table-balancing stunt. Ford, Marshal and Jones, Hollywood entertainers in the flesh, the highlight for the madmen and diminutive Vinny Germino won his way to patron hearts with a fine take-off of Fred Astaire as could be carried off in an 8-act.

Another highlight of the show, enlightened by the Magic Water Ballet, which made an entrance in a huge floating basket, a swimmer, which appears to ascend from the water. Plaudits were given to the tautus storks and two king vultures. Shipment was in charge of Gustav Verpermann, who was accompanied from Germany by his wife, a former member of Columbus Zoological Society's animal committee.

AL FRIEDMAN.

Pontchartrain Sets Three-Day '39 Mark

NEW ORLEANS, Aug. 5.—Pontchartrain Beach, still far from the finished park planned, had its best period of the summer last week, with 11,000 visitors on the concrete walk Wednesday thru Friday of last week to see selection of Junior Miss New Orleans and on Sunday to escape heat and humidity. The 100 performances free open-air high-wire performances, Wallendas are in for two weeks, which leaves the beach about three weeks to go and another act to be signed for the finale.

Pumping of about 10,000 yards of white sand on the beach has been a boon to swimmers. Manager Harry J. Batt is using the beach for bathhouse facilities, a \$20,000 bathhouse and salt-water pool to be completed by 1940.

Plans call for a bicycle tournament on August 12 on the 15-mile circuit laid out by the New Orleans co-operative with full-page ad tie-ups, with cups and merchandise to be awarded division winners. Beach ticket system click on days when crowds come. Manager Jerry A. Batt is popular because of maintenance of 3-cent drinks and hot dogs and sales this year are best in history of operations. Miss Pontchartrain, Junior Miss and Senior Miss New Orleans contestants, with Batt again having the tie-up for Atlanta City pageant candidate from the city.

Riverview, Des Moines, Sets New High for Sundays

DES MOINES, Aug. 5.—Riverview Park here set an all-time high for any Sunday gate ever recorded on the 15th, drawing 15,000 to the park, said Manager Irving H. Grossman. There was no gate charge and checkers claimed 9,500 adults and 5,500 children. The 15th was the first behind-the-scenes time and total count, said about 1,000 got thru unnoticed.

Manager Grossman, who has been succeeded by his son, Irving Grossman, said that when checked up on automobile showed 5,000 cars alone from Jasper County. He got across the tie-up with the Des Moines Chamber of Commerce and brought along the Newton 8-pc band to add color. There were also night fireworks and a Tama Indian encamped on the grounds.

Riverview Park Co. assembled all employees recently for a dinner. Manager Grossman addressed workers following the repast.

With the Zoos

MILWAUKEE.—James Untermann has withdrawn his resignation as director of Washington Park Zoo, which was to have become effective on December 31 and will continue as director. Births have increased in number, particularly since January 1. Sultan, 30-year-old female polar bear, who has given birth to 11 living cubs, has been moved into her own cage at north end of the bear den.

COLUMBUS, O.—Columbus Zoo's new female baby elephant, 2 years old and weighing 1,500 pounds, arrived with her mother from India. Both are now here. Arrivals include two Bengal tigers, two spotted hyenas, two spotted leopards, two aardvarks, two Russian brown bears, two lion cubs, two bengal leopards, two Bennett kangaroos, each with a baby; two spider monkeys, and a month-old baby twin Pata monkeys, a south American opossum, two giant anteaters, taurulus storks and two king vultures. Shipment was in charge of Gustav Verpermann, who was accompanied from Germany by his wife, a former member of Columbus Zoological Society's animal committee.

MADISON, Wis.—Zor Camel Herders' Association has purchased three female camels for Villa Park Zoo here from breeding firm of Breeding and Training Institute in Berlin. The camels are given youngsters Sunday mornings.

LINCOLN, Neb.—Burton Angwert, senior life guard and assistant manager of Capitol Beach, here, won first place in the AAU 100-meter butterfly in Des Moines last week. Capitol Beach Swimming Club, a Ralph Beechner promotion for the amusement park pool he directs, had men in five places.

The Pool Whirl

By NAT A. TOR

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

Cheat Column

I was reading the dictionary the other day and ran across the word "vacation." When I asked the how what it meant, he must have sensed a cry for help. So away to be just a guilty confession. At least, that's how I look on what is laughingly referred to as a vacation—and rather than have this part of the pool just with space, which could be of little value, I thought good idea—a good friend of this column has consented to pen hit. Constant readers are familiar with the name of Eddie Pomeroy. In case you have not heard of him, he is the author of the promotion for *The New York Daily Mirror*, and as has been reported here many times, he is busily engaged in a strenuous campaign for that daily in conjunction with a number of commercial tanks. The New York papers or so are the property of this talented newspaper man—NAT.

By SIDNEY PANZER

I am happy to have this opportunity to discuss the swimming pool industry as a pattern and as one who has come in close contact with the pool operators. It won't until the sun comes up that I really understand aquatic sports. Prior to that, as a newspaper man, I have been doing swimming pools. I have always loved swimming pools, or beach whenever I have had the chance. I've always wondered why pools didn't go in for swimming races more often. Coming in contact with some operators, I've discovered that the public apparently doesn't care for so-called championships races any longer, as much as they do for the swim meets. I think *The Daily Mirror* stages its big water carnival at the World's Fair the second on novelty competition. To date over 50,000 people were at either the New York area have joined *The Mirror* Swim Club. The campaign has far exceeded expectations of the sponsor and is a definite success. As a result—*The Mirror* is a success—and this might be scooping Nat A. Tor in his own column—*we* intend to run the drive as an annual event.

Creating Good Will

Fool me never; a good promotional idea to increase business are urged to consider possibilities of a Learn-To-Swim campaign. Some newspapers have been doing a great deal of promotion and take it from one who has been "in the picture" these past few months, newspaper editors are anxious about the idea. Let them know that understanding may be gained if *The Mirror* is not running the drive as a circulation getter. No newspaper does or will run such an advertisement for the mercenary gains. We have been trying to help to reduce the appalling drowning rates in the New York area and to give the readers an opportunity to swim in the city's pools, as well as in the surrounding state. It's a good-will gesture. Therefore pool men anxious to run similar drives with their local pools are advised not to play the "I'm different" game. Most of our editors are interested in that, but they are also interested in creating good will. And I can think of no stunt which will bring greater good will for pools and newspapers than a Learn-To-Swim campaign.

To make a swim campaign a success news and pools must give publicity to something. It's not enough to run stories and pictures every day and to offer free swim lessons. You've got to also offer cut-rate admissions and enlist co-

operation of big name swimmers and coaches.

News and Advertising

Newspapers are as anxious to receive swim pool news as pools are to give it. But stories offered must be news. Too often pool men phone editors and request free copy, not realizing they are not news. The fact that a local celebrity visits a pool is not news unless that celebrity is important enough to attract attention. Stories of records set at the place are not news unless they are of championship caliber or have some other significance. If all this be so, why don't pool men write stories? News editors are built up but will instead of good will? Remember that newspapers are leased with the money earned thru legitimate advertising. So if you like publicity, why not advertise with your local paper?

American Recreational Equipment Association

By R. S. UZZELL

Another pleasant and profitable New England trade men's meeting has gone down yesterday. Last night, held at the Hotel Highland near Brockton, Mass. This year Salisbury Beach, Mass., gave us ideal weather, a good turnout, and a most interesting program. They gave us a fine luncheon and an excellent dinner in their remodeled casino or night club called the Frolics. Their speakers were very ardent and their justify their titles. They extrapolated enough to make humorous allusions to our organization and some of its members.

The highlight this year was a chartered boat trip to the location of the sunken *Squalus* to view the raising of this sunken submarine by the navy. The men were most interested in the methods used in the raising yet. It was a small craft that carried out party. Naturally, all were on the lookout on the outward journey for any differences to what journey our fellow men looked over the rail for on our return trip. Some thought that Major Cy Bond succeeded, but it was the general opinion that he would do well to follow in the footsteps of his captain father. It is vouchers for now that if Charles Curtis had not turned him into the lost boy that had the sailing boat as it cut the waves homeward bound.

Good Luck Is Heard

Storm clouds and the recovery therefrom were the absorbing topics. In the old sailing-ship whalers we're told they had "weenie ships and whaling women." We have the same thing in modern times. Our heroes who bucked up after the storm wiped them out and proceeded immediately to rebuild to resume endearments to the trade men and the amusement park field. Any who saw the wreck of the Wilcox Restaurant, West Haven, Conn., or the new Rockwood Inn, Lake Park, Wrentham, Mass., can have only admiration for these men and their fellows who came thru and are again carrying on.

With all of these interesting stories of loss and rebuilding, modest men listened attentively. Then we got his story of loss by technology. He was E. D. Pomeroy, the owner of Helen Hayes, Mountain Park, which owns Mountain Park. His company invested \$1,000,000 in building the North Hampton Street Railway. When the company was forced to sell the road for lines, cars, etc., from junk dealers, An \$8,000 street car brought only \$70 a junk. Only a few, if not no insurance companies will touch him on an insurance policy. L. D. took his portion of the loss together with the loss of his wife, equal to any hero in any story books. Listen to the story and then get up and compare to the sticking point and determine to do the best work of your life yet.

Patron Boost Frolics

Fred Markey has a beautiful card illustrating the Frolics. He furnishes pens, pencils, and paper for post cards. Use this card to friends with a special message.

Fred pays the postage and the resort gets many new visitors who would perhaps never have come to the place. It is a place with color, dash, beauty and entertainment and service that brings favorable comment from the most critical. Quite unnecessary to say that it is run very well.

Wallace St. C. Jones makes a splendid presiding officer and was at his best.

Coney Island, N. Y.

By UNO

Jay Dowden, publicity chief of Steeplechase Park, is a man who is well connected. Frank Tillyou has taken over where Jay left off, ending a 25-year association of the Dowdens started by Sam Kaplan, president of the crocodiles. The new manager of the Steeplechase open-air circus beginning August 5 finds several new Hamid bookings in Scotty's trained mules, Capt. Roland and the Flying Wallendas, the Flying Circus and Skating Lockwells. These replaced the Arleys, Pallenbergs, Wonder Hors and Royal Doberman Pinchers. Clown Sandy Schell, orchestra leader and his Red Jackets are celebrating their sixth in the balloon Angelo, stage dwarf, is back with his act. The new act applied to female customers at the wind-blown entrance. George White, Ethel Merman, Earl Moran, Morton Berle, Eddie Cantor, and others are booked for the judges in the 26th annual modern ventus contest on August 1. Contestants numbered 180. One of the prizes was a new Ford V-8. The new King Cole Fox, Beauty parade was led by Eileen Winston, who was Miss Modern Venus in 1938. Winners this year were Grace Kelly, Brooklyn's first girl, and Ruth Troy, Brooklyn's whose sister, Elinore, won a previous prize third. Frank Tillyou was born July 1, 1901, in New York City in the person of Shell Mohammed Ali Kalifa, hero from Bahrain, known as the Isle of Pearls in the Persian Gulf. \$5,000 was the purse. Other men were instructed to exclude the female sex from all pictures taken.

Drive for Poor Kids

Mike Salvia, of Mique's bar and grill; Max Goldstein and Jimmy Shire of Tap-Tap-Poppy's, and Eddie Pomeroy, of the beach, committee formed to start a drive among local merchants and tavern keepers to collect enough money to send groups of underprivileged children to Camp Grant, New York, for two weeks' vacation.

Meyer Hamburg, candy concessionaire, increased his business operations last

week. Now includes stands at the crocodile exhibit and Indian Village in Luna and Arctic Girl at the World's Fair. Harry Feldman is in charge of the latter and Sam Kaplan, president at the crocodiles. The new manager of the Luna Park Boardwalk has a floor show featuring George Hunter, emcee, and Larry Valentine, singer. Arthur Pilatky and Fortune, dancer, make special resignations from the Saratoga game. New falkers are being tried out.

Actress to Mentalist

Doris Rogers, featured with Siamese and Polar bears in Luna, and her dad and mother, Mr. and Mrs. James Carver, here for the first time in 15 years from their home in Spartanburg, S. C. In her days as a dancer, Doris was one of the first one-piece, head banditines known all over Massachusetts, having played almost every town in the state. Her dad, James Carver, was a famous drummer in Luna, has gone native a la Frank Buck. If you see one of those wide-brimmed straw hats sailing along you'll find Lester, the bear, in the act. The new mental comic, now a "harkie," has shifted from Wagner's Side Show to Jack Stern's (See *CONEY ISLAND* on page 38)

Long Island

By ALFRED FRIEDMAN

More than 200,000 have visited the Long Island State Fair exhibition hall in Flushing, according to the Long Island Association. Jones Beach diorama exhibits have been big attractions. Billy Bishop, circus clown, and Victor Rice helped put over Circus Day at Jones Beach for more than 3,000 visitors. The fair opened down a \$100,000 deficit and spent \$100,000 in payment of Sun Cliff beach area. Frank Buck was hot to more than 600 underprivileged kids at his Jungle Camp recently in Flushing.

ROCKAWAY PARK: Playland Park expects to remain open thru September. Chamber of Commerce is holding a light balloon boat race. Bill Morrissey turned over his flasher to Kenny Buka because of poor health and will spend remaining time in another resort. Only a sunny day in July brings joy because but further cut among farmers the reaction has been in reverse.

LONG ISLAND: Picnic for Mardi Gras are taken. Bob DePietro, crook and pugilist, is doing well in his Woodlawn cabaret. Lum Wong's Chinese eatery, the most popular restaurant in New York, N. Y., in the 18th century. Eddie Howard's spot on the avenue draws the small crowd. Bay Pavilion, nitery, reports excellent activity.

Park Free Acts

LOS ANGELES: novelty serialists, after playing several Ohio celebrations and fairs, were in Buckeye Lake (O.) Park for a week.

DE POLO (Billy Faust), high pole, was booked in Lakeview Park, Royersford, Pa., on August 2 and 3, he reports.

CIRCUS acts provided by G. A. Klein at a grocer's and butcher's outlet in Worcester Park, New Haven, Conn., and at the new indoor roller rink. Little Sister serialists, Carmen and Crowley, comedy acrobats; Barney Aronson, tight wire, and Skyline Thrillers.

FREDRICK VALENTINE, manager of Valentine's Sensational Flyers, who have been appearing as free entertainment at various fairs, is not booked for Flint (Mich.) Park and Edgewater Park, Detroit. At close of park engagements the act will start its fair season.

CRYSTAL CITY Park, Tulsa, Okla., is presented by Pauline Penny, tight wire, and Whitedesse Troupe, high wire and high trapeze.

APPEARING recently in Dreamland Park, Rochester, N. Y., were Jayde, the Great, swinging pole and trapeze, and Great Gregorovka, serial gymnast.

FEARLESS CAMPBELL, managed by Louis L. Campbell, were booked by A. Hamid at an opening attraction at Playland, Rye, N. Y., and White City Park, Bronx, N. Y. The fair opened recently at Mirfield County Park, Lewisburg, Pa., July 31-Aug. 5.

PARK and fair season of Helen Heyndels' Skating Girls for George A. Hamid, Inc., began in Roseland Park, Canandaigua, N. Y., the week of August 7. Show fair, which will be played in Showegan, Me.

WITH about 15,000 in attendance in Lake View Shooting Park, Sheboygan, Wis., at a picnic sponsored by Wuerf's Band on July 30 acts included Percy, the Clovers, the Blue Brothers, two jolly Saltes, and Billy Bender Burkhardt, formerly with circuses.

FOR A PEAK INVEST-MINT BUY NOW!

LUSSE AUTO-SKOOTERS
OR WATER-SKOOTER BOATS,
and EARN BIG PROFITS for Your Park, Resort or Traveling Show.

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WANTED

Two experienced Concession Men, one experienced and one unmerchanted. These concessions are in great demand. Your references and how much money can be invested.

FOR SALE — IN GOOD CONDITION
MERRY-GO-ROUND
36 HORSES & CHARIOTS
New, Never Operated
Moxahala Park, Zanesville, O.

WINDOW CARDS

250 Summer St., S. Bldg. \$5.75,
250 Summer St., S. Bldg. \$1.00, or on Band
Posters, \$2.25, \$1.00, or on Band
Posters, 14x22, \$6.00. Including
Imprinting. Write for Catalogue.

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FOR SALE

Casino Dancing Platform and Dusty Library in City
\$12,000, doing good business. Bills will be re-
called up to September 15. Write to

J. E. MURTAUGH, Albert Lea, Minn.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

INDIANOLA PAVILION, Columbus, O., once outstanding ballroom, has been converted into a roller rink by Bill Kirkpatrick, who also operates Crystal Beach Ballroom, Vermilion - on - the - Lake, O. New rink operates afternoon and night daily.

MRS. PAULINE MAYNTIER, operating Land o' Dance Rink, largest down town in Canton, O., renewed a lease on the building for five years. She has been operating the rink since 1936, having succeeded Len Mayntier, who had it six years. Mrs. Mayntier plans to continue sessions throughout summer.

BUSINESS for Albert P. Ferreira, in his first year as manager of Al's Roller-skates, Hollywood, Calif., has been excellent, reports Mrs. J. V. Macedo.

W. HILL BROWN, who with E. G. McKeon, opened a mobile portable roller rink, recently opening in Cheyenne, W. Va., was successful, selling crowds attending nightly, with good management and some help from the local Billie entertainers daily. Rink comes from Culpeper, Va., where business was poor.

JACK BUSSELL, who has been operating in Tuscarawas Park, New Philadelphia, O., has opened a rink in Cambridge, O., with a night schedule. New equipment has been installed. He says business holding up well at both spots.

VERN STOUTON, opened a roller rink in downtown Ashland, O., with success the first night and continued operations the latter day. Beginners' night is each Monday.

FRANCIS OSBORNE, 18, and Dick Bouton, 22, speed skaters, prominent in Upper Ohio Valley roller rink competitive events, started from East Liverpool, O., on July 31 in roller skating competition at the World's Fair, New York City. They reached Pittsburgh the first day and that night gave an exhibition in a Pittsburgh rink. Fair said they expect to avoid 50 miles a day and would visit rinks en route.

ROCKAWAY Roller Skating Arena, Rockaway, N. J., indoor spot competing against a recently opened free outdoor rink at Beach 80th street and the ocean, is reported doing better than ever.

AL PLATH, roller-skating authority and referee for 32 years, the last three of which he has been in charge of the Bronx Parks 240-foot rink, Coney Island, N. Y., found an S. R. O. house on the night of July 27, the time set for the grand finale of the world roller skating championship in the season. Medal winners included Frances DiMaso and Sol Ricciotto, gold; Jeannette Black and Edward Taylor, silver, and Ann Palmer, bronze. Tom Farnham, Al was a biker-skating champ before he became identified with the rollers.

HILLSIDE RINK, Richmond Hill, L. I., instead of closing for summer, is open on Thursdays, Fridays, Saturdays and Sundays, with the exception of Labor Day, go into operation shortly after Labor Day.

EN ROUTE by plane to Portland, Ore., where he will vacation for two weeks, Earl Van Horn, manager of Minerva (L. L.) Roller Rink, visited Howard M.

Pox's Riverfront Rink, Chicago, on August 1, said Al Clarett, manager for the past two years, and who reports good business. Clarett formerly was a member of the Thriller, skating act, tour nearly 17 years.

NEW asphalt drive leading from street to entrance of Joe's Coliseum convenience Rink, Indianapollis, was laid recently.

NEW Coliseum Roller Rink, Harrisonburg, Va., has closed during August for extensive alterations, enlargement of floor and addition of new type of plant. Roger A. H. Kite said that, although there are three rinks there within a radius of 12 miles, business has been steady since opening on April 1.

CONEY ISLAND

(Continued from page 37)

Venue-in-the-Pool illustrated on page 37, "W. H. Hill's World of Roller Skating," recalls with pleasant memories her first stage engagement. This was at the age of 4 in "Ten Nights in a Barroom." She played with the famous "Ginger Man" in a dramatic organization, almost 16 years. Was then known as Lillian Trippet Sterling. In 1924 she met Tom Hill, an actor in burlesque, who married her and remained a member of the troupe. And because of her ready memory, who accompanied the change without difficulty, an actress in "Ginger Man" Stora's golden bowl was visited by the storm last week. Three new members have increased the fish-food members to a total of 12.

LUCILLE ROSENBERG, defending titholder, opposed Dorothy Lebowitz, of the Parkway Ranch, one of the feature four-quarter round robin engagements in the Women's International Athletic Association's championship tournament at Ravennaball on July 29. Helene Antalek, Cell Roberts and Betty Desmond, all specialty workers, participated in the competition. Jimmie Davenport's "Streamlined" Folies on July 31.

Palisades, N. J.

By CLEM WHITE

Rain had been bound to arrive, but if a schedule had been arranged it couldn't have been better. It picks early-morning hours. Picnic season is up to tandem competition, and the weather is bound to beam. His pic, for which he promised "10," consistently have daily done almost double. Gote is being further stimulated by giving his girls a chance to win recognition due Mollie Karns for having Fred Ferguson's promotional mail surpass all Palisades records. New set-up on pool lights and many other improvements. Some questions from pool managers, and the foremost is "How?"

Palisades now figures 57 per cent subscription for membership in the National Showmen's Association and promises that by season's close it will be complete. Joe and Al McKeon are working daily and, although it takes a great deal of time, Liddy makes almost daily visits. New set-up at New York Casino has Harry Shepard in complete charge and the new manager is taking work very seriously. Office Manager Anna Halpin and George Grice now have as checker-uppers Joe Gans and Booby Paulson. Norman

Alexander, head of Woodside Park, Philadelphia, a visitor, is most impressed by the idea of financing his business. Joe McKeon has something new for the ride that some engineers said could not be improved. He has worked out three new ideas for roller skating which lifts the capacity by one-third.

Bands are being received better every day. George Hill and Dolly Davis on a combination date, the radio station, the polo and John Philip Sousa III and his orchestra did well. Sol Solomon and his water crew complete the program for the next few weeks. The new manager is a man who is incumbent, followed by Mike Riley and band for the first return engagement in one season ever played here. Gladys George, the radio star, is now associated with Irving Mills, who figures it a natural. Most spontaneous birthday anniversary party ever with that tendered by the girls of the Folies. Mills is so shy because he's reached 40 that nobody knew about it until it happened. Prexy Jack Rosenthal is in the market for a new office chair and has it mounted in the office. Claims it's a muskellunge, but if it is, it's the only one ever caught in salt water.

BUCKEYE LAKE, O.—William Tapper has been named promotional director of Buckeye Lake Park, Manager A. M. Brown said, handling exploitation for the park in Crystal Beach, working up special days and events, and handling picnic details.

SEVEN SHOWS

(Continued from page 30)

of horse numbers made bill more like vaude show than circus. Biggest number was the 100th, which was reported to be leaving at early date for return to United States. Program is being revised. Directors are Frank Ginnett, member of old English circus family; A. Morelli, and Sam Cowan, nephew of late



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ELMO CALDWELL, Box 195, Janesville, Wis.

Sam Mayo, vaudevoir, who has Winter Gardens was up against competition from Bertram Mills tenting circus, which had a 10-day stay in the town. Emmett Kelly continues as a shining light in the clown line-up on this aggregation.

OFFICIAL BALLOT FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Sainte e. Sliners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Troop.

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

IMPORTANT

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

NAME OF UNIT, ARTIST OR TRAINER TYPE OR CLASS

1. (10 Points)

2. (9 -)

3. (8 -)

4. (7 -)

5. (6 -)

6. (5 -)

7. (4 -)

8. (3 -)

9. (2 -)

10. (1 Point)

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

Your Name _____

Please Print _____

Permanent Address _____

Affiliation in Show Business
or by Whom Employed _____

Signature _____

BalLOTS without signatures are void

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

"CHICAGO" RACERS RUN TRUE

ARE BUILT FOR ENDURANCE
AS WELL AS SPEED

No. 886

CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

R-E-WOODING

Your 2-Place Holes polished out and smoothed in Mayle at the following prices, effective July 31:

\$.64 per Set, Peacock
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\$.56 per Set, Peacock
\$.52 per Set, Peacock

Customer only pays postage on Holes sent in.

FRANCIS J. BALDWIN, 240 S. Diamond St., Ravenna, Ohio

Please Give
City and
State

Gets Seeing-Eye Dog Thru Showfolks' Aid

NEW YORK, Aug. 5.—Generosity of showfolks in nearly all branches of the business has obtained for John Krause, a lessening like a seeing-eye dog. Krause, a concessioner who is particularly well known in and around his native Detroit, became blind two years ago while operating a booth at the Los Angeles Hotel. He went to San Francisco, where a women's organization active in his case told him it could cost \$100 to \$125 to have an operation in Morristown, N. J., provided he could raise \$150 for his maintenance during the training period (generally from six months to a year).

"As \$150 was needed," said Ritzkin,

Dave Morris collected the balance at Golden Gate International Exposition. Dave is known in outdoor show business as "Pappy" because of his jolly ways. In this day when squabbles of all kinds are disturbing the serenity of the world it is gratifying to see that the showmen of the profession disregarded a plea for help from one of their own. I want to thank everyone for helping me to rehabilitate a swell guy, blinded thru no fault of his own, so he can go back to plain and can still smile and look forward to tomorrow with hope. I also want to acknowledge the help of Dan Morris, who collected \$100 in ransom money by collecting from members of the staff of Hot Mikado."

Many other shows, showmen and attaches at the World's Fair contributed to the fund.

Fairmont Officials Partied by Dodsons

FAIRMONT, W. Va., Aug. 5.—More than 300 guests attended a huge party tendered city and police officials and former members of the town's shows by the Edelweiss Club during the two-week engagement which ended last Saturday. News, newspaper publisher and former member of the Federal Council Committee, was master of the party seated at speakers' table were Mayor B. W. Wilson, Police Chief Whitecotton, Guy and Mel Dodson and Fire Chief Harry Damman of Huntington, W. Va. and party.

Entertainment highlight was the program of show and amateur talent presented by Earl (Dad) narrow, emcee and ringmaster, Charles H. Smith, manager by Assistant Police Chief Henry Squires and Sergeant Nichelle. On the bill were Charles Lefoy, magician; Gypsy LaMarr, dancer; Eddie Lewis, tap dancer; Dorothy Lindy, acrobat; Bob Parry and Jack Brick, comedy sketch; May Britt, blues singer, and Ruby Dodson, classical dancer.

Dancing to music furnished by Charlie Clarke's Gay Paree Rhythm Makers followed the floor show. Activities continued until early morning. Party was started at 10 p.m. and continued thru the showfolks during the first week of the engagement by the police department.

Kortes Unit To Join B. & G.

SANDUSKY, O., Aug. 5.—Pete Kortes No. 2 Side Show, which played to indifferent business at Cedar Point here for the past seven weeks, was scheduled to do tomorrow and join the Kortes unit to the Great Caret Shows at Illinois State Fair, Springfield, reports George Gordon Johnson, lecturer.

Strates Employee Injured

ROCHESTER, N. Y., Aug. 5.—John Scott, workman with the Strates Shows, exhibiting at California Fair, was said to be in serious condition at Batavia City Hospital suffering from severe internal body lacerations and a fractured shoulder sustained at the fairgrounds late Monday afternoon when he was pinned under one of the ride.

CARNIVALS

TOPS HIT IN CLASS A

Hennies Bros. Sign For Year With AFA

BUTTE, Mont., Aug. 5—Negotiations were completed here this week by Hennies Bros. with the carnival division of the Amusement Federation of America which resulted in a closed-shop pact. Union listed a series of grievances and demands, all of which the show management has agreed to correct and acquiesce. The basic agreement is for one year, and an organizer will remain with the show to complete unionization. Several meetings were held, with all parties involved showing a desire to work.

Lot Superintendent George Cuthshaw was elected shop steward. Paul Sander represented the AFA. Alton, neophyte, was elected under-unionist nearly a year. Sander stated that his relations with Orville W. Hennies, who acted for the show, which is jointly owned by his brothers, Harry W. Hennies, were most pleasant.

A clause inserted in the contract of interest to showmen calls for adjustment of wages whenever the workers demand to meet requirements of the wage and hour bill in which minimum hourly pay is upped to 20 cents in October 1939. Orville Hennies, union representative, has agreed to meet after the showmen's convention at Toronto in November to correct this portion of the agreement.

The minimum wages in all departments were among the highest of any show on the road, according to Sander. Tracy and Labine, who are affiliated federated co-operated with Sander in completing final negotiations.



GREAT DISTANCE separates the homes of Percy W. Abbott (left) and Carl J. Sedlmayr. Picture snapped at the 1938 Edmonton (Alta.) Exposition. Abbott, 38, is managing director, President Sedlmayr, Amusement Corp. of America, and general manager of the Royal American Shows. Shows are now in the Beach, Fla. Director Abbott's car to the northeast north of Western Canada class A events within 100 miles of each other. The distance from President Sedlmayr's home is about the same distance from the end of southern railroads. Photo by Dadswell for The Billboard.

Jones Expo Cracks Midway Records at Salem, Ill., Fete

SALEM, Ill., Aug. 5.—Johnny J. Jones Exposition won over the top at Marion County Fair (Sisters and Sailors) Reunion on July 28, which was the second all previous midway gross records for the event. During the 1938 celebration an all-time high record was established for the annual event, but this year's six-day celebration sent grosses soaring far above last year and all previous records in the reunion's history.

John Jones, owner of the W. M. Jones, Art Lewis, and additional attractions extended his advertising and publicity to all corners of the State, and free grandstand show and additional attractions.

(See JONES EXPO on page 49)

Initial Fair Date Big for Art Lewis

LINDENWOOD, Pa., Aug. 5—Sparked a hard jump from Charleroi, Pa., and seven weeks of hectic business around the Pittsburgh sector, Art Lewis Shows began their fair tour here Monday, reports Secretary E. Percy Morency. On Tuesday, Kids' Day, all records were broken and the largest grandstand show ever for a similar date. INITIAL FAIR on page 49

Johnson Back to Newspaper

WATER VALLEY, Miss., Aug. 5.—Ted Johnson next week will leave the staff of the Buckeye State Shows, where he has been handling the press, to return to newspaper work. He will be with a Memphis paper.



DURING THE ART LEWIS SHOW'S stand in Johnstown, Pa., these show women were presented to Mrs. George Boddy at a stork shower at which she was recipient of numerous gifts. Ice cream, cake and other refreshments were served. In the group are Violette Stasim, Rita Sage, Thelma Evans, Claude Domestico, Lulu Perry, Mabel Latty, Mrs. Violette Latty, Mrs. George Boddy, Ethel Robicheau, Hazel Martin, Julie O'Donnell, Angie Masario, Marjorie Shore, Ethel Knapp, Mrs. McWay, Sylvia Forrest, Lottie Mae Pearce, Mary Vierro, Olga Fries, Mrs. Jack Campbell, Williamene Pence, Alma Brooks, Mrs. George Mart, Mrs. Pearce, Mrs. Jim Hodges, Mrs. E. B. Braden and Mrs. P. O. Johnson.

RAS in Peaks At Three Spots

Of four played in Canada, Calgary, Edmonton, Saskatoon give record grosses

REGINA, Sask., Aug. 5.—Another all-time high gross was established last week by the Royal American Shows, reports Carl J. Sedlmayr, president of the Amusement Corp. of America and general manager of the Royal American Shows. The organization's tour here, Edmonton and Calgary each produced record grosses on this year's tour, and Brandon, first spot of the Western Circuit, a circuit, was on the verge of bridging its previous record out of place, he said.

Peak was established in 1936 by the Royal American Shows and shattered (See TOPS HIT on page 49)

Reynolds & Wells' Have Good Bizz on Spring Tour

PRALIE DU CHIEN, Wis., Aug. 5.—Sparked by Art Lewis, Pete Reynolds and Fred Uhlman Shows last Saturday concluded the 15th week of the present tour thru Missouri, Iowa and Wisconsin to excellent results, reports Carl J. Sedlmayr, President. Other points on the trip co-operated and management reports that visitors have been complimentary in remarks about the organization's appearance.

Shows begin the tour of fairs on August 7, first stop being in Adel. A new Octopus is to be added.

Rosita Colon Is Hostess

NEW YORK, Aug. 5.—Rosita Colon, head of Rosita's Rumba Revue, was honored at a luncheon given by the theatrical party in Hermitage Museum recently after show time. Affair lasted until early morning. Those who took part in the festive entertainment included Rosita, her husband, Alberto Rodriguez, Margie Garcia and Carmen Rodriques; Alonso, tenor-tom, Conchita, Cuban dancer, and Tom O'Dowd, dancer; Stella, tattooed lady; Reginald, magician; Arnaldino, cartoonist; Nedra, under-world dancer; Tex Cobb, dancer and Professor Holler, of the flea circuit. Rosita topped home a big load of gifts.

Burdick's Tex. Date Dropped

COVINGTON, Tex., Aug. 5.—The 47th annual WYOU Reunion here, for which Burdick's All-Texas Show were to entertain, has been dropped from the calendar on short notice, after billing had been sent out, reports B. C. McDonald, show's secretary. Cancellation resulted from the recent cancellation of the shows, but from a local controversy. "Both Mr. and Mrs. Burdick" said McDonald, "tried to apologize to The Billboard, but we are unable to find for the error in the wrong route, which was thru no fault of The Billboard or the shows."

Unusual Applications of Sound Systems

By Harry Paro

Watch for This in the Fall Special No. of The Billboard

Dated August 26

"ROCKET" RIDE

Your inspection of this marvelous money gates you into "ROCKET". It's fast! It's safe! It's exciting! It's the newest jungle camp. Home-Coming, but due to the bosses' not being able to contract a lot for 10 passes, the show's lot was settled the day before the date would have to be called off because the lot was too small to hold the midway.

ALLAN HERSCHELL CO., INC.
North Tonawanda, N.Y.

**FOR THE FAIRS
THE 7-CAR PORTABLE
TILT-A-WHIRL**

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Your only complaint will be that you did not own
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For Particulars Write

SELLNER MANUFACTURING CO.
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NEW TENTS

20, 17x20, 10x20, Army Khan, Top, D-Frame,
Walls, thoroughly rood and elaborately
decorated. Price \$95.00

CAMPBELL TENT & AWNING CO.
Monroe at Third, Springfield, Ill.

**NEW USED
TENTS**

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WRITE FOR FREE CATALOGUE
VANDERHERCHEN, INC.,
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TENTS - BANNERS

46x56 Dramatic End Tent, in good condition.
CHARLES DRIVER - BENRICH MENDELSON

O. HENRY TENT & AWNING CO.
4815 North Clark Street, Chicago, Ill.

FRANKFORT, IND., FAIR

CLINTON COUNTY, AUGUST 12-19
Can place one more Flat Ride, All Glass
Horse, Fun House, Monkey Circus or other Show

All Concessions open except, Con Games.

IMPERIAL SHOWS

Arthur, Ill., Fair, August 7-12.

WANT

Tents & Booths for Sale and Ride Tops at once.
drunks or cheaters need apply. Address: A. J. Allen

KEystone MODERN SHOWS

Ford City, Pa., Fair Grounds.

**Ballyhos Bros.' Circulating Expo.
A Century of Profit Show**

By CALIF.
DeBELLE

Fish-Tale, Calif.
Week ended August 8, 1939.

Dear Mixer:

Originally we were to furnish a suit-
way for an event held at the Wandering
Woods, the famous Jungle Camp Home-
Coming, but due to the bosses' not being
able to contract a lot for 10 passes, the
show's lot was settled the day before
the date was signed, putting the show under
the Fishmongers' and Fisherman's Fish
Glen Centennial, celebrating the 100th year
of fishy profits. Consequently, cut off
an ungodly amount of dead-ads ad-
vertising and a lot large enough to hold
the show.

When arrived, we were amazed to
find 1,500 fishing boats anchored close
to the docks, ready to haul the midway
equipment out to an island location
across the river. The 1200 families
were houses of the fish and their contents
were loaded on the boats and gilled to
the island. Out of a clear sky a black
cloud came, causing confusion and closer
shelter out to sea by a armada of launches
that soon alighted on the water. The
captain in charge contacted the bosses
and informed them that the planes
property of the Pacific Elephant
Trapping Co., which held the lease on
the island but were ready to be cut in
on the event, who in turn, kind to
the owners who were in the conundrum,
the issue quickly agreed to its demands.
Thus another mode of gilling a
show was added, the seaplanes making
a show, the boats loaded with ride items to the
boats' dock.

The brothers, being real business men,
decided to out the old planes and
put up under the island landmarks,
but after much unnecessary conversation
with both sides, we decided to let

them fight it out. The fish surprises,
claiming the first contract, threatened
to surround the island and allow no one
to come or go. The seaplane committee
drove to the island and loaded
planes with rocks to sink the fishing
amacks. The show's lot man settled the
date by which the island would be held
because the lot was too small to hold
the midway.

Thus, the brothers, seeing an easy-money
guarantee slipping thru their fingers,
decided to compromise. The seaplaners
agreed to allow their boats to be lashed
to shore, thus to provide an additional two
acres of midway space. The offer was
accepted, putting half of the show on
the island and the rest on the sea. The
island to and from the island was the
next question. The seaplaners agreed
to combination tickets calling for a
round trip fare, six dollars round trip
to the time to go toward runs, and
60 cents to the midway gross.

This cheap plane ride and amusement idea
thousands took advantage of the excursion
and arrived on the midway daily,
giving all parties concerned the biggest
business ever seen.

The fish wonders being the only one
with any jurisdiction on the island, the
show's patcher became a deputy fish
warden on an honor basis to see if
any in the carnival would be grossed out.
Thus Ballyhos Brothers' accomplishment
that seagoing men will split this island
every year for generations after
creation, the only business that money
couldn't buy.

MAJOR PRIVILEGE.

**PCSA Ladies' Auxiliary Fete
Marlo LeFors at Beach Party**

VENICE, Calif., Aug. 8—Edith Bullock's beach home here was scene of a
birthday anniversary party tendered
by Frank and Marlo LeFors on July 25
members of the Ladies' Auxiliary, Pacific
Coast Showmen's Association, in honor
of her uniting work for the club. The
gathering was held at the beach house
rented from the Ladies' Auxiliary Showmen's
League of America, and members of the
PCSA now on the road. Swimming and
gaming were the order of the day until 4 p.m.
when luncheon was served.

Club members attending were Mother
Minnie Fisher, Mora Babby, Jennie Riddle,
Angela Barnes, Adia Mae Moore,
Katherine, Nedra, and Etheline
Brown, Robertson, Babe Miller, Vera
Downie, Grace McIntyre, Edith Bullock,
Alfreda Barnes, Tillie Palmater
and Dorothy Carlin. Guests included
Included Billie Lloyd, Mrs. G. K.
Matthews, Louise Dunn, Bertha McCarthy,
Mae Keifer, Phyllis Downie, Elaine Palmer,
Nell Cabbo, Emily Manisch
and Mrs. G. Lehner.

**Hines Showfolk Attend
Olson Funeral in Minn.**

LITCHFIELD, Minn., Aug. 8—Numerous showfolk attended memorial services
here on August 1 for Lorraine Olson,
daughter of Mr. and Mrs. Oscar Olson,
cocktail operators on the Harry L.
Ritterman's Main Co. Here, Mrs. Olson
died in an auto accident on July 20 at 3 p.m.
just north of Browerville, Minn. A beautiful
blanket of flowers was presented
by showfolk on the spot.

Members of showfolk participating at the
ceremonies were a chorus of girl singers,
including Laurel Anderson, Doris Pelten,
Alice Pennington, Jeanne Burdette,
Burke, Helen McLaughlin, Marcella
Surber and Ardla Holtet. Miss C. C.
Burkett was the pianist accompanist.
Honorary pallbearers were Russell
James Head, John Sherrill, Kellogg
Ansel, Russell Glass, Pat Hervey,
Harry L. Hines, William Dobeck, George
Roth, George P. Pease, Jack McDonald,
Dante Arnett, Alex McDaniel and
three cousins were active pallbearers.
Funeral cars were furnished by G. W.
Petersen, Harry L. Hines, William Dobeck,
John Sherrill, Daniel Arnett, Alex Mc-
Daniel and Harry L. Hines.

Because of the increase in equipment,
T. M. (Tommy) Allen, manager, had his
shows full loading the various attractions
and the new addition of a 10x10 booth
was added to the show.

tions, even blocking off a part of Highway
No. 37. Visitors included the veteran
teamsters, Tom W. Allen and his wife,
Mr. and Mrs. Charles Goss, East St. Louis;
Mr. and Mrs. E. F. Irwin, managers
State Fair, Indianapolis; Mr. and Mrs. Louis
Meyer Lips, known as the emcees of
St. Louis.

TOPS HIT

(Continued from page 35)
this year at three of the four exhibitions
already played on the three Canadian
frontiers. The Saskatoon Fair
Medway reported a nearly 5 per cent
ahead of 1938 gross and about 15 per
cent ahead of last year's. Ideal weather
seems Friday night obtained throughout
the engagement in Saskatoon.

Record Move Is Made

Recalling the tornado two years ago
that visited him midway and fearing
the possibility of another, he removed
a previous electrical display, customs
quit the grand-stand show half an hour
before its conclusion to rush home.
Had driven home in record time
and the well-known scouring from
the grounds but the storm did not materialize.
Business for the midway, however,
was not good and he packed up.

Sunday's rainfall moved over the CTP
from Saskatoon to Regina, with Sammy
Smith in charge and assisted by Pop
Dunn, manager. Record section
arrived in five stages, had hours
second in six hours. Best previous time
was eight hours for the first section.

Attendance was in keeping with the
expectation, but could not hold out
until 10 p.m. kept the curious at home and
unloading was accomplished in record
time. People were seen with people. News
papers estimated the crowds from 15,000
to 20,000.

Midway Much Larger

With crop conditions looking in 15 years
in the best possible light, Mr. McPherson, advertising representative, expressed belief
that Regina Exhibition would exceed even
the World's Fair Show held here in
month before the opening, and grand-
stand advance ticket sales, said Manager
Dan Elderkin, were far ahead of any previous
year. The grand-stand attendance was
so much larger than at any previous
engagement on this location that office
workers numbering three had to be
called onto the floor. The 100-foot
wide arch erected within 50 feet of the
grand-stand entrance to accommodate
the attractions.

INITIAL FAIR

(Continued from page 29)
day here was hung up. Wednesday,
July 26, was a record day, with a record
crowd, and altho Telet held patrons in
the grand stand until 6 p.m. another
big gross was recorded.

Initial Fair association, directed and managed
in co-operation with the board of
directors by the George A. Hamlin family,
from Grand Rapids, Mich., included
Secretary Charles W. Sweyer,
Managing: Carl Fleckenstein, accompanied
by his board from Bloomberg
and West Shows, and the Lewis organization,
and the Briscoe Sr. and Jr., of Clearfield
and Bedford, respectively.

In Johnson, Minn., the Midway
of Frysberg, spent much time on the
shows in City Hall and Swissvale.
Persons and members of West Shows
changed seats with those in Pittsburgh.
Several West Shows' members
also attended the Lewis organization's
weekly jamboree. Manager Art Lewis
has been away on several business trips.

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Want Chart, Postage Paid, \$5.00
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1,000 Charts, numbered, \$5.00
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Club Activities

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.

CHICAGO, Aug. 12.—Said to be the time to start active interest in the club's various campaigns. Ned Torti writes he will show some action on the membership committee from now on. Rubin & Co. Express have held the date for its annual benefit, while Hennies Bros. Shows, which have held one, advise there will be another. Letters from other shows indicate they soon begin. To those who have made pledges for the Showmen's Home, this month is the time for your annual payment. Many members have drawn up draft to cover his pledge in full and inquired as to general progress of the fund. Full report again will be carried in *The Bill*.

Sam Bloom returned from a visit to the New York World's Fair, where he was entertained by Joe Rogers. Al Hoosman reported from Milwaukee. Sam and Roy in town on business and George Western and Harry Bert came in for a day. Lou Leonard stopped over en route to Illinois. Sam, Roy and Bert went to games at one of the lakes. This is being handled by Mrs. Tennyson. While Dave operated concessions at several other local fairs.

No late news was forthcoming from Leon Beno, but Brothers Tom Hankin and Colonel Owens are still confined in New York Hospital. Hopkins and F. T. Trappell still in the same hospital. Visitors during the week included Irving Maltis, Julius Wagner, Eddie M. Johnson, Harry Harman, Jim Burman, Fred Baker, Eddie Patterson, Charlie Williams, Young H. Neffeltz, Sam Bloom and Lou Leonard. Don't forget payment due September 1 is the date for payment.

Ladies' Auxiliary

Club met in its regular clubrooms at the Sherman Hotel here on July 20. Minutes of previous meeting, Clara Barker back with them again after a vacation in Indianapolis. Sick list still includes Mrs. Charles Driver and Minnie Miller. Edith Bullock, Mrs. Harry Palmer, letters were received from Sia Dyer, Grace Goss and Edith Bullock.

Things are a little quiet around the clubrooms, but many are on the road, while others are vacationing. President Leah M. Brumlewe is planning a vacation in Wisconsin. If you haven't received your dues statement from Miller, will be glad to forward one. Next meeting will be held on the night of August 10 at the Sherman Hotel.

Pacific Coast Showmen's Assn.

623½ South Grand Ave., at Wilshire
Los Angeles

Ladies' Auxiliary

Club holds regular meetings July 24, with First Vice President Mora Bagby officiating. Other officers were Chaplain Minnie Fisher and Secretary Edith Bullock, and attendance totaled 26. A total of \$130.00 was collected. Mario LeFors and letters came from Leon Barrie and Betty Coe. Lou Johnson, executive secretary of the PCSA, was present. Mrs. May Helena Bullock committee reported that Tilly Palmer is ill, and Mrs. Weber is home from the hospital.

Dobbert won the door prize, with the bank night award going to Edith Bullock. Plans for the August 3 card party were completed this meeting. Interesting talks were made by Mollie Bagby, Mrs. Helen Johnson, and Anna Stewart. Bridge was played the remainder of the night.

Members celebrating their birthday anniversary in August were Mrs. Hayden, Gladys Forest and Josephine Foley, and Mora Bagby presented each with a handkerchief and card. Luncheons and adjournments were enjoyed.

Mrs. Bloom, Robinson, Josephine Foley and Anna Stewart. Bridge was played



NATIONAL
SHOWMEN'S
ASSOCIATION
INC.

Palace Theater Building,
New York.

NEW YORK, Aug. 8.—Record-breaking membership drive of Joe (Palmedo) McCormick and his National Showmen's Association, has been continued by the Rosenthal brothers lending their cooperation. At press time he had registered Louis S. Nahas, Roosevelt C. Lewis, John V. Johnson, James A. McVay, Earl D. Knafus, Edward J. Madigan, Casper Hyman, Ray Van Wert and W. Kenneth Common. Sam Hamid, John P. Kain, Mrs. H. A. Webster, and clicker with Philip DeSoto, William David E. Brady, of Endy Bros. Shows scored with George Berman.

Low Defense of Detroit & Rogers enterprises came from him. His recent trip rested and invigorated and ready to cope with the many details of the World's Fair amusement activities. Joe and wife are leaving for England a few days soon. Mr. and Mrs. Fred Phillips, playing Long Island, N. Y., and environs for the next few weeks, were policed thru the "Official Line" of World's Fair by Executive Secretary Liddy.

Program of the NSA benefit held last week in Harrington, Del., by the Cullen & Wilson Shows had been forwarded by Frank Hartman, who was by far the scoring neatly in his drive for a life membership. Event was attended by President George A. Hamid and Executive Secretary John J. Liddy. H. Wilson, a manager of the shows, was emcee. Programs included June English and girls of the Paradise Revue, June and Doc Carroll, modernistic strut; Sammy Lewis, songs; Two Itterburgs, drama specialty; line number from Sam's Mantabale of New Haven; Triumphs of the New Age, specialty dancer; Rudy Caffey, songs; Leonore and Decoeter, musical numbers; and the later section of the show, Study Cuttings.

At conclusion short talks were made by President Hamid, Secretary Liddy and J. W. Wilson. Over \$500 was raised for the benefit fund, and \$200 was given after visiting Mel Vaughan's State Fair Shows in Montana, where they report they were royally entertained. They spent a day with the state's largest Western States Shows and enjoyed pleasant visits with Brother and Mrs. Buckback and Catherine Oliver and Alice Stockwell, proprietors of Avenue.

A new letter was received from H. E. LaBrecque, secretary-manager, New Jersey Club. In response application blanks for both the club and Ladies' Auxiliary. Mrs. LaBrecque left for London July 29 and will spend two months traveling through Europe. Irving Udowitz wires from Minneapolis. He says that he's lining up some new members.

The Three Musketeers of Coney Island, Eddie, Wally and Wally, the famous Harry Morris, comedian, and Sam Taft, games, are going after new members and have a number of applications on hand. They plan a mail drive soon to get more names.

Brother Jerry Rice and Whitey Ivan are planning picnics here with their concessions.

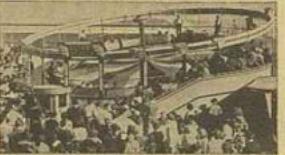
Mr. Howell, of Sidney, Ia., visited during the past week on bus tour. He commented with the Sidney girls. Mrs. Lloyd Anderson left the J. L. Landes Shows at Omaha and returned here. Brother Glen Harland is working alone at the Sojourner Truth Shows and Boxback Wilson returned to the J. L. Landes Shows at Grand Island, Neb.

President and Mrs. Melvin Hubbard from Cedar Rapids are here. Brother Art Brainerd and wife came back from a trip to the West Coast. They visited Past President Abner E. Kline and friend, Sam Cox, and also the Golden Gate International Exposition.

Ruth Marjorie, of the auxiliary, reports the club has taken in a number of new members since its organization, with Asst. Secretary McKee, Mrs. Thielmann, Marie Kirkpatrick, Gladys Zimmerman, Hilda Hangthill, Lillian Armstrong, May

"THE RIDE OF TOMORROW"

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Portable Stages—Rides-On—Auto Speedway—Carousels—Light Towers—Hi-De-Ho Fun Houses—Dodgeball and Scooter Buildings.
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INSURANCE

Carnivals, Parks, Concessions

CLEM SCHMITZ Radio City NEW YORK

Doscher, Margaret Wall and Eleanor Binsfeld.

Fine Vice-President Roger Lange proposed Mrs. Dale Endy. Miss Hand proposed Mrs. Zuart; Fanny Lindemann proposed Pearl Fox; Genevieve Scott proposed Rosita Figueras.

Maries Martinez, a daughter of the world of Mirth Shows, Lola Chalfonte is singing at the Admiral Hotel, Cape May, N. J. Frances Forman has contributed to the Bea Hamid Sunbeam Fund.

Maryland Hotel

ST. LOUIS, Aug. 12.—Brother John Martone, club manager, reports the first semi-monthly meeting around the clubhouse. Mr. and Mrs. Charles T. Goss, accompanied by Mr. and Mrs. Tom Moore and Mr. Floyd Horner, were in the city for the opening of the John R. Goss Auditorium. John R. Goss, chairman of the board of the Missouri Hospital and the son of John R. Goss, died earlier this year, and his widow, Mrs. John R. Goss, has undertaken a serious operation at the John R. Goss Hospital and is rapidly recovering.

Greater Exposition Shows report that John Francis was seriously injured in a railroad accident. Past President Norma Lane suffered that and is successfully playing Minnesota fairs.

CANDY FLOSS & CORN POPPERS

Original Bull Bearing Motor
10 inches. Lot 5/25 \$10.00

Double Heads 10 inches
Lot 5/25 \$10.00

See Them—World's Fair
Stockton, Calif.

Big Free, New York, N. Y.

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CONSESSIONS FOR SALE

15-foot Double Holders complete with new frame and covers. Includes three 15x20 ft. with double door and two windows. One with a single door. Double Holders 10x20 ft. with double door and four windows.

Black 10x10 ft. 3 sides arched. Black 10x10 ft. 2 sides arched. 15x20 ft. 2 sides arched. White 10x10 ft. 3 sides arched. White 10x10 ft. 2 sides arched. 15x20 ft. 2 sides arched. White 10x10 ft. 2 sides arched.

Black 10x10 ft. 2 sides arched. White 10x10 ft. 2 sides arched. 15x20 ft. 2 sides arched. White 10x10 ft. 2 sides arched.

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Black 10x10 ft. 2 sides arched. 15x20 ft. 2 sides arched. Black 10x10 ft. 2 sides arched.

Black 10x10 ft. 2 sides arched. 15x20 ft. 2 sides arched.

I. J. Clark Amusement

WANTS SHOWS OF ALL KINDS THAT HAVE OWN TRANSPORTATION.

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Murfreesboro, Tenn., Week August 7.

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WANT CONCESSIONS FOR NEWMAN, ILL.

FAIR, AUGUST 15-19,

GODKIN CONCESSIONS FOR FAIRSBURY, ILL., AUGUST 15-19.

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McMILLAN CIRCUS and BALESTRA RIDERS and the new World's Fair and the 1939 New York State Fair and the 1939 International Exposition, San Francisco.

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Size 6x8 ft. \$15.00
Size 8x10 ft. \$20.00
Size 4x8 ft. \$12.00

PARK SPECIAL WHEELS

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Carry in Stock 12-15-20-24 and 30 Numbered Wheels. Price \$1.00.

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Want to Know About Your Future? Call or Write
TODAY—25-Page Booklet. Beautifully Bound.

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ZODIAC FORTUNE CARDS, etc., \$2.00—MENTAL TELEPATHY, Books 21 P., \$2.00

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SHOWS MADE TO YOUR CUSTOMERS UNDER YOUR OWN NAME, Books 12 P., \$2.00—BUCKEEY STATE SHOWS, Books 12 P., \$2.00

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Astrology, Horoscopes, 11 Styles, Astrologer,
Psychic Reader, 1000 Items, Astrologer,
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Picnic, Church Socials, etc. Made with GEORGE'S
ORANGINA. Contains 51% Almond Oil. 100
Bottles \$1.00. 25 cents a glass and make over
\$1.00 per bottle. Order from G. E. GEIGER,
Nashville, Tenn.

THE 1¢ PACKAGE MAKES A GALLON

Order one or more packages to have on hand, 10
cents each. \$1.00, 25 cents a glass and make over
\$1.00 per bottle. Order from G. E. GEIGER,
Nashville, Tenn.

Snowball and Softdrink Flavors

A Full Line of Highly Concentrated Quality Fruit Flavors, Compatible With Color and Fruit Acid, with Water Soluble Base.

FRED W. STOCKER CO.

594 S. Main St., Memphis, Tenn.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

RIZ about a nickel's worth better?

HOWARD SPENCE is now following the front gate fence and sidewalk on the Fair at Home Shows.

HARRY McNALLY recently was appointed legal adjuster on the W. E. W. Shows, reports William M. Sutherland.

TILT-A-WHIRL foreman Bob Gruber is the new Billboard agent on the Fair at Home Shows.

LEO LEOLA is in New York visiting the World's Fair and Mr. and Mrs. T. W. Kelly, who have attractions there.

SOME midwayites seem to think that a bear concession cannot work without their constant presence.

CONDUCTOR of the band bearing his name, Harry McMillan, shows that his unit joined Jolly-Volley Shows for a few engagements in New York.

HAVING RESIGNED as general manager of the McMahan Shows, H. C. Frister left in Sheldon, Ia., to join the J. C. Admire Circus.

CLAYDE FORTNER pencils from Cape May, N. J., that he has left the road for

in San Francisco. Madeline LaVerne is in Ocean Park, Calif., where she plans to open palmistry soon.

CONCLUDING his connection with the Mammoth Hippodrome Train, Dewey T. Thomas, concessioner, is making fair with the Cetin & Wilson Shows.

MRI. AND MRS. KEYMAN joined Funzell's United Shows with their photo gallery, reports P. W. Pratt. Frank Joslin is working the darkroom for them.

WHATEVER became of that tent manufacturer who said he would get that top to you if it took him all summer?—Mike McCaff.

FORMERLY with White City Shows, Mrs. Bert Hens joined W. R. Patrick Shows with Bus Cross' Octopus in Tappennish, Wash.

MRI. AND MRS. EDWARD MCCUE have taken over the Jungeland Shows on Decatur, Ill.

OPERATOR of the People Who Make the News Show, now on the Great Lakes Show, Betty-John recently added a Hollywood Follies Revue to her attractions.

REAMS PAINTING CO.



OPERATOR AND TWO FEATURES of the Circus Side Show on the B.U. Homes Show, photographed while taking a brief pause from their activities while the show was appearing in Leonard Tex. Left to right, Mrs. Marine Firestone, operator; Jolly Jimmie, 18-year-old fat boy, and Leatha, neon tube siren. Photo furnished by Buddy Gordon, agent for The Billboard on the show.

the time being at least to become manager of a service station there.

BRINGING along some of his group of trained dogs, Cy Douglas joined Miller's Society Circus on Crafts 20 Big Shows at Modesto, Calif., recently.

SOCIAL note: Another brass shower was tendered employees on the Great Wheatsheaf Shows.—Uncle Bob.

JOINING the L. J. Heth Shows during the year in Chicago, Illinois, were Mr. and Mrs. (Bobby) (Skimp) Hinckley, with two ball games.

THE FOREST CITY (N. C.) COURIER carried nine separate stories and pictorial of the Eric B. Hyde Shows during their stand in the North Carolina city.

POP DYER letters from Monroe, Ark.: After staying in exile down here I've found it too lonely to remain and plan to return to the road soon."

BUNNY VENUS, after playing Bowell, Ind., on July 4, visited in Chicago and now has her show with United American Shows in Wisconsin.

"TAKING The color cut of some show letters is just like shooting a pin balloon. Letting out the "wind," so to speak."

MR. AND MRS. W. J. MOORE added a game and hoop-la to the line-up on the P. H. Bee Shows in Hardeberg, Ky.

FOLLOWING a six-week engagement

has opened on the John R. Ward Showside Show with Karlene, Australian Wonder Girl, and Rex Bell.

MRI. AND MRS. HAROLD CASE, Natches, Miss., were hosts to Ted Johnson, Mickey Mouse Show director, and his wife. Mickey made a trip there on business. Case is The Billboard correspondent.

FORMER sound technician on Elite Exposition Shows, Charles Logan has accepted a position as projectionist at the Bedford Theater, Independence, Neb., reports Don Fols.

NO, Clarice; none of the Toronto hotels has a Magic Carpet, but they probably will see plenty of pre-dilating come next November.

WELL-KNOWN show operator and agent, Bert (Wally) Rosenberger is back again after a period of dental operations and is planning a number of colored fair dates throughout the South.

JOURNEYING from Sarasota, Fla., Mrs. Brooks Rogers joined her husband, who is handling the Sad Cow on the World of Mirth Shows, in Portland, Me. Wally will remain until end of the season.

FOLLOWING an illness Dave Stevens reports he is feeling much better and has returned to his home in Elgin, Ill., where he plans to remain until about November 1.

FORMERLY with Bandy's American Show, Mrs. Bertha Russell is in Bloomington, Ill., Hospital pending an operation and cards that she would like to read letters from friends.

QUIET A WHILE since we heard anything new about those ecluded—which ones that stop when the stick says "Whoa"—Cousie Peleg.

CARRIERS of The Charleston (W. Va.) Mail were guests of the Marks Shows on July 15, 1939, and the showmen had a column cut out of the boys grouped around the John Robinson elephants as well as a lengthy story.

LOUIS ROSENBERG, wet chef, relates that he is no longer with Kid Ellis' cookhouse on the Dodson's World's Fair Shows and is visiting his sister in Wilmington, Del. He plans to remain on the road for awhile.

V. A. (VIC) BERNHARD, talker on the Ten-O-One and Illusion shows with the Buckeye State Shows, reports that Mississippi, where the show has been playing for the past several weeks, has been only fair.

PLAYED a spot where most customers preferred to speak no English. But when we pretended to pay off sheet we made 'em talk English all right—JACKSONVILLE Slim.

CAUGHT the Imperial Shows here and enjoyed several visits with friends, including the late George and John Brown," writes E. G. Simmons, Crawfordville, Ind. "Owner Edward A. Hook has an attractive line-up, but business here was only fair."

STRANGER, emceed cookhouse on Great Meadow Inn, "Where's the perimeter?" writes C. G. Townsend to the American Restaurant to get something to eat."

"TOP MONEY"

DEE LARG Papers
Duplex, No. 5 B10
ELI Whiz top mon-
tage, No. 5 B10
July 4th.

"One of my
biggest money
makers," he writes,
is his new
profiting power
of your money
making power.

ELI
WHEAT
Whiz
Early
Pants
for
Sale

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Builders of Dependable Products.
800 Cass Ave., JACKSONVILLE, ILL.

POPCORN & SUPPLIES

The Best by Far, packed under SKY-HIGH Brand. Two sizes—100 lb. bags and 50 lb. bags. Hybrid and Standard Sweet Muffins. To orders of Muffins. Dry Muffins. Confectionery. Candy. Popcorn Supplies. Confection Dressings, Caramels, Etc., Etc.

MIDLAND POPCORN CO.
MINNEAPOLIS, MINN.

A CHANCE TO EQUIP YOUR SHOW



with



the Finest

Sound and Advertising Truck Ever Built for Show Business

WE have a limited few left of these complete units equipped with sound systems, generators and sound moving picture machines which projects picture from machine inside of truck on to screen attached to hydraulic raised roof. 1935, 1936, 1937 models. Original cost from \$9,600.00 to \$13,000.00, these trucks can be bought at a fraction of their original cost and financed on our special showman's finance plan.

Photographs and specifications furnished on request.

STANDARD CHEVROLET CO.

1325 STATE STREET,
EAST ST. LOUIS, ILL.

WHILE Tilley Shows were playing North Chicago, Ill., Bebe Fox, wife of Major Fox, staged a surprise birthday party for the latter and presented him with a watch. The major in turn surprised his wife by making her a present of new dress.

A FAIR once lost an excellent carnival and the show lost a fine date because the manager and the fair sec went to the mat over payment for space necessarily used for stakes and guylines between show tops. Both hands lived to regret the affair.

Douglas Kvenmorn has taken over the side show on Buckley Street over, the old site being an antique. Doug worked on the side show all last season under Date Curtis as inside lecturer and in attendance on Santanta, headless-girl illusion.

FREE-ACT PERFORMER with the Billy Lynch Show, Winfield Colloco made a hit of his fanfare soloibility when The Sydney (N. S.) Post-Record, in its July 21 issue, carried a story about her antics on the single trapeze. A one-column cut accompanied the piece.

"THE auxilary committee is constituted," reads a short note. What is supposed to denote auxilary? At that, real co-operation of a committee often constitutes news.



THIS TRIO OF WINNERS includes Laura Menos, manager of the Tapose Show; the Royal Acrobats, who won first and second place in the dogshow dogs, both prize winners at the 1939 Edmonton (Alta.) Exhibition, which she purchased for her son, Pete. Photo by Dadswell.

see: Nick Carter, fire act; Alexander, mentalist; Dorothy Scott, iron tongue; Moody Cook, tickets, and Betty-John, annex and front.

DISHEVELED drug-store cufflinks and messy stacks being paraded downtown streets are not likely to be a community concern—and certainly not to any show that happens to be playing it.

HARRY RAMISH, many years with the John H. Marks Shows, rejoined in Logan, W. Va., after a long siege in a Richmond, Va., hospital where his may well have been despaired of. Altho not fully recovered, he is able to be about and will be back in harness soon. He was accorded a royal welcome.

AUGMENTING Crafts 20 Big Shows in Modesto, Calif., recently were Ruth (Pee-wee) Elam, who joined the outfit, and Mrs. Helen Randolph, who purchased the country store from the Ragland & Korie concessions, and the latter's sister, Ruth, who is selling tickets on the hillside rides.

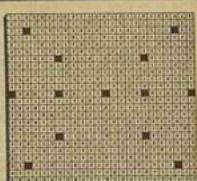
DURING the Eric B. Hyde Shows' engagement in Peoria, Ill., C. C. Goodwin hit the midway on July 25, blowing down the sides show and considerably damaging the top. Hercules efforts to put the rest of Bob Hyde's equipment back the two men shown in the air, however, reports Carleton Collins.

THE TERM has become too much a habit with showfolks probably to ever be changed but nevertheless it is often jarring to hear a beautifully flashed concession stand referred to as a joint.

PAUL DEL RIO, midget with the Royal American Shows, was made Edmonton's (Alta.) Fire Department chief of police by Chief Constable Shute on Edmonton Fairgrounds. Event garnered a three-column front-page story in The Edmonton Journal. Del Rio, 30, is a determinedly fit, well-known promoter associated with him.

NOTES from Fenzell's United Shows by F. W. Pratt: Eddie and Bobbie Williams, of the Police Show, topped the midway in Decatur, Ill. . . . Harold Dunning had difficulty getting his Los Angeles show because of poor electrical connections. . . . Home-coming celebration was profitable.

ROSTER of Betty-John's show, People Who Make the News, includes Frisco Kid, Ruth Long, electrified girl; Elizabeth Grey, Burning of She: Ben Porter, em-



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NOW! FLASHY!
GETS THE PLAY!

A fast new money-maker with plenty of fun! May be used either as straight number board, or with colored squares designating areas of play, or single jackpot in center, or 5 jackpots at corners and center. Solid wood construction. Sturdily made of kiln-dried wood, will not warp. Handsomely decorated. Great fun for the whole family, and everybody! Fine percentage for operators!

Available with 1 jackpot or 5 jackpots, Also Winner Jackpot, Send Quick for Complete Evans Catalog!

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Leading Makers of Amusement
Devices.

See Our Ad in Coin Machine Section.

Xtry! P. A. Admits Bull!

SASKATOON, Sask., Aug. 8.—Agents usually get the blame for the bad news, but the agents themselves, that's news. Jack Dadswell thus created news when he confessed to calling Marjorie Kemp's Thrill Arena by the name of "Hell on Wheels" in a cut-line under a carnival department photo in the July 29 issue. In substantiation, he reported, Marjorie Kemp, owner of the arena, had been away ahead of former years on its sixth trip thru Canada. He further admitted that he is 16 years younger than the arena, and that it had better like a family reunion to return to the Glass A fairs in Western Canada, where he served in the same capacity on all except one tour of this ACA unit.

MICKEY S. RANKIN has joined Wallace's promotional staff and is now directing a popularity contest in a Southern city. Fox will return to the indoor circus field at conclusion of the outdoor season and will have several well-known promoters associated with him.

NOTES from Fenzell's United Shows by F. W. Pratt: Eddie and Bobbie Williams, of the Police Show, topped the midway in Decatur, Ill. . . . Harold Dunning had difficulty getting his Los Angeles show because of poor electrical connections. . . . Home-coming celebration was profitable.

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VIRGINIA CAMPBELL and Freddie Goodrow, midgets, joined Dick's Paramount Shows to handle advertising and publicity promotions during the tour of New England fairs for four years the (See MIDWAY CONFAB on page 47)

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

New England (Motorized)

Glenmoor, Mass., July 17-31. Aurora, V.F.W. Post, Weather, fair. Business, best of year.

Rides had an exceptional week here. Shows played on City Park property and all concessions were successfully run aside. Butter Gordon's diving act was a hit and cannot act closed here to fulfill his string of fair contracts. Clarence Girard once again was a success and many come to see him. Many of the boys enjoyed a two-day fishing trip on which they made good catches. **ELSIE M. GIROUD.**

Hennies Bros. (Railroad)

Spookane, Wash. Week ending July 23. Weather, fair. Business, fair.

For some unfathomable reason most of the fairgoers failed to turn up to show until we were almost started. Good crowds attended the latter part of the week and gave all attractions fair play but the first few days were not so good.

Ives Saunderson on Parade review clicked, as did Gargantua II, monkey, with Connie Austin on the front. Lou Gossman, the clown, and Tommy Thompson chalked good tops. Rides made good catches.

Seattle, Wash. Week ended July 22. Location, circus grounds. Weather, cool. Business, fair.

Engagement was chilled by cool nights and a location that completely hid the show. Newspapers were liberal and the streets were crowded. A Miss America camera contest and a Saturday matinee Denney E. Howard did a swell job of laying out the lot, with Superintendent George C. Custer doing a great service. Red Hot and Blue Revue girls, Thelma LaVerne and Dimples Correy, were given a number of pictures snapped up by the public. Baby stars of the Leavenworth Minstrels, Wallace de Peltaton, Lucille King and Abner K. and Virginia Kline, the Syl Dyer, back from the East, was on the entertainment committee.

WALTER HALE.

Beckmann & Gerey (Railroad)

Duluth, Minn. Week ended July 29. Aurora, and Temple Shrine. Location, West End circus grounds. Weather, perfect. Business, excellent.

Eight or ten performances gave shows one of the best weeks of the season so far. It rained when the trains were being unloaded Sunday night, but from Monday through Saturday the weather City officials had told the press that Beckmann & Gerey would be the last carnival to appear here, but the Ad Association, who had been in secret negotiations for a return engagement next summer, when it stages its 1940 Follies.

Some 20,000 attended nightly, with a huge children's matinee on Saturday. Concessions, shows and rides chalked a big week. Nancy Lee Miller's Clay Puppets had been a smash hit. The stage, properties, wardrobe, electrical effects and scenic system. All week scenic artists had been painting and painting the interior of the tent and stage. Arky Bradford completed painting all flats and stock.

ROBERT E. HICKLEY.

James E. Strates (Railroad)

Waterbury, N. Y. Week ended July 29. Aurora, International Old Home Week. Location, fairgrounds. Weather, good, excepting Saturday. Business, fair. Fair-est gate.

Drawn from a radius of 150 miles International Old Home Week drew big crowds. However, day play for the show was lost as all attractions for the day were held in the evening. Performances were held on Monday, Wednesday and Friday nights, and the three nights were good ones. Saturday night was lost to rain. In the early morning hours the den of horns' show band mounted, riders from Beppetti's drama, four hot wagons, Vanities Show band and performers from the Ringling Bros. and Barnum & Bailey Circus. Papers gave the turnout much favorable comment. Lady, her dog owned by Mr. and Mrs. Jack

Hamilton, gave birth to a litter of 10 during Monday's setting-up program.

The *Watertown Daily Times* was filled with stories and news items from Newberry store netted some good display space. Hamilton's Side Show acts were in Newberry's window daily. Tim Miller's high-stunt act was a success, drawing starting three days before the show's arrival and continued thru the week. Uncle Tom, Hamilton's great grandfather, enjoyed a visit from his family. Among visitors was Harry Lapp, George Koch, Glenn Greenwell and Parker Greenwell. Special guests of the publicity department were City Editor Gordon Bryant; Mr. Kendall, advertising manager, and members of the editorial staff. Special guests of the publicity department Monday night, and the Waterbury Mirror. Some 200 persons were entertained Wednesday afternoon.

G. HODGE BRYANT.

Dee Lang's (Railroad)

Bosque, Minn. July 24-26. Roscoe County Fair. Weather, balmy. Business, siss.

The 200-mile move from Brainerd was successfully accomplished and everything was ready for Children's Day, Mon-

sions got moderate play. P. H. Bee Jr.'s show has improved greatly and he's able to get around the midway with the help of his son, Paul, and his wife. His first birthday anniversary on August 2nd Uncle Bob Russell left here, and Charles Clark has taken over the Minstrel Show.

Mr. and Mrs. John C. Johnson, a gold mining job, Al and Alice Alfredson, Ben-In-O topped the shows. Charlie Carpenter Jr.'s rat game clicked. Norman Anderson, the great golfer, was here. G. C. Lewis and D. W. Scott made a big improvement in their ride. W. M. Jarvis celebrated his birthday anniversary on July 28 with his folks and a group of friends. The stars of the show, it was learned, were W. M. Jarvis and wife, Mrs. F. H. Bee Jr. and Betty Bee, Mr. and Mrs. D. F. Saunders and Dudley Saunders Jr.

RAYMOND R. HULL.

record crowd Saturday afternoon.

Toni, queen of the John Robinson elephant herd, was the guest of honor at the 10th anniversary of the show on Thursday night in the center of the midway, and a large cake, decorated with 92 lighted candles and which had been baked in a special oven, was cut and pieces were distributed to spectators. Capt. George Thompson, elephant trainer, was enroute.

John C. Thompson, general editor of *The Charleston Mail*, and Harry Flory, editor, *Charleston Gazette*, visited, as did J. Shirley Ross, amusement promoted, and Edward A. Johnson, general agent of the Parker & Willis Circus.

Logan, W. Va. Week ended July 22. Locust Valley, V.F.W. Post. Location, rain, mostly cloudy. Business, fair.

Town is pretty small for a show of this size and business was only fair until the rain came in, when three times the day at the mines produced a big crowd of fair spenders. Heaviest rain of the week came Saturday afternoon and blasted hopes of a Saturday attendance.

WALTER D. NEALAND.

Wallace Bros. (Baggage cars and trucks)

Mayville, Ky. Week ended July 22. Aurora, Daughters of America. Location, Bryant's circus lot. Weather, very hot, with rain Tuesday and Wednesday day. Business, above average. Inclosed photo.

Crossing the Ohio River for the fourth and last time this season short run from Greenfield, O., was made in good time and without trouble. Considerable time was spent in getting the equipment to the show and they were able to entertain by Edward F. Bremer, local chain store owner, for a number of hours. The attempted opposition by certain localites was unsuccessful and proved a boomerang. Dr. and Mrs. J. A. Donohoe, Dr. and Mrs. W. E. Hines, and their night visitors, as was Dr. W. E. Hines, commander of the American Legion Post. City being home town of James Donohoe, the former All-American, there were many inquiries for them.

Aerin Crawford arrived at Zanesville with their new act while Don Neale and his troupe from Greenfield, O., (See WALLACE BROS. on page 62) were in the city.

Eric B. Hyde (Baggage cars and trucks)

Forest City, N. C. Week ended July 22. Aurora, Lions' Club. Location, two lots on street directly back of post office. Weather, rain one night. Business, fair.

Date, with an ideal location, proved the greatest disappointment of the season so far. Located on a hill above the town, the show did draw large crowds, but little money was spent. Johnny Moran's Bandana Minstrels and the Gypsies' Myers' girl band led the attractions. Many visitors came from the H. Marks Shows joined Art Converse's new show. French Casino, managed by Eddie Morris, had been painted and a new array of tables had arrived.

Johnny Johnson joined with his group—your-age, as did Rap Shipp, with a small train. Merrily Morris' band, with a band, with 10 lights and drums, and Mrs. Behring joined her husband, Bingo, manager, for a two-week vacation. Bill McLean, horse breaker, and his wife, Mansie, whose son left for home after spending three weeks on the stand. Dave Bakerman's Octopus is under direction of George Bakerman. George Bakerman, Harry and Mrs. Rubin, entertained Miss Karen Pioneer, the Sam Lawrence Shows. General Agent Bert Bell moved into his hotel. Miss Powers, the new color girl, and is expected to rejoin the show soon. Sky-High Alcaldos continue popular.

B FRANK BRAUNSTEIN.

John H. Marks Shows (Baggage cars and trucks)

Charleston, W. Va. Week ended July 22. Location, Patrick street shoppesound. Aurora, American Legion Post. Weather, fair. Business, excellent.

Crowds continued to grow, the first part of the week and gradually improved, with a huge attendance Friday and a

Eddy Bros.

Lobion, N. H. Week ended July 22. Aurora, V.F.W. Post. Location, Hill. Weather, fair. Business, good.

This one was pitched south of nowhere in the New Hampshire hills. However, not much was expected of the date, but the weather was fine and the crowds did well. The first day the papers did not reach Forest City until midmorning Monday. A heavy storm came in the afternoon and the show had to be run off about 7 p.m. **CHARLES POWERS** (See ERIC B. HYDE on page 50).

manana Revue led the shows, with Prof. Kunt's Ten-in-One next. Al Byrdick's Good News again topped the bill. Committee under Commander Fred Trimmer co-operated, as did Police Chiefs C. W. Wright and D. J. Hickey, of Lehighton, who helped to recruit Arthur Harry Batterson, who fashioned a new front for Irving Strang's Headless Girl attraction. Many friends of Mrs. Marion Kerr visited. A new blue bus from Schaefer Bros. of Lockwood for Dick Nuffer's Aloha Show.

GLENT IRETON.

O. C. Buck

(Baggage cars and trucks)

Manchester, Conn., Week ended July 29. Location, McKee and Carter streets, Auspices, American Legion Post, Weather, fair, and hot. Business, fair.

Altho this spot was not up to expectations, the latter part of the week brought good attendance and a fair gross. Shows and rides were all right, and the weather being fair for the fair season, Troy, N. Y., being the last still date, Roger McCormack, local circus and carnival fan, visited. George E. Warner and wife, the Behnig Bay Highsmiths, cookhouse operator, purchased two new trucks and a new car.

James Welch and Raymond Witherspoon, with painful injuries Monday when they fell from the top of a truck during the unloading process; however, both are doing well. John F. O'Brien, manager of the John F. O'Brien Co., which was replaced by John Powlik. Don Frear Jr.'s Chairplane is clicking. Secretary R. P. Melendson and General Agent James Quinn are away on business. JOHN W. WILSON.

Dodson's

Fairmont, W. Va., Two weeks ended July 29. Location, old fairgrounds. Weather, rain for 10 days. Business, good when weather permitted.

With the police department as sponsor, road intersection, as spot, the first week in the fair and show executives and sponsors decided to hold the shows for a second week. Saturday of first week saw good business while the second week saw only full night shows on Friday and droves of amusement seekers turned out. Location on old circuit lot was packed with over 100 tents of various kinds, and the grounds were impassable after the severe storms. Committee co-operated and police held a party in the Fairmont Hotel for all who worked at the fair. In the second week the showfolks returned the compliment with a still larger party at the El Dorado Club. Ned Smith, nonlinear man of West Virginia and publisher of Fairmont newspapers, visited nightly. Carl Harlow and others were in Washington and were close friends in Washington, and many visitors came from the State Commission. Police Chief Henry Whitecotton, Assistant Chief Henry Squires and all members of the police department co-operated. Bert Dawson and family, Va., and party were among visitors. ROY B. JONES.

Kaus Expo

(Baggage cars)

Vineland, N. J. Week ended July 29. Auspices, Firemen. Weather, good. Business, good.

With conditions here in excellent shape, shows played a week's stand to open on the 23rd. The weather was most kind, for with threatening skies two nights rain held off until after midnight. Attendance increased nightly and each day more well patronized. Many visitors were entertained with Russell Bros. Circus, which played with Russell Bros. Circus, which played in Atlantic City. Art Preston visited relatives in Philadelphia. Jimmie James, Bob Williams, Jimmie James Kane and Clarence Overman visited Warren. Buck's menagerie in Camden, while Joe Daniels, Jack Davis and Eddie Johnson, the Wildwood Motordrome, visited here. Mrs. Harvey Potts was on the sick list this week and Mrs. Anna Scott left on a trip to North Carolina. She will rejoin the show.

LESTER KERN.

Fair at Home

(Baggage cars and trucks)

Turners Falls, Mass., Week ended July 29. Auspices, American Legion Post. Location, Main street. Weather, rainy, warm, nights. Lights.

Show made a fast move here from Claremont, N. H., and opened to good business, which dropped off on Wednes-

day because of rain. A new truck arrived for the Crime Show and Ray Sheldon had a good show. The Bluebird Show, New Post Show front is finished. Benny Weiss joined Mrs. Weiss after a four-week vacation playing fairs and carnivals. Robert Klemm purchased new records for his sound truck. Charles Houston guided Mrs. Houston, who is visiting around the lot daily. The new show, "The Four Four Hour," was playfully staged by the Vierra Four here. Mrs. Tracy is busy in the office wagon and Manager Tracy is away on business.

John L. Witten, son of Bob House, of stage and screen note, at the Paramount Theater here. Leonard Rose, violinist, performed in a solo in Times Square. Mr. and Mrs. Klemm ordered new canvas for their concessions. Molly Decker's concessions and shows are doing well. Donald Donee is finishing his Baker's Truck. Written by Mrs. Tracy.

Clermont, N. H., Week ended July 29. Auspices, American Legion Post. Location, grounds. Weather, good. Business, fair.

Business here was a little off from last year, but compared with other towns it was good. The first week, ending July 21 attracted 6,000, and shows and rides did good business. William E. Langdon, editor; Benjamin C. Welch, manager; and Harry L. Thompson, manager of the Clermont Daily Eagle, co-operated. A story was run every day and showed half-page ads Wednesday and Saturday. The first week, 12,000 attended a dinner party given by Mr. and Mrs. Harold P. Jaques, owners of a local filling station and tourist camp. Mr. Jaques was elected grand marshal on the show. Date marked the 15th year for the organization to play Clermont. Shorty Tarran, in addition to being assistant manager of the hotel, is also judge of the Kangaroo Court. All shows and rides were painted under direction of Mr. Tarran. While in Tampa the writer met Mr. Borchart, attorney for shows in Florida.

THOMAS PARKER.

W. E. West
(Motorized)

Cambridge, Mass., Week ended July 29. Auspices, Veterans' Reunion. Weather, ideal. Business, good.

Fact that crops are in poor condition didn't keep patrons from spending, and shows, draws and concessions did well. Carl Compton, manager recently with the Pit Show, Mr. and Mrs. Frederick and daughter, Maxine, free act are popular, and all the rides are good. Sammy and Eddie, son of W. E. West, has been doing considerable fishing. Duane Cranfill, son of Mr. and Mrs. Cranfill, cookin' in the ocean, is a good swimmer in the swimming pool. Recent arrivals include Mr. and Mrs. Reed Harry Bell and Mrs. Prentiss. Bill Collins, George Miller, Jim Lawrence, Eddie, Maxine, Charles T. and Dotty Womack, George Waita, A. Prektiss, Lloyd Cook, Mr. and Mrs. Charles Pipkin, Mrs. McCarthy, Brownie Burrows, and C. C. Williams.

WILLIAM M. SUTHERLAND.

Crowley's

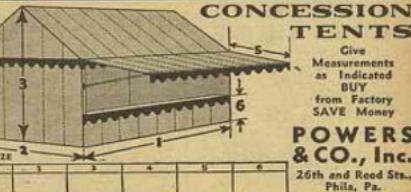
Atton, Ill., Week ended July 29. Auspices, Disbanded War Veterans. Location, Domino Park. Business, fair. Ten-cent gate.

Show got off to a poor start Monday evening to open on the 23rd. The weather was exceptionally good, but the elements chased the crowd. Red Brooks rejoined here. The Tex-O-One was augmented by Joe Simeone, dancer; John Wilson, one-legged tap dancer; Jackson Carr, acrobat, and Little Maxine. Illusionist Harry H. Hagen, the Human Frog, added; Sammy Loewry's Motordrome topped the midway, with Rex Cole's rodeo second best. John O'Neil, who now runs the show, was in charge of the pony ride. DR. PHILIP MATHEW.

American United

Great Falls, Mont., Week ended July 29. Auspices, POF Convention. Weather, good. Business, none.

Date proved the worst of the season so far. Tuesday night's opening drew well, but the bad weather and the poor attendance prevailed the rest of the week. Doc Stringer and Bob (Domino) Davis returned after a two-week absence. Virgil (Red) Gandy, in horseshoe riding, had business as slow as Assistant Manager H. H. Avery booked the Octopus. Kiddy ride

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and John Smoker's pony track. Tex Gilligan's Athletic Show and Happy Lobb's Hoops at the Belt Picnic Sunday.

Kalispell, Mont., Week ended July 15. Auspices, American Legion Post. Weather, fair, cool.

After a 250-mile jump from Butte shows played to good crowds with the exception of Thursday, when the rain and cold weather, and rain storms did considerable damage, leveling Hal Compton's Circus Side Show and ripping the Merry-Go-Round top. Rides were good, the Octopus and Hippolope getting top honors. Tex Gilligan's Athletic Show led the shows. Comptons led good results, with George L. Fox's Headliner Show second. Nedd added a string store. Harry Davis joined with the diggers and Verdy Endicott purchased a new car. A fire of the grandstand early on Saturday night killed Elia Sapiro's ball game and Leon Sides' scales.

Butte, Mont., July 4. Auspices, Rodeo Association. Location, rodeo grounds. Weather, fair. Business, good.

Shows opened at noon on July 5 to a fair crowd and after the rodeo the midweek shows were good, with the "Hoot Hawk's" Merry-Go-Round took top ride money, with Tex Gilligan's Athletic Show best in that department. Concessions were good, and the Matinees added Chief Carroll and Crusher Burns to his line-up. Midge Holding returned from Missoula. Jim Snobell remodeled his prancing car. Harry Dillinger, who had his concession to Helene, Mont., for the Diamond Jubilee Celebration there. Hoot O'Neil left on business and many visitors were exchanged between sheriff and the Matinees.

Livingston, Mont., July 2-4. Auspices, American Legion Post. Weather, rain, showers.

After a long jump from Billings shows were ready for business. Matinees were poor, but night play was good despite hard rains the last two nights. Tap dancer, Matinees led, and the Octopus and Hippolope led the rides, and the Matinees took top ride money, with Tex Gilligan's show gallery.

Billings, Mont., July 10-12. Auspices, American Legion Post. Weather, rain, showers.

Shows were good, but night play was poor despite hard rains. Tap dancer, Matinees led, and the Octopus and Hippolope led the rides, and the Matinees took top show money. Midge Holding took Rosetta. Jean Franco and Helene Clark to fulfill an engagement in Missoula, leaving Eddie Clark in charge of the girl show here.

C. W. REAGAN.

Fuzzell's United

(Motorized)

Perry, Ia., Week ended July 22. Auspices, American Legion Post. Weather, good, part cloudy.

Moving of 150 miles was made in good time and all was ready to open by noon Monday. Large crowd turned out on the first three nights, but the last three nights a fair average. Jack and Cliff Smite joined with their long-range gallery and G. O.

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Stewart purchased a new paint spray gun. With the help of Cliff Smith he painted all trucks and semi-trailers. Bassett also obtained a truck now being painted. Mr. and Mrs. Orishman joined to assist with the Girl Revue.

To Mars, Ia., Week ended July 15. Aufsatz, Inc., State Baseball Club, Location, baseball field. Weather, good. Business, fair.

Because of a baseball game, trucks and trailers were not moved during the day late, but all were ready to open on time and good crowds prevailed throughout the week. Committee members co-operated. Mr. and Mrs. Hirsch, Newark, N.J., Sunday with their parents in Rockwell City. F. W. PRATT.

Rogers & Powell

(Motorized)

Salem, Ark. Week ended July 15. Aufsatz, American Legion Post. Location, Courtlandt Square. Weather, good. Business, poor.

Shows, rides and concessions registered another poor week. Mr. Rogers organized a No. 2 show here and put in charge of it. W. H. Ward. It included Charginair and six concessions and was sent to Gainesville, Mo., to play a two-day picnic where business was reported as poor. The show opened at 10 p.m. the following Sunday at Newark, Ark. Admitted concession joined here, as did a girl revue and a minstrel show. Jack Dunn, manager.

Rides have been repainted, and Mr. and Mrs. Powell and daughter, who have been visiting the shows since July 4, left for their home in Yucca City, Miss. MARGIE WALLACE BANKS.

her father. Showfolk placed a wreath on the grave of H. W. Becker in Watertown, N.Y. He was general agent of the shows for the past five years.

O. M. THOMAS.

W. S. Curl

Camden, O. Week ended July 22. Business, good.

Pat Hardin had the trucks here on recent time, and Doc Edwards did a layout job. Shows have had a good season, and the girls in this area are doing well. Committee co-operated. Mrs. Iva Hardin has converted her rootbeer concession into a fast-food eatery. Manager, Curl's Bushwacker. The girls had night high here. Mr. McAdoo's pony painted black as did Mrs. Harry Darling's dart game. Eddie Bowes is doing well with his collection of old cars and Ford left for a string of fairs. Girl in monkey show lead here. Charlie Smith has the Illusion Show.

DOC EDWARDS.

World of Mirth

Portland, Me. Week ended July 29. Aufsatz, Pine Tree Circus Grounds, Aspinwall, VFW Post. Weather, rain. Business, poor.

With a week of the longest weather that has hit New England in years and with rain falling several times each day, business couldn't be anything other than poor. The show opened Saturday morning and closed early. Shows along the water and for enveloped them continuously. A fair gate and grosses that corresponded to the attendance prevailed. Much repairing is going on at present. Mr. and Mrs. J. J. Reese entertained



MODERNISTIC and indirect-lighted front entrance pictured here affords a good idea of the progress made by the O. C. Buck Exposition since it was ravaged by fire last spring. Entire organization was rebuilt along the lines of the new entrance, which has caused considerable favorable comment during the season. Photo furnished by R. F. McLendon.

Sunshine

Stigler, Okla. Week ended July 15. Aufsatz, softball club. Location, fairgrounds. Weather, hot. Business, excellent.

Large crowds attended every day and night here when ball games were scheduled. Rides were repainted and new lights installed. Mervin Clay, manager, returned with a new p. a. system. Moe Clay, general agent, returned with contracts for a number of fairs and carnivals. Don Hargrove, new concession operator, and the writer enlarged the cookhouse and game booth. Edith Biles as cashier. Doc Bell joined with a "What Is It Show." Mr. Clay has a new act, "The Mystery Girl," which will be advanced with Mervin Clay on contests and publicity. Mr. and Mrs. Dean have added a Persian kitten as a pet. Blanche Heurtre joined with a donkey game. W. H. COPPERTI.

O. J. Bach

(Motorized)

Ames, N. Y. Week ended July 15. Aufsatz, American Legion Post. Weather, fair. Business, good.

Everyone did capacity business, with crowds coming early and staying late. Jim Jones, manager, has come back to his own show. Ben Gerlach also left to join King Reed Shows. Bill Jones has joined with a new act, "The Mystery Girl," and Mrs. Earl joined with four concessions, as did Mrs. Lillian. Mrs. Erwin Bach purchased a new Polyclinic. Mrs. Bach spent a few days in Canada visiting

many showfolk at their home here. He was formerly on various shows in an executive capacity. Tommy Biggin, cookhouse operator, left to play Midway Fair fair and will return in about a month. Red Rogers, girl, has had Midget Villages in shape and plans for a new front have been approved. Wallace Clark, trummeteer, has been doing a lot of fishing.

Phil Isser and Murray Olson visited. Phil will join before the first fair and will remain for the remainder of the season with G. O. Clark. Mrs. T. W. Clark also visited. Polly Buck visited her dad, who handles the Hawaiian show front. Mrs. Blanche Loachman and her husband, Dick, have joined the Kiddie and sister of Janie Walkert, came from Kansas City, Mo., for a visit. Delphine and Marceline Spar are visiting. Mrs. Gerald Snellins, Frank Kingman, secretary of the Brockton (Mass.) Fair, was entertained by General Manager Jim Linderman. JIM MEHUGHL.

L. J. Heth

(Motorized)

Harrisburg, Ill. Week ended July 29. Aufsatz, Saline County Fair Association. Location, fairgrounds. Weather, warm. Business, good.

Shows chalked an excellent opening Monday night, drawing taking advantage of the 10th anniversary of the show here in 25 years. Visitors included Ned Torti, Sonny Herbst; Mr. and Mrs. Jack Pinckney, Pinckneyville; Paul Messer and Bob Morgan, Marion; Hamilton County Fair, and Max Radicotti, White

County Fair. Curley Rivers took delivery on a front, while Owner Heath sold a new Airplane kiddie ride. Showfolk were grieved to learn of the death of a friend, Mr. Tom Jackson, who has shown for 12 years. Mr. and Mrs. Jim Lucas visited the writer for a few days.

Babe Westbrooke played horse to Bobby Clark, and his wife, Dorothy, and Christine Reynolds, Jewell Robinson and Madrid Reeves at her birthday anniversary celebration. Cowboy Murphy, of the show, has a new horse, "Old Boy," an old bay gelding race horse and will put him on pasture until the close of the season. He also acted "Terry's Circus" Circus as partner. H. H. CHAVEZ.

Zimdarins

Norfolk, Neb. Week ended July 29. Aufsatz, American Legion Post. Location, King's Park. Weather, ok. Business, one day lost to storm. Business, good.

Following a fast jump here everything ready for opening when a storm came through. Shows were started, but onslaught was so sudden and furious that it was no combination of rain and electric storm from the clouds did damage estimated at \$2,000 damage. Many homes parked in a grove of trees narrowly escaped being engulfed in flames. Owners and families immediately went to Omaha to purchase new canvas. Working crew began rebuilding and repairing. Attendance around the park arch and ride entrances immediately increased. Attendance throughout the week was good, with business accordingly.

Attendance for the week was almost nil. Junior Legion Drury Corp. was show's guest Friday night. All showfolk spent much time at the park between shows. A showgirl received word received word from the Parker Co. that his new Merry-Go-Round was receiving finishing touches. Management purchased another semi-truck.

BUDDY MUNN.

Coleman Bros.

Hartford, Conn. Week ended July 29. Location, Stonington street. Business, good.

Altho this was show's second appearance here, good attendance prevailed. Many visitors were exchanged between the O. C. Buck Show and the O. C. Buck Show. L. E. Tucker joined with his Wonder Boy Show, featuring Keto, Ivana Vanoff and others. H. H. Hals, side showman, doing well. M. E. Hayes, manager, is doing well and Dunc Mulcahy on the bingo stand. George Martin's peanut wagon was popular. Visitors included Mr. and Mrs. Edward Deering, manager, and Shows Jim Sheridan, Hugh Roberts and Judge McKinney.

WILLIAM OF PINHOOK.

Hilderbrand's No. 2

(Motorized)

Norfolk, Ia. Six days ended July 29. Location, State Fair Grounds, Ames, blue sky, cool, 70°, 72°. Attendance, not. Pay gate, 10 cents.

Shows experienced the first blank of the season here, but town was packed at night without profit, probably advertising. Show was unable to attract the cowboys in the wilds of Montana, and any location would have been preferable. It was being done, however, and the audience is coming to see what the show is all about. Attendance was practically nil, and rides and shows did nothing. Showfolk spent the first half of the day in the car, the other half in the park. Attendance was off to a low point. Lucille King, Carl O'Meara and the writer were guests of the Hennessy Bros. Shows at the grand opening of Jim Fisher and Vernie Seebold, from the west end. Mr. and Mrs. B. McGregor departed for Los Angeles. Their girl show was well received by them. Fred Snellins placed a Nutmeg Colony unit in management of Chez Barker. Show members presented Mr. and Mrs. M. Clio Qualis a set of diamond cuff links on the 10th anniversary. J. J. Connolly, privilege car custodian, has going fishing every week since the show opened. Mr. and Mrs. John Johnson, Marion, have a son, Mrs. Hazel Johnson visited her family in Spokane daily. Glenn and Ethel Henry added two concessions.

Shows closed July 29. Location, street, Ames, L. L. L. Business, good. Weather, hot. Pay gate, 10 cents.

The street was show's location here. At the first strains of the sound system the inhabitants appeared, and a steady stream of natives arrived until the midway was packed tightly. Canadian government officials co-operated by

Classified Advertisements

COMMERCIAL

10c a Word

Minimum \$2.00. CASH WITH COPY.

AGENTS AND DISTRIBUTORS
WANTED

AGENTS — MEN'S SUITS, \$1.50; PANTS, 37¢;
Dresses, 15¢; Ladies' Coats, \$1.10. Other big
garments. Cash sales, free. ROOSEVELT MER-
CANTILE, 528-B, Room 200, Cincinnati 18.

AGENTS — MAKE BIG PROFITS ON FOOD
Products, bargain deals. Low wholesale
prices. Rush name for trial outlet offer.
NO-RO-CO, 252-5 Oldier St., St. Louis, Mo.

CARTOON BOOKS — KING MEN LIKE
Samples and Price List. 25¢. GENERAL MER-
CHANDISE CO., 210 Fifth Ave., New York 19.

CHRISTMAS CARDS — SELL \$5. ASSORTED
Folks, name imprinted. \$1.00 cost you
500. Samples free. No investment. DUNBAR
LTD., 113 W. 42d St., New York 18.

DRESSES, 10¢; SUITS, \$1.50; COATS, \$30;
Shirts, 15¢. Many other low-prices bargains.
Catalogues free. FAIRMOUNT, 162-6 Main,
Ridgewood Station, Brooklyn, N. Y.

FREE SUITS AND CASH Bonuses! SELL
Guaranteed made-to-measure Men's and
Women's Suits. Large stock. \$1.00 down.
All Overcoats, Jackets, Pants, etc. Lowest
prices. Credit terms. Payment plan. PHILIPS,
Fifth Ave., Philadelphia.

LORD'S PRAYER, TEN COMMANDMENTS,
Crucifixion, Twenty-Third Psalm—Beautifully
polished and stained, green or gold. \$1.00 to
send. One dollar down. Complete set sets
25¢. Broadcasts, \$8.00 per hundred.
HOUEVER MANUFACTURING CO., 102 N.
Perry Ave., Philadelphia.

THE FALL SPECIAL ISSUE OF THE
BILLBOARD WILL BE DATED AUGUST 26,
1939. SPECIAL FORMS ARE ON CIN-
CINNATI WEDNESDAY, AUGUST 10. IN-
STRUCTION IS FREE. ADD "FALL SPECIAL"
COPY "CLASSIFIED" AND SEND IT IN

CORN POOPERS, GEARED KETTLES, GRIDLE
Stoves, Lancasters, Burners, Griddle Kettles,
Locust, Des Moines, Iowa.

THE FALL SPECIAL ISSUE OF THE
BILLBOARD WILL BE DATED AUGUST 26,
1939. SPECIAL FORMS ARE ON CIN-
CINNATI WEDNESDAY, AUGUST 10. IN-
STRUCTION IS FREE. ADD "FALL SPECIAL"
COPY "CLASSIFIED" AND SEND IT IN

WANTED — MIDGET MARIA SPOTTED PONIES

State weight, color. LEON F.
SMITH, 1236 Kraft St., St. Louis, Mo.

WILL BUY ELEPHANT AT ONCE FOR CASH
Give description. AL G. KELLY & BROS.
CIRCUS, Ohio City, Colo., or more.

WRITE FOR OUR BIG NEW SPRING CATA-

LOGUE — KODAK, KODAKON, KODAFIL,
MEERS BROS. & WARD, INC., Ocean City,
Del. Importers from all over the world.

BUSINESS OPPORTUNITIES

CORN POPPERS, GEARED KETTLES, GRIDLE
Stoves, Lancasters, Burners, Griddle Kettles,
Locust, Des Moines, Iowa.

THE FALL SPECIAL ISSUE OF THE
BILLBOARD WILL BE DATED AUGUST 26,
1939. SPECIAL FORMS ARE ON CIN-
CINNATI WEDNESDAY, AUGUST 10. IN-
STRUCTION IS FREE. ADD "FALL SPECIAL"
COPY "CLASSIFIED" AND SEND IT IN

GASOLINE BURNERS, PRESSURE TANKS, CORN
Poopers, Geared Kettles, Gridle Stoves, Griddle
Kettles, Caramellecon equipment. Lowest whole-
sale prices. NORTHSIDE MFG. CO., 1925 10th,
Des Moines, Ia.

COIN-OPERATED MACHINES
SECOND-HAND

Notice

Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
advertised extensively in The Billboard by
manufacturers, distributors or dealers may
not be advertised as "used" in The Bill-
board.

CASH WAITING—WE WILL PAY CASH FOR
the following Used Machines. Northside
Mfg. Co., 1925 10th, Des Moines. Advance in Visestapless
Jennings. Low Porcelain Penny Scales. M. T.
DANIELS, Wichita, Kan.

SELL NEW AND USED CLOTHING FROM HOME.
Auto Shop—Men's Suits low as \$1.80. Hun-
dred big bargains. Up to 300% profit. Cata-
log free. S. & H., 440-C East 31st, Chicago 22.

WHERE TO BUY AT WHOLESALE, \$00,000.
Articles. Furniture, hardware and other vari-
ous articles. HAYWOOD B. PUBLISHERS, 1107
Broadway, New York.

100 WAYS TO MAKE MONEY IN HOME OR
Office. Business of your own. Full par-
ticulars free. ELITE, 214 Grand St., New York

ce2x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SHAKES, LIZARDS, TURTLES—

10 Large Associated Hermitage Snakes, \$1.00;
Price List, ROSS ALLEN, Blue Springs,
Okla., Room 201, Blue Springs, Okla.

ANIMALS—SHAKES, DRAGONS, CILA MON-
STERS, Puma, Cub, Kinkajous, Monkeys and
other Exotic Animals. ALL LIVING, GROWING,
SNAKE KING, Brownsville, Tex. Tel. DA 2-7224.

FOR SALE — FIFTY SHETLANDS, MOSTLY
Sores, from one to four years old. Price
per head. A. VANDEVENTER, Dunning,
Neb.

LIVE ARMADILLOS — EACH, \$2.00; PAIR,
\$3.50; Family Five, \$7.50. Good feeders. Im-
mediate prompt delivery. ARMADILLO FARM
Compton, Tex.

Set in uniform style. No cuts. No borders. Advertisements sent by
telegraph will not be inserted unless written in with copy. We re-
serve the right to reject any advertisement or refuse copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

Set in uniform style. No cuts. No borders. Advertisements sent by
telegraph will not be inserted unless written in with copy. We re-
serve the right to reject any advertisement or refuse copy.

Advertiser's Name and Address must
be counted when figuring total
number of words in copy.

ELEVEN KEENEY SPINNER WINNERS, \$1.00
each; THREE FIRE ALARMS, \$20.00 each; one
WALL CLOCK, \$15.00; FISHERMAN'S CHAIR, \$10.00;
FENDER, \$10.00. ATLANTIC COAST NOVELTY
COMPANY, 537 E. Broughton St., Savannah,
Ga.

EXCHANGE FOR PHONOCRAPS OR SELL
Mills Blue Fronts, Silent Escalator and Silent
Skyscapers, War, Eagle and Trojan Head
quarter slot machines; Mills Big Race, Flashes,
1-2-3, Mills' Fairgrounds, Fleetwood, Wall, Wild
Carousels, Classics, Policy, Flying High, Trade
for Wurlitzer 10-cent, 25-cent, 50-cent.

TODD NOVELTY COMPANY, 1400 N. 20th St., Oklahoma City, Okla.

FOR SALE — MILLS EXTRAORDINARY SIDE
Vendor, 10c, 25c play, while they last;
\$25.00 each. ENID MINT COMPANY, 711 N. Enid,
Enid, Okla.

THE FALL SPECIAL ISSUE OF THE
BILLBOARD WILL BE DATED AUGUST 26,
1939. CLASSIFIED FOR GLOBAL CEN-
TRAL WIRELESS, AUGUST 15. IN-
CREASED CIRCULATION, MARK YOUR
CLASSIFIED AND SEND IT IN

EARLY. FOR SALE — 11 MILLS MYSTERY 10c BLUE

Fronts, 10c play, \$42.50 each. 10c certified depos-
it. ENID MINT COMPANY, 711 N. Enid, Okla.

FREE PLAY SPOTTERS, FIFTH INNING, CHUB-
BY, Cheyenne, Motor, Airport, Contact, Box
Score, Double Feature, 49c-50c, each. Topper,
50c-55c. Showman, 50c-55c. Supreme, Chief, Pat
Shot, \$45.00 each. Multi-Jolt, Big Ten, Big
Bucks, 50c-55c. Golden, Red Devil, 50c-55c.
Trig, 49-50c. Triple Entry, \$12.50; Cigarette Craps,
\$14.50. Wurlitzer 50c, \$25.00. Wurlitzer
\$25.00 each. Other slots, 50c-55c. LEHIGH

SPECIALTY CO., 2nd and Green Sts., Philadelphia,
Pa.

HIGHEST CASH PRICES PAID FOR WATLING
CO., Marion, Ind.

MILLS BLUE FRONTS, 5c, 25c PLAT, 1-2-3, FISH-
erman, 10-cent, 25-cent, 50-cent, Jennings Derby,
Skill Timer, Red Head, \$50.00; Jennings Derby
\$25.00; Kemey, \$50.00; Wisconsin, \$20.00;
Kounser King, \$9.00; Penny, \$20.00; Ciga. Reel
\$35.00; Modern, \$30.00; Onderdonk, \$25.00;
Elmer E. H., \$20.00. Deposit, \$5.00. When you
deposit balance C. O. D. H. C. NOVELTY, 549
S. W. 11th, Oklahoma City, Okla.

MUSIC OPS, ATTENTION—WANTED, USED
Books. Quota apps. make, price. BOX
986. The Billboard, 1564 Broadway, New York
City.

ISSUE OF

Last Call

Your Classified Advertising Copy Should
Be Mailed Today for Insertion in the

FALL SPECIAL

ISSUE OF

The
Billboard

Classified Advertising Forms
Close Promptly in Cincinnati

WEDNESDAY
4:30 P. M.

August 16

CINCINNATI, OHIO.

25 OPERA PLACE.

PACES RACES, \$50.00; DOMINOS, \$35.00;

Flamingo, \$100.00; Miss Dixie, \$100.00;

25-30.00; Watling, \$125.00; Reliance Dice,

NOVELTY CO., Rockport, Tex.

SEBRING RAYLOTTE, LIKE NEW, \$65.00 EACH;

Wurlitzer 412, \$45.00; Wurlitzer 616,

225-300; 2500; Mills 10-cent, 25c.

SNACKS & BULK VENDORS (\$50), IN A1

condition, late models with deposit in front
of them. W. P. WILEY, 1710 West, 71st Street,
Flamingo Ave., Cleveland, O.

STEWART-MCGUIRE 4-COLUMN CIGARETTE

\$12.50; \$15.00; \$20.00. NATIONA LADIES, \$35.00

each. EASTERN, \$25.00. MULBERRY, Newark,
N. J.

WANT, WATLING SCAFFLES—ALL MODELS DE-

SCRIPTION, condition. Lowest price. BABE

LEVY, 2116 S. 10th Ave., No. 12, Birmingham,
Ala.

WANT—LATE MODEL, COUNTER GAMBLE

Slots, Phonographs, Pay Tables and

Conversions.

W. G. MERIT, 9517 S. 10th, Phoenix, Ariz.

WANTED: FREE PLAY CHUBBY VEST

Pocket Belts and Q. T. Co. W. F. TRADE princi-

pally brand new Rollers, Senior, original price

PRICE, \$12.50. CO. 5, 3rd fl., 18th Street,
DISTRIBUTING, Brewster, Albany, N. Y.

WE TRADE MACHINE FOR MACHINE—WHAT

you have. Our stock complete. "Anything
you want." 50c.

F. K. SALE COMPANY, Cambridge,
Mass.

\$5.00 BALE GUM, FACTORY FRESH, 11¢ BOX;

CHEWING GUM, 10¢ Box; CAMEL CIGARS, 10¢ Box; CLOUTIER, 10¢ Box; CROWN CHEWING GUM, 10¢ Box.

6¢ MILLS 5c O.T. T.S., TWIN JACK LASTEST

Model. C. O. D. L. C. NEFF, 1018 E. Willard St., Manila, Ind.

15 SPINNER WINNERS, DICE DIAL, USED

ONE MILLION DOLLARS IN JACKPOTS.

COSTUMES, UNIFORMS,
WARDROBE

FLASH MINSTRELS, BAND COATS, CAPS,
Cathleen Nuala, Chorus Costumes, Chestnut
Coats, Jackets, Illusions, Beautiful Vil-
lage Cyle. WALLACE, 2416 N. Halsted, Chi-
cago.

INDIAN RELICS, HEADWORK, CURIOS,
Weapons, Old Glass, Catalogue 5c. Ammons
20c. Eagle Feather Indian War Bonnet
\$9.00, fine.

INDIAN MUSEUM, Northbrook, Ill.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL
Development, Newest Guaranteed Formulas
for Rubber, Paints, Plastics, Nominal prices:
SON LABORATORY, Chemists, BH-142
Sunnyside, Chicago.

THAXLY FORMULAS FOR PERFECT PROD-

DUCTS. Accurate Analysis and Research
Catalog from: Y. THAXLY CO.,
Washington, D. C.

FOR SALE—SECOND-HAND
GOODS

CORN POPPERS, FEARLESS, ALL-ELECTRIC,
giant geared Popping Kettles, Caramel com-
bination. Get details before buying.
NORTHSIDE CO., 1925 10th, Des Moines, Ia.

alde

FOR SALE — STREAMLINED MOTOR SCOOTER. Big Streamlined motor, new tires, great gasoline mileage. Astounding low price. Write. **GILBERT DUGDIEON**, R. 3, New York.

PORTABLE ROLLER RINK — 50x136 FT. In first-class condition. Hammonton Electric Corp., 300 Pairs of Chicago Roller Skates. Doing good business. Price \$1,000.00. Postage paid. Letters answered. If interested write. **G. A. FUCHS**, 115 N. Second St., Rockford, Ill.

PORTABLE SKATING RINK FOR SALE — \$400. New in operation. Reasonable for cash. **C. E. STEVENSON**, Montezuma, Ga.

14x20 TENT, ST5.00, 25 BALTIMORE White. \$15.00 each. Total cost \$15.00 each. Total cost \$15.00. 1 1/2-in. Heavy Duty Race Track two way, cost \$25.00. \$25.00; 6 1/8-in. Concession Tents, \$20.00 each. **F. L. FENWICK**, 563 Main St., Stamford, Conn.

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING OUTFITS — Color Cards, Kiddie Tops, Ball Games Supplies write **LA MANCE**, 782 Marion, El. Atlanta, Ga.

FOR SALE — UNDER CHAIRPLANE AND STOOL — Used. Good condition. Look new, bargain. Lease run out. **SAM CATTANIO**, Seaside Heights, N. J.

THE FALL SPECIAL ISSUE OF THE BILLBOARD — Classified Forms Close in Cincinnati, Aug. 12. Advertising Increases Circulation — Work Your CLASSIFIED — SEND IT IN EARLY.

GAMES, CONCESSIONS AND CHAIRPLANE — Traver maker, 4-Cyl. Motor, Lenzi, up-running, \$100.00. 12 Big Size Carts, \$6.00. Smile, \$1.00. Chairplane, \$10.00. Chairplane, \$10.00. Chair with laydown, \$10.00. 25-K.W. Westinghouse Transformer, \$10.00. Chairplane, \$10.00. On forward, \$10.00. \$200.00. 12-Horse Track, \$50.00. One-half deposit. **JOE E. HARRIS**, 2135 W. State, Milwaukee, Wis.

KIDS' RIDE-ON AND AEROPLANE RIDE-EIGHT — Little Cars, \$1.00. Ride-on top. Now booked on show. **L. E. MCNEECE**, Sugar Creek, Mo.

STEAM MINIATURE RAILROAD — LOCATED — 100 ft. long. Price to sell. Owner sick. **GRAY**, 42 S. 23rd, Kansas City, Kan.

T-TRAIL WATER TOBOGGANS, KIDDY Aeroplane Swing, \$50.00. Can ship east by water rates. **PHILLIPS**, San Benito, Tex.

HELP WANTED

GIrlS' SPECIALTY LINE — STATE AGE, height, weight if possible. State name, work. **Acts contact LEO GANNON**, Club Casino, Syracuse, N. Y.

GIrl ACCORDIONIST — MUST Sing, FIRST, Step Dances, Singing Waitress. **STATE**, The Penthouse, 810 4th St., Sioux City, Ia.

GIrl BEGINNER TO TRAIN FOR ALL-GIRL Acrobats. Prefer Dancer or one with some amateur experience. Board while training. **MRS. ETHEL EATON**, Keystone Modern Shows, Fort City, Pa.

WANT — FOUR-PIECE ENTERTAINING ORchestra for Night Club. Explain all in first letter. **THE MAN**, 101 Madison Ave., N.Y.C.

ATTENTION — FOREMAN FOR T-L-A-WHIRL Merry-Go-Round and Ferris Wheel who can drive truck. Top salary. **LEE AMUSEMENT**, Allentown, Pa.

WANTED — MALE RHYTHM TAP INSTRUC-tor. Prefer one with stage experience, capable of dancing current styles. Conceded ability to teach. Good pay. **STATE**, **WONDER**. Wonderful opportunity to right party who wishes to affiliate himself with one of the most successful organizations in the country. State age and affiliation. **MONTE CARLO**, 1000 1/2 W. Division, Chicago, Ill.

WANTED — MUSICIANS, ALL INSTRUMENTS — Also consider Organized Band. State all in first letter. **Write ORCHESTRA LEADER**, Box 1000, 1000 1/2 W. Division, Chicago, Ill.

WANTED — AGENT WITH CAR, MUST CON-tract lithographs, sell merchants' tickets. Good Used Fifty or Sixty-Foot Round Two, two cars. **Write SPAR BROS. CIRCUS**, Maumee, Ohio.

MAGICAL APPARATUS

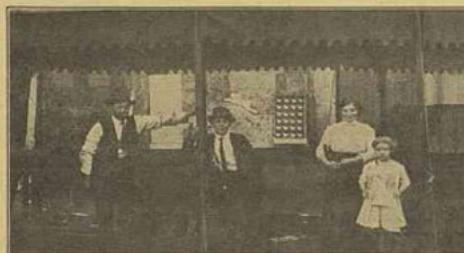
A COMPLETE PUNCH OUTFIT, \$15.00 — Venetian Follies, \$5.00 up; Show Books, \$1.00. **I. TURNER**, 405 Empire Trust Building, St. Joseph, Mo.

BE A HANDCUFF KING — BIG SALARIES ARE paid. Interesting, mystifying. Full instructions. Particulars free. **CHAS. HYDE**, 311 W. 12th St., New York, N. Y.

CATALOGUE OF MINDREADING — MENTAL-ism, Spirit Effects, Horoscopes, Forecasts, Astrology, Card Games, Lucky Patterns, Craps, Crochet Charts, Varieties, Novelty Items. Large stock. New 150-page illustrated catalog. **ENTERTAINMENT ENTERPRISES**, Columbus, Ohio.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDER**, 220 W. 43d St., New York, N.Y.

Show Family Album



PICTURE of this lead gallery on Zeidman & Pollie Shows, season of 1913, was snapped on the 52d and Butler streets lot, Pittsburgh. Left to right are James McMaster, who still trots with carnivals in the Detroit area; John Millard, now connected with the Akron (O.) Hotel; Mrs. James McMaster and Jerieine McMaster, the last named now married to Glenn Dalrymple and living in Royal Oak, Mich.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcome. Please send them to the **Photo Department, Show Family Album Editor, The Billboard**, 25-27 Opera place, Cincinnati, O.

M. P. ACCESSORIES & FILMS

NOTICE

Now and daily advertisements of interest to showmen will be found in the Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A BARGAIN IN BOX-OFFICE FIGURES — BUY your attractions from an established producer. You will receive more money than the present dollar. **35MM. ONLY**. **BUSSA FILM EXCHANGE**, Friendship, O. **al2x**

ADMISSIONS — **15¢**. **Term** — Factory reconditioned. Films rented, \$5.00. **\$1.50** rent. **NO. 521-E STATE THEATRE**, Pittsburgh, Pa.

ATTENTION — ROADSHOWMAN — GOING OUT of 35MM. film business. Prices reduced. First name film served. **ZENITH**, 308 W. Broad St., Columbus, Ohio.

ATTENTION — SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis, Tenn.

ATTENTION — USED PROJECTION MACHINES, Operas, Chairs, Screens, Spotlights, Stereoscopes, etc. Projectors required. **CANTRELL**, 101 Wabash, Chicago.

THE FALL SPECIAL ISSUE OF THE BILLBOARD — Classified Forms Close in Cincinnati Wednesday, August 16. **INCREASED CIRCULATION** — Work YOUR CLASSIFIED — SEND IT IN

NEW LIST OF BARGAINS IN 16MM. FILM and equipment now available. Write today. **J. MAMMARIAN**, 619 15th St., Union City, N.J.

SOON FEATURES — 35MM. ONLY — New releases, offered for first time to outright buyers. List to actual buyers. **RELIABLE**, Box 231, 1000 1/2 W. Division, Chicago, Ill.

THREE SOUND FEATURES — PERFECT CONDITION, including advertising, lot \$3.00. **EX-RENTAL**, 1000 1/2 W. Division, Chicago, Ill.

16MM. SOUND FILM — CASTLE NOVELTY Books, \$9.00 each. Camera Thrills in Arice, \$10.00. **TOYS**, \$10.00. **STRETCH**, \$10.00. **STRETCH**, \$15.00. **Rhythm Cowboys** (2 reels), \$18.00. **Otto Gray and Oklahoma Cowboys** (2 reels), \$38.00. **Condition**, **EX-RENTAL**, 1000 1/2 W. Division, Chicago, Ill.

CHAS. HYDE, 311 W. 12th St., New York, N.Y.

SCENIC FILMS, Elmira, N.Y.

MUSICAL INSTRUMENTS, ACCESSORIES

FRENCH HORN — GENUINE IMPORTED C. F. Schmidt Double Horn. Excellent condition, \$50.00. **A. W. LLOYD**, 20 Mayo Ave., Ft. Thomas, Ky.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDER**, 220 W. 43d St., New York, N.Y.

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.65 OZ. DRILL, hand raised, clean, white, good as new. 7 ft. high, \$18.00; 8 ft. high, \$27.00 per foot. **JONES**, 2100 University, Toledo, Ohio. **ALLEN**, 1820 N. Mayfield, KERR COMPANY, 1934 Grand Ave., Chicago.

au12x

THEATRICAL PRINTING

HANDBILLS, **8x6, 1,000. \$1.25**; **5,000, \$3.00**; **6x9, 1,000. \$1.75**; **5,000, \$4.25**; **Window Cards**, **14x22, \$1.00**; **Quick Service**, **STODDARD BROS.**, Delmar, Ia.

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.50. **50% deposit**, balance C. O. D., plus shipping charges. **THE BILL PRESS**, 1000 Panama, W. Palm Beach, Fla.

WINDOW CARDS — 50 14x22 WHITE NON-bending, **2-Color**, \$2.00; **5,000, \$2.50**; **14x22, ONE COLOR**, \$1.50; **100, \$2.25**. **SOLIDLAGS**, Knoch, Ind.

1,000 4x6 CIRCULARS, **\$1.50**; **5,000, \$4.50**; **1,000 4x9, \$1.10**; **5,000, \$3.50** postpaid zone 4. **LAWNDALE PRESS**, Box 303, Franklin, N. H.

au12x

WANTED TO BUY

WILL BUY USED RECORDS—ANY KIND, including Foreign Records. State number and price. **MOHAWK VENDING CO.**, North Adams, Mass.

At Liberty

Advertisements

5x WORD (Full Line Large Black Type); **2x WORD** (First Line and Name Black Type); **3x WORD** (Small Type). Figure of Word at One Price Each.

MINIMUM 25¢. **CASH WITH COPY**.

AT LIBERTY

ACROBATS

DION FAMILY — Acrobats, Twin, Boy, age 17; Girl, 15; Small Boy, age 10. **Hand-shaking** act. **WILLARD**, 1000 1/2 W. Division, Chicago, Ill. **RED FRIED DION**, 170 Ave. A, Turners Falls, Mass.

WOULD LIKE to be trained for a **Muscle Act** on **1000 1/2 W. Division**, Chicago, Ill. **ROBERT JAMES BEVERIDGE**, 311 Vandover St., Middlebury, O.

AT LIBERTY

AGENTS AND MANAGERS

AGENT — MANAGER — **PLENTY EXPERIENCE**, good appearance, education, reliable. Many opportunities. **High Class Connection** considered. **BOX C-243**, Bicknell, Cincinnati, Ohio.

HIGH CALIBER MAGIC, SHOW OR BAND — **PERFORMER** — **CONTACT** **WILDELL**, Mel-Ray, Birch, Rhythms, Rhythm Kings. Percentage with drawing account. **BOOKING AGENT**, 726 Austin Ave., Waco, Tex.

AT LIBERTY

BANDS AND ORCHESTRAS

HAPPY HALL AND HIS COVERED WAGON BOYS — At Liberty, Sept. 15. **Nine-Piece** Unit suitable for radio, stage and concert. **WILLARD**, 1000 1/2 W. Division, Chicago, Ill. **DRAMA DUSTS**, comedy, trashy girls. **STRETCH**, strictly sober. **WILLIE**, 1000 1/2 W. Division, Chicago, Ill. **MILLIE**, Millerettes, Inc., 1000 1/2 W. Division, Chicago, Ill.

TRIO — AVAILABLE SEPT. 4, **HAMMOND** Organ, Xylophone, doubling Vibraphone and Drums, and Girl Vocalist. All fine music and dancing. **PERFORMANCE** guaranteed. **Referrals**, **Box C-257**, Billboard, Cincinnati, Ohio.

AVAILABLE AUGUST 20TH — THREE MEN AND A GIRL. An entertaining unit featuring exciting dancing and instrumental numbers. **Referrals**, **Box C-119**, Billboard, Cincinnati, Ohio.

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 15. **INCREASED CIRCULATION** — **SEND IT IN** EARLY.

SMOOTH STYLING EIGHT-PIECE ORCHESTRA — **available**, **beginning August 12**. Spectacular equipment. All young. Wardrobe. Ask all state all. **GO anywhere**. **MONTÉ LA FRANC**, 2100 Grand Ave., Cincinnati, Ohio.

Additional Ads Under This Classification Will Be Found on the Next Page.

Calif. Picnic Gets 65,000 With Show

LOS ANGELES, Aug. 5.—More than 65,000, including many invited, turned out for the 10th annual Picnic at the barbecue and flea fair at Santa Anita race track on July 30. Clem Peoples again directed the stage show and booked a varied program. Morty Dorn, comedian, was emcee. More than 32,000 pounds of barbecue beef was served by Charley Ellison. In addition to the stage show there were 25 exhibits mounted on the new amphitheater, commanded by Major Claude Morgan, with Ralph Wiggers doing parachute jumps and acrobatic stunts under the direction of his son, chairman; P. M. Kunou, assistant chairman; Frank Walters, M. D. Boness and Billie Gandy.

Charlie Little's Orchestra played for the show, which included Six Candies Brothers, trumpeters; Victor McLaglen's (see CALIF. PICNIC on page 37).

FRANKS Greater Shows, with 5 rides, 4 shows and 20 concessions, drew large crowds and did good business. The money of about \$1,000, Tobacco Festival staged by the city on July 24-29 to raise funds for the public library, reports Manager Bill Franks. Crop conditions are reported good in that territory.

Bryan, O., Horse Show

August 16-19—On the Streets Around the Courthouse Square.

Northwestern Ohio's Great Annual Event. Can place Legitimate Concessions of all kinds (except Game Room). Will handle Monday, August 19th, the 10th anniversary of the Marion, Mich., who controls the Midway.

WANTED

CONCESSIONS AND RIDES FOR PIONEER DAY CELEBRATION AND AGRICULTURAL SHOW Showing on Main Street of City Sept. 6, 7, 8, 9. Write, Wire or Phone PAUL B. BEER, Seney, Centerville, Iowa.

WANTED

FERRIS WHEEL—Franklin (Clearfield Co.) Pa. 65th Annual Picnic, Wednesday, August 23, 1939. No some acts. Rides, Concessions, etc., will draw over \$6,000.00. REV. F. J. CARRICK

ATTENTION

WATERFORD, PA. COMMUNITY FAIR, Sept. 1-3, 1939. CONCESSIONS AND RIDES. With Free Ads. Can use more Concessions. Write WATERFORD COMMUNITY ASSN., Mr. A. P. Stump, Concession Chairman, Waterford, Erie Co., Pa.

WANTED

Concessions and Rides for LAFAYETTE, ILL. ANNUAL OLD SETTLERS' DAY. Address HAROLD DITTMAR, Morris, Ill., This Week, Lafay., Ill., next week.

WANT FREE ACTS

FALL STREET FAIR SEPT. 25 TO 26, INCLUSIVE. TRADES AND LABOR ASSOCIATION E. P. POOLE, Secy., Box 45, Hannibal, Mo.

LAKEVIEW, MICHIGAN ANNUAL HOME COMING

On Saturday, Aug. 25, 1939 AUGUST 25 TO 26 Legitimate Concessions of All Kinds, Except Bingo. H. MALONE

CONCESSIONS AND RIDES WANTED

for AMERICAN LEGION CARNIVAL SEPTEMBER 4TH TO 5TH, INCLUSIVE Write Commander American Legion, Tampa, Fla.

WANTED

Shows and Concessions for Central Wisconsin Labor Day Carnival, September 2 and 3, 1939. Write or wire JOHN LAWRIE, Redgranite, Wis.

15TH ANNUAL

MINERVA, O., HOMECOMING AND EXPOSITION AUGUST 14 TO 15. Want to book TIN-WHALE or Loop-Plane. Independent Shows. Legitimate Concessions of all kinds. Write or wire ROBERT ARMSTRONG, All Access Box 55, Minerva, Ohio.

Sponsored Events

Veteran, Lodge and Other Organization Festivals

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Acts, Midway Pull At Mass. A. L. Show

PEABODY, Mass., Aug. 5.—Congress of Dare-Devils was on Buckle Stadium here on July 24-29 under auspices of the American Legion Post was successful, pulling in nearly the entire world famous stars John Darrow, Shove, was directed by Eli Lagasse, of Lagasse Amusement Co., and drew 24,268 Monday night, more than 10,000 attending on Saturday with a children's attraction presented. Al Leary handled publicity, and mighty prize awards were made. Admits to date and grand stand was 25 cents each.

Acts booked thru Al Martin included Buster Gordon's Water Circus and Can-can Girl, and Maxine, comedian, Four Beautiful Girl Acrobats; Delmar's Lions; Harry Kilbros, trapeze; Satellino, aerialists; Kirkillo, trampolines; Wild West Cowboys, Indians, high wire, Three Novel, teeter-totter, and Three Whirlwinds, roller skaters. Lagasse Amusement Co. was on the (See ACTS, MIDWAY on page 39)

Ohio VFW Fete Nets \$450; Event To Be Staged Yearly

SHELBY, O., Aug. 5.—Success of a second annual VFW Fete, which netted about \$430 for the sponsor, Veterans of Foreign Wars Post, has caused officials to make plans to stage the event yearly. The first year's fete, a draw held within a 40-mile radius, it opened to a small draw due to rain but picked up daily until 7,500 were on the grounds the last night.

Crotzians and Curts' seven rides did heavy business. Tilt-a-Whirl, drawing best. Underprivileged children were given free entrance on Saturday. The band stand, show and Mainstreet's Arcade were other attractions. Among concessioners were Roy Barber, Mrs. Bush, Don Sharer, penny pitch; Al Rees, moonshiners, and others. Vickey, Two-waffles; Louis Lightman, root beer and hot dogs.

Acts Signed for Mo. Meet

HAMILTON, Mo., Aug. 8—Bee Kyle, high-fre diver, and Eddie McElroy, acrobat, are first night attractions at the four-day American Legion Post race meet here in American Legion Fair grounds, North Missouri Fair grounds, reports H. C. Henderson. Since purchase of the 40-acre tract many improvements have been made and a number of other places are planned. New and modern equipment has been provided and new fences have been constructed. Stables have been remodeled and buildings are soon to be painted. Picnic facilities have been installed and trees planted.

FIREWORKS contest put on by Illinois Fireworks Co., at its recent 20th annual picnic in Fairground Park, Danville, Ill., was one of the most successful ever staged there and drew 20,000, officials report.

AMUSEMENT committee of the three-day celebration of Affiliated Trades Unions on Carthage (O.) Fair grounds expects to have about 25 bands in a band contest, a feature of the fair, and the first two 4-H Club bands. One thousand dollars will be given in cash prizes, with \$500 as first.

FLYING BEHEES

"Greatest Flying Act in the World Today," featuring ROSE BEHEE

The First and Only Lady Flyer performs a ten foot half circle in a catch by the feet while blindfolded.

Invitations for Indoor Circuses starting in Permanent Address: CLAYTON BEHEE, Care The Billboard, Cincinnati, O.

CONCESSIONS WANTED

HOME-COMING JUBILEE

SEPTEMBER 1-2-3

For 30 Years the Biggest Free Event in Central Michigan.

W. J. MARTIN, General Chairman, Ovid, Mich.

WANTED

LEGITIMATE SHOWS AND CONCESSIONS GIBSON CITY, ALA. (MONTGOMERY), AUGUST 16, 17, 18 and 19th. GIBSON CITY CHAMBER OF COMMERCE, Goo. N. Hwy. 67.

WANT CARNIVAL,

RIDES — CONCESSIONS — FREE ACTS OCTOBER 10-12

MAYO FERDOW, CHIEF EXECUTIVE, OKALOOSA COUNTY CELEBRATION ASSN., Crestview, Fla.

N. H. Event Is a Success; To Be Enlarged Next Year

PENOBSCOT, N. H., Aug. 5.—Success of a recent street fair here under auspices of Methodist Church women has influenced the committee to plan for a similar meeting on a larger scale next year, using existing facilities. An alternative program of free acts as attractions. Other features planned include a horse show and program for further arts, crafts and home industries.

This year's event, held recently attended by thousands, is said to have made a big profit. Among acts appearing were Capt. Hogan, wire act, and Tyrus, escape performer.

AFFILIATED TRADES UNIONS MONSTROUS CELEBRATION

THREE BIG DAYS

SEPTEMBER 2-3-4, INCLUDING LABOR DAY

CARTHAGE FAIR GROUNDS, CINCINNATI, OHIO.

Can place good Shows, Rides and up-to-date Concessions. Will place a complete Organization with Rides and Shows if high class and up to date. Can place Circus Banner Man at once. Must be good.

EVERY DAY A HOLIDAY—SATURDAY, SEPT. 2; SUNDAY, SEPT. 3; MONDAY, SEPT. 4, LABOR DAY.

Address: EXECUTIVE COMMITTEE, Affiliated Trades Union Celebration, Sixth and Walnut Streets, Cincinnati, Ohio. Telephone MAin 1972.

DECORATIONS

CONVENTIONS - PENNANTS - FLAGS - SHOWS EXHIBITS - FLOATS - BALLROOMS - NITE CLUBS

JONES DECORATING COMPANY
2807 Sunset Boulevard, LOS ANGELES, CALIF.
PARADICE FLAG AND DECORATING CO.
1848 Lawrence Street, DENVER, COLORADO.

WANTED

FOR
WEST VIRGINIA'S GREATEST CELEBRATION
LABOR DAY

Can place Extra, Drunks, Beer Cans, Pop, Cans, Photo Galleries, Novelty Signs, etc. Will handle Concessions, Rides. CELESTINE ONE (11) and CELESTINE TWO (12) for 2000 Men. Big Crowd Around—123 Local Cooperating. Address Carroll Local 5969, Affiliated C. O. G.

Address All Mail CELESTINE HEADQUARTERS, Box 158, Marl, W. Va.

NEW RICHMOND, O. MARDI GRAS, Sept. 6-7-8-9-10

Address I.O.O.F.
BIGGEST EVENT IN SEVEN STATES—EXCLUSIVELY AT LOW RATES. BANNER SHOWS, LEISURE TIME, EXCLUSIVELY AT LOW RATES. BANNER WANT NEW USEFUL PEOPLE. Write or Call MARDI GRAS COMMITTEE, Phone Cherry CRIB, 205 East 7th Street, Cincinnati, Ohio.

AMERICAN LEGION ANNUAL FALL FESTIVAL

RISING SUN, IND., SEPTEMBER 4-9.

Want Shows of all kinds, especially good Girl Show. Concessions: Bingo sold. Wheels and Grind Stands of all kinds. Will sell on Blanket Wheel. No C. W. Bands. Join in our work for 100 and you get 100. We have lots of advertising in all our publications. We always draw large crowds. Would like to hear from Bands and Free Acts. Thomas Amusement Enterprise Rides booked. Shows and Concessions, write ROBERT ARMSTRONG, Commander American Legion Post No. 57, Rising Sun, Ind.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

Fur Jackets Seen Outstanding for Operators in Fall

NEW YORK, Aug. 5.—Fur jackets loom as one of the outstanding items to be offered this fall by bus operators, according to reports from manufacturing furriers in the metropolitan area. Low-priced fur coat manufacturers are mapping policies at this time to better serve the premium, and prime.

At present designers for M. Seidel & Sons, S. Angel & Co., H. M. J. Fur Co. and Schwartz and M. Arkus are concentrating on new styles in jackets. This item enjoyed much popularity at the close of last year, and it is expected to lead the field this fall and winter.

With newspapers and fashion magazines concentrating on the fur jacket, premium users will have little difficulty in inducing the public in such a price. In good form at afternoon and evening affairs and for sports and informal wear, the jacket will be on the market in time for the holidays. With the fall in view, late summer celebrations will find the item offered on many midways.



By JOHN CARY

ALTHOUGH there are still several weeks of hot weather ahead, bingo operators are already making plans to move games indoors. Some operators are moving their indoor games there, while others will move to spacious quarters indoors. Reports from the hinterland say that counselors are already ballying new locations.

COMFORT is a big point ops must keep in mind when transferring games indoors. Comfortable chairs, a good heat and the help business materially.

Altho the enthusiastic bingo fan will brave almost any kind of conditions to play, there is no question that comfort does a lot for business.

With this in mind ops have done away in many cases with improvised benches without backs and narrow tables. Instead, comfortable seats and wide tables will "find" operators doing a good business.

LATEST items are always a source of interest to operators. With many ones to be announced soon, conditions are looking up for counselors.

OPERATORS of afternoon games report a great upsurge in the chain-hostess idea being effectively used by a Fort Wayne (Ind.) operator.

To winners of certain games, persons who have been a hostess or host for the party the following week. Being a hostess means that the lucky winner is entitled to a free ticket to the following week's party, each of whom presents a ticket purchased from the hostess. In return the hostess gets a free ticket to the next week's game and awarded a special prize for showing 100 per cent guest attendance. It's been effective, and with variations to fit local conditions, a number of bingo operators are also finding a lot of boosting attendance at many games.

IN THE CHICAGO AREA the persistent spell of hot weather has turned the point where it is one of the brightest spots in current activities of distributors. Bingo operators, of course, are big winners.

At present the bingo players go for what's hot, and it's a number that the public generally is more willing to play for than for. And bingo operators in the Midwest are having the busy season church picnics are having with the aid of bingo as the feature at-

Motor Scooter Tour May Open New Territory

NEW YORK, Aug. 5.—Motor scooter manufacturers are advertising "sight around the World" if one of Ed White's is criterion. He left Los Angeles recently on a 1½-horsepower spatter buggy for a trip to two countries. His plan is to visit Canada and Mexico. The distance necessarily have to cross parts of the U. S. About 180 miles a day is the average run. He gets 100 miles to a gallon of gasoline.

Toy Balloons Big Business, Says 'Biz Week'

NEW YORK, Aug. 5.—The current issue of *Biz Week*, inspired by the activities of 50,000 toy balloonists across the land at the New York World's Fair, gives figures that reveal what a giant the toy balloon industry is.

"... 200,000 balloons distributed at the fair in celebration of 'Extravagant Days,'" the article states, "are a lot of balloons, yet they represent but one-sixth of one per cent of the total sales." The document adds: "The dozen or more manufacturers in the field figure the market at about \$60,000,000 units a year." With prices ranging from 50 cents to \$1.00, the article adds, "With Funtastic and the Bull, the industry's dollar volume at wholesale is estimated at about \$5,000,000 annually."

Alert Operators Fishing for Deals

NEW YORK, Aug. 5.—Salesboard operators who have been toiling the summer full on a profit-making term are now preparing for fall and winter seasons. Their alertness to new opportunities and usefulness has been a source of profit and the basis for expansion of operations.

With candid-type cameras coming along, it's suddenly to operators an excellent idea to go radio racing doing an excellent job for ops this summer, experiments to find something exceptionally good to offer the public.

At the opening of the summer season the pick-up-and-go set was all the rage, but in recent weeks it has shared popularity with the new radio racing operators either on batteries or AC current.

Inspired by the vacation season, a new flashlight is reported claiming big business. It is a standard flashlight, attractively displayed against satin background, are much in demand by those who recognize a good deal when they see one.

Another new idea is the pipe or cigarette holder which is made to smoke, too, in their selections of prizes. Flashing merchandise which appeals to the tourist is one of the most popular policies seen on shelves of progressive workers and bringing in cash. Sun glasses, 8-in-1 glasses, binoculars and watches are in demand, especially in the amusement center.

Altho much of this merchandise may properly be classed as year-round items, the effective way out and come into play during the vacation period indicates that profits from them will be flowing in for some time.

traction on church lawns. As in recent years, small-bladed, lower-priced fans are the most popular, with various types of the old fashioned window stations and oscillating styles. Low-current consumption and the all-round convenience (See *BINGO BUSINESS* on page 54)

Wholesale Merchandise Men Optimistic as Biz Perks Up

General business 10.1 per cent up compared with 1938—promotional campaigns push new items, old winners, as last half of year swells takes

NEW YORK, Aug. 5.—Optimism, in the greatest quantity to be seen in recent months, is now being displayed among wholesale merchandise dealers. Books issued by the trade of the year show that general business reported a 10.1 per cent ahead of this time of last year, dealers are mapping campaigns to put their business during the remaining months far ahead of '38 totals. Despite the hard punching the bus has received from Old Man Depression, it continues to hammer back and forge on. One manufacturer of structures and distributor has shown an increase in business, there are many who have put big promotional campaigns behind them and others who have become their firms out of the red and spurred them on to double their efforts during the remainder of the year.

The health of the industry is good. One of the best indications of this fact is reflected in advertising lineage of firms using the columns of *The Billboard* to reach concessioners, pitchmen, dealers and buyers. *The Billboard* in its 31 issues published this year compare most favorably with *Lineage* in the same number of issues of 1938.

The fact that *The Billboard*'s lineage has increased its standing shows that, despite current business conditions, concessioners and demonstrators who bought and sold merchandise in large quantities outside of the city have been faced with adverse weather in some parts of the country, and at many times the general outlook for other businesses hasn't been the best.

Bingo Adds Business

The sale of bingo games is in a great way because of the growing popularity of bingo. With more than 10,000 games being held weekly in the East, there isn't any wanton operators who are not interested for this game, pulling power of bingo is not confined to any one section, for it was only recently to have drawn 1,023,002 people in six months in Cincinnati. Considering the fact that more than 1,000,000 attended the games, it is safe to assume the number of players in the nation. Now items have made it possible for counselors to play directly without becoming members of the game.

Salesboard operators have kept on the alert and with the seasonable merchandise have turned the usually slow summer months into real money-makers.

Outlook for the rest of the year is above average, and the concessioner and operator have every reason to look forward to continued success. The weather factor from the South, where dry weather is needed at this time of the year, come reports that everything is moving along smoothly. Everything in foreign markets and predictions of generally fair weather in the western section of the cotton belt have bolstered (See *MERCHANDISE MEN* on page 57)

Occasionally we hear of an operator who attempts to cash in on one of the major awards. Such an operator is sticking his neck out needlessly. The major award is usually worth more to an individual operator than to a chain. He will have to pay more than the cash offered in its stead. If proper care is taken in selection of merchandise, the individual operator will obtain one of the major awards will be incentive enough for him to complete a deal.

HAPPY LANDING

Salesboard A B C's

By Ben Smith

Watch for This in the Fall Special No. of *The Billboard*

Dated August 26



Joey is a Sensation. He will stimulate sales. No. 1—Inches 21 in., \$8.40 Dzsn. No. 2—Inches 24 in., \$12.00 Dzsn. No. 3—Inches 24 in., \$10.00 Dzsn. See Your Jobber Today

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

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for address of companies in this department supplying the items which interest you.

Portable Fire Escape

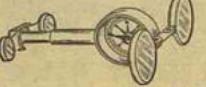
A unique item, the portable metal fire escape, is claiming interest over the nation, Engineering Development Co. reports. Equipped with clamp for attachment to window sills, it is designed for holding 1,800 pounds. Two lengths are manufactured, 16-foot length for two-story buildings and 24-foot length for three-story buildings. Because of its compactness and usefulness, price users are giving it much consideration, the firm reports.

Folding Butler

A new folding tray stand that seems well on its way to high favor with bingo operators and other users of prizes for household use is offered by Robinwood Wood Products Co. Stand is 35 inches high, 18 inches wide. The tray itself is well finished and may be had in natural wood finishes or popular enamel colors. The number presents an appearance of quality and is attractively priced in quantity, the firm reports.

Filtered Pipe

Much like its popular predecessor, Zeta cigarette holder, the new Zeta pipe stands well with cigarette smokers in all directions, according to its sponsor, L. & H. Stern, Inc. The pipe is different, however, in that it takes a cigarette broken in half. It consists in a cylindrical shaped aluminum cooling chamber, which is an important part of the stem. Item is easily primed, giving tops working. Manufacturers are opportunity to offer something different in the way of pipes and attract increased attention, the makers report.



THE OLD RELIABLE 9-IN-1 GLASS

Many weight celluloid frame. Combination MIRROR, COMPASS, MAGNIFYING MIRROR, DOUBLE LENS, ALUMINUM MAGNIFYING Mirror which may be held in examination of small articles. Magnifying glass can be carried in pocket or purse. Length overall, No. 639N77—White Frame.

BALLOONS FOR ARCHERY

BSN112—Inflatable Archery Target. Per Gross 55¢

BSN113—Inflates to 7 in. Per Gross 50¢

RAYON PARASOL

28 inch, 8 fold, hand painted, floral design. Per Gross 17.50

BRN101—Parasol, 23 inch, d/c floral design. Per Gross 16.75

Large size, tri-color with tissue head and Inside

BSN114—Per gross. \$2.45

Large size, color with outside handle.

BRN102—Per gross. \$1.80

MINIATURE STRAW HAT

BSN103—Per gross. \$0.75

BSN115—12 inches wide. Per gross. \$0.90

BSN116—12 inches wide. Per gross. \$0.90

BSN117—China Head Canes, assorted. Per gross. \$0.90

BSN118—China Head Kidde Canes. Per gross. \$0.40

COMIC BUTTONS WITH COMIC SAYINGS. Per Gross \$0.00

BSN119—STUFFED DOLLS FOR CANES. Celluloid head. Stuffed body. DRUM MAJOR

BSN120—9 inches high. Per gross. \$5.25

BSN121—13 inches high. Per gross. \$5.25

COWBOY DOLL

BSN122—9 inches high. Per gross. \$5.25

BSN123—13 inches high. Per gross. \$5.25

MEXICAN DOLL

BSN124—9 inches high. Per gross. 18.50

BSN125—13 inches high. Per gross. 18.50

N. SHURE CO., 200 WEST ADAMS ST., CHICAGO, ILL.



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

Majestic POWERFUL SUPERHETERODYNE

NO PLUG IN! ON AIRIAL: NO WIRES!

Special Salesboards Available

COMPLETE with power supply
Strap Ready to Operate
CONFIDENTIAL DISTRIBUTOR'S PRICE

\$14.95

\$9.95

EVANS NOVELTY CO.

946 DIVERSEY, CHICAGO, ILLINOIS

OUR NEW REVISED CATALOG 1939-1940 Ready for Distribution. BE FIRST TO GET YOUR COPY!

● Cumulative Line for Jobbers — Wiggin Men — Concessions. Free Sample Case With First \$10 Order.

CHAMPION SPECIALTY CO., 814N Central Street, Kansas City, Mo.

It Has Flash! Class!
UNDERWOOD ELECTRIC SHAVER

Buyout Value at

\$1.00 Each Plus Postage
(25% Deposit)

1939 BEST SELLERS FROM OUR BIG LINE LEVIN BROS., TERRE HAUTE, IND.

1939 CATALOG NOW READY. ADVISE YOUR LINE WHEN REQUESTING CATALOG. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

Per	Per
Dz.	Dz.
BSI Flying Birds, Outside Whistle	.35
BSI Flying Birds, Inside Whistle	.35
BSI High Hat Monks, 6 in.	.35
BSI High Hat Monks, 8 in.	.35
BSI High Hat Monks, 10 in.	.35
BSI Dress, Hat and Game, 36 in.	.35
BSI Snapper Stts, 36 in.	.35

Per	Per
Dz.	Dz.
BSB China Head Canes, Chesterfield Canes	.85
BSB China Head Canes, Chesterfield Canes	.85
BSB111 Carnival Decorated Balloons	.25
BSB112 Balloon Stts, Box Grade	.25
BSB114 Reinforced Hull, Felt with Colored Feather	.80

BINGO OPERATORS—CONCESSIONARIES—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. DALLAS, TEX. KANSAS CITY, MO.

707 Preston 2030 Commerce 310 West 9th

\$EARN BIG MONEY\$

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

- Takes Required BLACK AND WHITE Photos.
- No Film—No Plates—No Dark Room.
- DIRECT PRINTING—No Developing—No Prints.
- No Experience needed. Instructions are simple.
- P.D.Q. AUTOMATIC Photo Shutter Devives in DAYLIGHT.
- P.D.Q. CANNOT FADE.
- Less than 2 seconds gets you in this Intereting BIG MONEY-MAKING BUSINESS.

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BH, Chicago, Ill.

HERE'S AN AMAZING DIAMOND OFFER!



Sensation!

ORDER BY WEIGHT
1/2 CARAT \$10.00
1/4 CARAT \$6.00
1/8 CARAT \$4.00
1/16 CARAT \$2.00
1/32 CARAT \$1.00
1/64 CARAT \$.50

25% CASH BACK
1/2 CARAT DIAMOND \$14.50
1/4 CARAT DIAMOND \$9.75
1/8 CARAT DIAMOND \$6.00
1/16 CARAT DIAMOND \$3.00
1/32 CARAT DIAMOND \$1.50

PRESS SONS
ELGIN, WALTHAM WATCHES LOW AS \$1.00.

ELGIN, WALTHAM WATCHES LOW AS \$1.00.

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

PARK-A-TYPE

PUSH THE
BUTTON! JOHN F. SULLIVAN,
SEE IT!
FALL!
455 Broadway. New York City.



MAJESTIC BEAD & NOV. CO.
307 Fifth Ave., New York City

THE NATIONAL AEROPLANE
Large Plane \$5000
Biplane \$2500
Propeller, in 2" Open
Copter, Great
SAMPLE BOXES,
PREMIUMS
\$1.00
UNITED BALLOON CO. N. Y.

REX HONES
Now Less Than 3c Each
\$4.25 a Gross
Send 25c for
Postage.
Each Month in factory
made from the real fast
moving stores of good
quality. Send order
to REX HONES, 119½ W. 33rd St.,
Dept. B-B, Chicago, Ill.

ELGIN & WALTHAM
REBUILDS WATCHES \$1.75
7 Jewel, 18 Ins. In. &
Send for Price List
CINCINNATI CITY WATCH MATERIALS
521 Locust, Mo.

BANG! DOWN GO PEN PRICES!
Again we have been able to cut our prices to new customers. The State of pens and pencils offers greater variety and quality than ever before. Prices list best value for less than 50c.

STAR PEN COMPANY
200 W. Adams St., Dept. B-16, Chicago, Ill.

INK-VUE
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PIPESES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Sales-

men, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

DOC GEORGE M. REED
wonders what has become of the old
good shopping such as Frank Libbey,
Hicks MacFarland, Tom Kennedy, Bert
Hull, New England Jack Murray, Bill
Ellis, George A. Groom, Roy E. Morris,
Jack Lamb, George Yost, Harry Casper,
Jack Lamore, Shorty Grace, Southern
Jack Wilson and Art Cox. "Boys, re-
member the old days when we piled
up a load of goods and had a great
source of information to us all!" asks Doc.
"I hope some of you will start
using your ink sticks again."

IF YOU can't put it over, how can you
expect to collect. The public plays no
favorites.

DAD MORRIS
of Scotty dog fame, left Columbus, O.,
August 1 for Plain City, O., to open
his fall season with his girls. He
will be working the dogs on High
street in Columbus to good takes since
the rain.

E. W. BLEDSOE
is working razor strops and sharpeners
out of Columbus, O., to nearby towns
with famous results.

FAMOUS LAST WORDS: "Gosh, if I only
had ordered some stock. I certainly had a
good spot."

KID CARRINGTON
the adolescent king, was sighted on Market
street, Philadelphia. O. recently passing
out the laces and getting folding money.

CLAUDE WADELL
is performing at the Ohio State Fair with
his new layout.

LET'S HAVE more short and to-the-point
plies from all in Pitchdom.

ARCHIE SMITH
continues to baffle his tips on East 42d
street, New York, with his original
tennis-racket trick.

TUMBLING BLOCK SLIM
is back in New York at night to escape the heat of the
day, as do many others, according to
reports from that sector.

JOCKY MISHKIN . . .
and Mickey Lombardi have opened an-
other store on Nassau street down-
town New York.

TRIPOD OPINIONS: "The successful pitch-
men neither laugh nor glare over the adver-
tisements of others. They're satisfied to proper them
conscientiously endorse."

CARL HERBERN . . .
from New York: "Just returned
from New England, where the family and I
vacationed. Have made the rounds of
the World's Fair and pitchmen there are
scored. The boys are still great fun. There's
no place like home for friends, Enimle the Mouse Man and
Evangeli Fredette, getting the dough,

AMAZING 3-PURPOSE POLISH
CLEANS, POLISHES AND WAXES A
HUNDRED THOUSAND PRODUCTS.
ENDURO—200% Profit Item.
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Automobiles, Garage Equipment and
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MEDICINE MEN

Write today for new catalog of Tins, Oil, Salves,
Medicines, Herbs etc. Low priced ready service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
191 E. Spring St., Columbus, Ohio.

The Man on The Street

By George Haney

Watch for This in the
Fall Special No.
of The Billboard

Dated August 26

They have choice locations on the mid-
way. Louis Rosenberg, Sam Harris, Bill
Eckert and myself continue to work the
down town areas. We have now added
new static eliminators on the hottest
street corners in the city. Pinches are
made daily by the roving patrol wagon,
but the boys are not far behind. The name of
Tisha Buddha has a swell store on East
125th street. Smith avenue has become a
haven for novelties. Since summer began the
name of the elevated line is "

NOW'S the time to do something about those
inspirations for innovations for next season.

FRED AND BOB GUTHRIE . . .
are getting ready to spring a new stand
soon, according to info received at the
Pipe desk last week.

THE USUAL BUNCH
of razor-blade peddlers are reported
working the markets in Columbus, O.,
which still closed to outside pitchmen.

CHIEF WHITE HORSE . . .
was arrested by Patrolman J. W. John-
son in Columbus, O., recently for staging a
show without a license. The Chief
pitchman is said to be a master adept in magic,
was using two rabbits and a snake in his show
when he staged from the back of an auto.

HUSTLERS' TIPS: According to reports
from members of umbrellas makers and
manufacturers of various types, umbrella
makers are taking the business of another
which has been dished up so far this year.
From the same source the writer learns that
not a few of the house-decoration-makers
have probably turned to selling
the items.

B. A. TORN . . .
waywags from Sunbury, Pa.: "Boys, stay
away from Everett, Pa. Chain stores control
the place and won't let you go unless
they pay you \$10 per day or more. Would
like to see a line from Mayor Joe Belzett."

STANLEY MALORETT
is back after his vacation to fair takes at
Madison, Minn. week of July 24, then moved
on to Kokomo, Ia., for a week. After a week there he says he will begin
his fair season at Burlington, Ia. He asks
Marty Robbins to pipe in.

ANY PITCHMAN who raps his co-workers
while trying to get them to make him
make him is not the boss but he isn't doing
much constructive work for his profession.

AMONG THE LEAP THIGHS . . .
In Madison, La., sell Bert Dailey
from Hot Springs, Ark., were Dr. Billy
Sanders, Gov. Gov. Davis, Phil Babcock,
Ben White, H. Ummer Chase, George Hol-
mes, Frank E. Edwards, Red Hall, Eddie
Hall, Dusty Rhodes, Dewey Owens and
Deafy Johnson. "From what I could
gather," writes Dailey, "a large number
of the boys are in the business. After a long
conference and pooling of their finances
they decided to make a purchase of 38
electric buses for use as premiums. The

(See PIPES on page 38)



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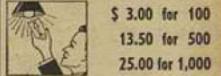
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NEW YORK CITY

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FASTEST SELLING
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**Node Concealed in Novelty Transparent
Pocket Mirror, 12 Different Poses.**

When held in front of light, beautiful nude is revealed thru glass.
Bells like wildcats at Fairs, Carnivals, Outings and
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Send Cash With Order.
Ten Cents for Sample. Special Discounts for
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MIRROR UP TO ELECTRIC BULB.**

J. S. BONIME
90 Mulberry St., N. Y. C.

End your correspondence to advertisers by mailing The Billboard.

Pitchmen's Rights as Citizens

IT COULD be safely said that taxes of all kinds are divided into two groups, necessary and voluntary. The necessary taxes are those levied by the central and separate State, county and township. In many States much of the State tax is returned and distributed to counties. The rest, even though local governments are claimed as "independent," to run, any form of government requires revenue, but it has its limits as a necessity. For example, if a city or town or county or local government such as overseers are decided upon for future benefits of city growth, etc., is entirely a local township, town or city affair. While the ambitious ones may term it a State activity, it really could not be interpreted as such. Therefore any levy of taxation for this purpose is an issue for the people to volunteer payment by a budget or

Pick Up Thy Taxes and Walk (Fourth of a Series)

By E. L. KIEHL

plan. By the same token taxes on merchants' establishments are in the voluntary class in most instances.

To get a clearer vision of what is meant one needs only to realize that government is not an absolute power, common sense with an allowance for reasonable deviation. And if a local government has in force a tax-collection system (which it may be in most instances), no one in that city can legally be taxed in an exorbitant manner to satisfy ambition. If such a thing were possible local government would be on record as a tax or limitation. It is natural to assume that everyone who participates in the convenience of public utilities should be justly taxed and the amount assessed come naturally under this category. But, according to the letter of the law, based upon the Constitution, not a law, there would be no basis for any exorbitant tax and be sent to jail if he does not pay. No government in America, nor any other, is in existence for the purpose of raising profits. Our post office, department and every other department of our government are for the purpose of creating government and not profit. The greed of man of America has caused many necessary changes to be made, but profit-making cannot very well be aimed at legally,

Bewildered With Taxes

Every time you buy a package of cigarettes and thousands of other items you are compelled to pay taxes into the proper channel like a handful of butter squeezed thru your fingers, leaving a small mass in the palm of your hand. This is the way we are taxed on the commodity with the tax extracted from it. On each hotel bill, loaf of bread, can of cigar and what not the tax goes right into the pocket of the government, your pocket. So when anyone tells you we don't pay taxes open up your sleeve and laugh, into it with gusto.

No Tax Can Be Retaxed Legally

Did it ever occur to you that each State in the Union is entitled to separate and unique laws and that because of the nature of the Constitution it is impossible for each State to enforce a law which may be in conflict with another? An individual must confine his appeals to the State wherein his license applies. To properly interpret a law of this nature we have only to go back to the spirit of the Constitution of liberty and freedom and we will find the same thing which applies relatively to our business. No State can justify tell its private citizens overrule the law of the State tax that same resident, and the next State, that same resident, and the next State.

and so on. We are a United States, and a citizen who is taxed in one State is not subject to that same tax for that same article in another. All along the line there is a lack of understanding nowhere that our government allows the practice of unfairness. By this I do not mean that unfairness does not exist, but when it does it is not a tax, not with the permission of the United States of America, which constitutes our government.

Unconscious Independence

I fully realize how impossible my statements must seem to the pitchmen who have lived such self-reliant lives during their travels. I am sorry, but it has somewhat blinded their hopes for a possible solution to a problem which has, in my opinion, no solution. They are like fish, and they also stimulate a cynical attitude that it cannot be done. Some have also gone as far, perhaps, in their thoughts that if we were to be independent of the United States, a final disposition was made of this menace of unjust prohibitory license law, the nation's law-enforcement would be in the hands of the police. I do not know that this is the key to any reluctance which many may have. But those who labor in these negative fields of unconcerned independence in the United States there is no common law which is actually legal. It is constitutional law which rules.

Time Limits

The cities, towns and hamlets of the entire nation must be opened in order for us to live. There is also a moment of prohibitory licenses positively must be national in order for it to cope with our particular type of business. When I first started traveling 20 years ago every town contacted in the United States had a police's license ranging from 50 cents to \$2 per day. Our car was not in competition with business, not with the law. Why is it not that way today? Because we people in this business have all slunk out of our cities and into the woods, leaving in the hands of private groups. Therefore can we be so unreasonable as to expect that our United States government should be responsible for our defense? Let us in our battles with the law when it is our duty and birthright to represent ourselves in the enforcement of our Constitutional rights?

Everyone has some sort of habit of idleness which often tends to retard his progress. And the pitchman is no exception. With all his talent, he is apt to sit around and scratch his head with a shrug of his shoulders and will expect a plan to jump in his lap. When he should be doing it his part, and he should be given the tools to continue to push him out in the sticks, if we had a Supreme Court ruling in our favor, he would have, for the first time, the opportunity to establish upon to work out his own salvation in each town circumstance. As it is today he has nothing.

There is no person living who can lay down a set of rules that everyone can follow which will fit into every daily

changing circumstance of personal opinion from people in all branches of law and the judiciary alike. I feel, however, as a set of plans, blue prints, we can set our minds on a course of action and attempt to change it as little as possible when it comes to coping with the attitude of individuals who happen to cross our paths.

EDITOR'S NOTE — The fifth article of the series will appear within a few weeks.

PIPES

(Continued from page 55) info that I received upon their return was that a blower was made by all, that they had a number of them, but the natives did not know what electric was for. I suggested that they rebath the territory, using pine knots and water. They did this, but with the exception of Deafy Johnson, who later said he did not know what it was all about. I assisted the boys in my job, and with they expressed surprise because of its size.

NOW THAT summer is on the job who of you are making the numerous picnics held throughout the country?

JACI BRAHNSCOMBE broadcasts from New York: "We've been hearing from our chums all around New York for the past two years, but due to the Food and Drug Act I finished July 1 and have since been working pens at the beach. The weather is still picture tough and now many are making money. Feeders and pens, those are doing fair."

RAY HERBERT pipes from somewhere between Poughkeepsie and Newburgh, N. Y., on board a boat of the Hudson River Day Line. He says: "Our boat is the 'Poughkeepsie'. Boat would be a dandy to sneak a pitch on and I may do that before I reach



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The Mysterious Dog

HELLS ON SIGHT! Direct demonstration. In the last 10 years we have sold over 100,000 dogs. These active animals of these little dogs as they move about in the most active manner makes them a gold mine of profits for you. Popular advertising attractions. Hounds of Hell. Work \$10 and parts. The famous jester dog. The most popular dog in the world. \$1000.00 per dog. Order right away for sample and quantity orders. **HEX MFG. CO., West Bloomsbury, Ohio.**

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No. 1 — WORLD'S BEST VALUES
No. 2 — Casting, 1,000 blades, adjustable
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1,000 Blades. \$6.50
10,000 blades. \$60.00
will also ship 100 blades at above prices upon request. **GOLDFARB NOVELTY CO., 20 West 23rd St., New York, N. Y.**

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Over 100,000 sold in 4 months. IT'S HOT! IT'S HOT! IT'S HOT! **TRIM-ITE RAIN TRIMMER**
Latest Rain Trimmer. Rain Trimmer
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May 12 in New York City. **TRIM-ITE CO.**
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A Tremendous Success!

Tremendous bigger than we ever dreamed of. We can pass on to you savings of volume production.

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FINEST SWEDISH SURGICAL STEEL.
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New catalog No. 24 is just off the press in the brand new 1939 engraving pins, with "new pins" that are "different." Comes in cases and boxes, rings, also Billfolds and 24 books.

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We give you the best quality
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THE TWIRLING SNAKE

It's Lifelike — Anyone Can Operate It — Loads of Fun.

ABSOLUTELY THE LARGEST SELLING ITEM THIS YEAR

Boys Are Cleaning Up BIG PROFITS At Fairs, Carnivals
Stock Up Now. Get Your Supply.

Order Your Supply Now.

One Dozen In Box All Set Up
(Snake 15" Long)

\$7.20 Per Doz.

(Send 7 lbs for 1 Doz.)

Jobbers Write for Quotations.

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GOLDFARB NOVELTY CO. 20 West 23rd St., New York City

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A LAXATIVE SPECIALLY MADE FOR THE NEW LAWS!!

A New and Better Laxative will always make more money for you. We can prove beyond question that we have the Best Product for Constipation that has ever appeared on the market.

As a money maker it hasn't any equal. The public literally eats it up. It looks and tastes great. It is a real money maker. It is a great seller. It is a great repeater. Breaking all records right now in a number of key spots. Provides bulk, lubrication and combines smoothness with gentle effectiveness. We will put up your label or ours. Write for sample and details.

THE VITARINE COMPANY, INC.
625 WEST 55TH ST., N. Y. C.

Hartmann's Broadcast

THE Board of Aldermen of St. Louis has before it three bills affecting circuses and carnivals. They are known as Board Bills 411, 421, and 112.

During the first week of June Bills 411 and 421, dealing with the license of circuses and carnivals based on operating capacity, were introduced, and on June 9 Alderman Schweppe introduced Bill 112, which would levy a \$25-per-day tax on carnivals with an aggregate fee of \$500. This bill defines a carnival as "a transient moving from one city to another or one location in a city to another for the purpose of amusement." The day the bill was introduced the Board of Aldermen adjourned for the summer and will not reconvene until September 2. Consequently, the bills have been referred to the Committee on Legislation, but this will probably be done on September 29.

Several firms in St. Louis catering to circuses and carnivals are aware of these bills. "They intend to have representation present when the proposed measures come up, and we have been asked by an association of circuses and carnivals to showfolk, especially those directly concerned, to have a representative in St. Louis when the time comes." "It is best we're not harmed," he says. "We have some kind of a representation from show folk. As you well know, when they get started upping licenses there is no telling where they will stop."

The following measures and action to-
warding the show world represented when the bills come up for hearing should be started immediately.

† † †

A CIRCUS FAN wants to be set right on the following questions: "Just what are we trying to save in our 'Save-the-

FAIRS---ALL---FAIRS

WANT KIDDIE AUTO. ALSO LOOP-LOOP, LOOP-PLANE, OR ANY NOVELTY RIDE, THIS FAIR IS FOR ALL AGES. FOLLY FREAKS. SHOW PEOPLE, CARNAGE, TENTS, ETC. CARNIVAL, KID'S PARK, LEBARON, TEEN, FAIR FOLKS, WIRE.

ROGERS GREATER SHOWS

WANT IMMEDIATELY

Two Dwarfs Man in Work Separately.
Also Bicycle Act. Write
H. G. WEBER,
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WANTED

For Celebration, Bronx, N. Y., August 14-19. Electro-Optical Co. needs two girls for reviews. Alice, Patsy, Duck Prod. Shaving Girl, Gossips, Showgirl, Tailor, Circus Fan, Canary, Queen, etc. Also girls for reviews. Write to A. H. ROGERS SHOWS, Saratoga Springs, N. Y.

ART LEWIS SHOWS

CAN PLACE FOR BUTLER, PA., FAIR AND TWELVE SOUTHERN FAIRS TO FOLLOW! Legion of Girls, Girls' Club, and other girl organizations are invited to open Pad-
ford, Va., week August 21. Charles Lewis has for sale 6 Ball Games, complete with 2-Ton Dodge Truck. Must be seen to be appreciated. WANT Girls for Reviews. Ball Games all open. Henry Shapiro, wire. All address

ART LEWIS, Manager, week August 7, Clarkburg, W. Va., Fair.

Greater Exposition Shows

WANT Manager and Taker for featured Minstrel Shows. Performers and Musicians to various scenes, music, and dancing. Have to put up equipment for road shows. CAN PLACE suitable Side Roads, that can drive trucks. WILL BOOK Concessions that eat well for dinner. Castard and Candy Floss open. Long seats with seats of the best Cotton Seats. Address Carterville, Ill., Fair, the week:

East St. Louis, Ill., week August 14; Orlie, Ill., Fair, week August 22. This is a 40 track show.

W. C. KAUS SHOWS, Inc.

WANT FOR THE GREAT ITHACA, N. Y., FAIR

Octagon, Elkhorn or Nine-O. Anything new in Walk-Through or Illusion Shows, with or without your own equipment. Reasonable prices as all legitimate Concessions. Everything open except Cocktails and Liquor. Call, letter, or telegram to W. C. KAUS, Manager, Ithaca, N. Y. Write to Tom Tibbets. Address Communications to W. C. KAUS, Manager, Ithaca, N. Y.

Circus' campaign? Are we really trying to save the circus or are we trying to save ourselves on certain occasions? How much do these same owners trying to help the Fans save the circus?" After answering the last-named question he said: "Well, why should the average Fan spend his time and money trying to save the circus? What Fans want to go to bat for a circus, booth and get it covered and respond to the showmen down there and then have it come in and grip the people?"

This is not a plea for such a clause, but there is nothing in the constitution of the American Matchbook Association where a direct distinction is made between graft and griftless circuses when extending help. However, there is a reference to the same in Article II, "Object and Purposes" in Section B of Article II, under "Object and Purposes," which reads: "For the advancement and the promotion of good will between the public and all worthy circuses and circus people."

Who but would want to be the one to decide which circuses are "worthy" of the association's aid in promotion of good will?" and which are not?

The subject is deserving of serious thought by circus men whose operating methods make the work of the Fans anything but pleasant.

IN LINE WITH THIS SAYING---the circus question comes a letter from Edward S. Degman, not a showman, but a authority to the show business field. It bears out what has been said above about some circus men not helping to save the circus. Degman writes:

"In this day when we have read so much concerning the saving of the great institution, the Circus, in my opinion it would be well for the circus men to begin saving themselves by building up good will in the community."

"A very well-known circus played my home city recently to a near capacity house at night. It was a very good show, but there was criticism aplenty on the part of the leaders of community institutions regarding the service charges. On the face of the tax box stand the following was painted: General Admission: general tax \$1.00 admission, \$1.25 tax. 1.25 tax, state tax, Federal tax \$1.00 service charge \$1.05 total \$2.50. Here's where the rub comes in. All the complimentary ticketholders came in, and regardless of the fact that they had general admission or reserved seats, the 25 cents total charge. The crowd was pretty sore and made very uncomplimentary remarks about the circus.

"Another instance where the price signs didn't mean a thing. Admission for children under 12 was advertised as 25 cents; reserved seats 25 cents. I have never heard of a child being admitted and had to pay 25 cents admission and 50 cents for a reserved seat for him. Of course, everybody who had children had to pay the 25 cents for reserved seats, but who gets a seat is up to the mind of the public and thereby cause so much unfavorable comment? Let the Circus play fair with the public and success will be attained."

RUBIN GRUBRGH plans to visit New York this week to make a squat at the Fair and look over the shows at Atlantic City. . . . Chris Cornalls writes from Elkhorn, S. D., that Jay Gould, owner of Jay Gould's Outdoor Circus, received word from his son that he had been overturned near Battle Lake, Minn., when a tree blew out. Gould was taken to a hospital for a general check-up. He was found to have suffered a fracture in a fall from his trapone, is still in United Hospital Port Chester, N. Y., and would like to hear from friends. . . . Our State Fair, which opened July 1, has Newman is no longer a control of loud-speakers at the Golden Gate Expo and has become an advertising salesman. Harry Lewis, Art Lewis, Greater Exposition Shows, spent a day in Chicago on his way to Springfield, Ill., to prepare for the State Fair engagement. . . . Noel Van Tiengen, who was in Minneapolis during Circus circuit, and Mrs. Van Tiengen are back from an extended Eastern trip.

ARTHUR WIRTHS, of the Chicago Stadium, left for Indianapolis immediately upon his return from the Golden Gate Expo. He has been continuing to arrange for the installation of a \$100,000 ice rink in the auditorium on Indiana State Fair grounds. This fall, Wirths also increased his activities by taking over the auditorium in Omaha. P. T. Strieder, manager of Tampa Fair, is enjoying a vacation in Florida. . . . He left Chicago the day for a visit to the Golden Gate Exposition. . . . Leonard Karis and wife (Virginia Butterfield) came in from the Ringling Bros. and Barnum and Bailey Ringling show. . . . John Barrymore visited the Ringling show on its closing day in Chi and was most besieged by fans. . . . The Ringling show had 150 usherettes. Had to be assigned to protect him. . . . "Peanuts," formerly with Al G. Barnes Circus, wants his friends to know he's on deck with the Big One.

Notes From the Crossroads

By NAT GREEN

TIMES such as these are productive of new ideas in all lines, and show business is no exception. This season has seen more new ideas put into effect on carnivals and circuses than for many years past. Of course, the showmen will not put practical or profitable, but the very fact that showmen are alert to the necessity for improvement is a valuable trait. The showman, or exhibitor, of long experience midway outlined to us some revolutionary midway ideas that take into consideration the interest of the public, the showmen and the national manufacturers and advertisers. Still another showman has an idea for the use of name attractions on midways. It is a new idea, but the possibilities will be put into effect next season.

Air-conditioning of tents, which would have been piped in at a few years ago, is to be practical. Several methods have been devised and it looks as if the tents of the future will provide comfort for the audience. In addition, we may undergo radical changes, altho oldtimers will declare it can't be done. Since we ran the item about the tent without question, pipe in air, and the picture, *A Day at the Circus*, various suggestions have been received. One was from C. A. Dell, of Ponca City, Okla., who suggested the use of a large tent and a new type of set-up should be on the big top for the Marx Brothers' picture. I suppose this will bring various suggestions as I am sure the showmen will think ideologically seems to be a good one. My idea is to use possibly a screw-type anchor on one end of each main cable connecting the top of the tent to the electric caterpillar with cable which would be attached with which to take up cable. These same tractors could be used for moving the tent and the caterpillar tractor could be so arranged as to provide light for the show. The top would be suspended by metal connectors where different rows would be held, making such a type of construction rather than a roof would help to reduce ballooning of the top. The connectors would have a type snap fastener that would come open on themselves."

We mention these various ideas merely to show that with an imaginative mind and as long as the tent continues to develop improvements, outdoor show business will continue to advance.

RUBIN GRUBRGH plans to visit New York this week to make a squat at the Fair and look over the shows at Atlantic City. . . . Chris Cornalls writes from Elkhorn, S. D., that Jay Gould, owner of Jay Gould's Outdoor Circus, received word from his son that he had been overturned near Battle Lake, Minn., when a tree blew out. Gould was taken to a hospital for a general check-up. He was found to have suffered a fracture in a fall from his trapone, is still in United Hospital Port Chester, N. Y., and would like to hear from friends. . . . Our State Fair, which opened July 1, has Newman is no longer a control of loud-speakers at the Golden Gate Expo and has become an advertising salesman. Harry Lewis, Art Lewis, Greater Exposition Shows, spent a day in Chicago on his way to Springfield, Ill., to prepare for the State Fair engagement. . . . Noel Van Tiengen, who was in Minneapolis during Circus circuit, and Mrs. Van Tiengen are back from an extended Eastern trip.

ARTHUR WIRTHS, of the Chicago Stadium, left for Indianapolis immediately upon his return from the Golden Gate Expo. He has been continuing to arrange for the installation of a \$100,000 ice rink in the auditorium on Indiana State Fair grounds. This fall, Wirths also increased his activities by taking over the auditorium in Omaha. P. T. Strieder, manager of Tampa Fair, is enjoying a vacation in Florida. . . . He left Chicago the day for a visit to the Golden Gate Exposition. . . . Leonard Karis and wife (Virginia Butterfield) came in from the Ringling Bros. and Barnum and Bailey Ringling show. . . . John Barrymore visited the Ringling show on its closing day in Chi and was most besieged by fans. . . . The Ringling show had 150 usherettes. Had to be assigned to protect him. . . . "Peanuts," formerly with Al G. Barnes Circus, wants his friends to know he's on deck with the Big One.



The Whirl of Today

DISTINGUISHED visitors from England who are here to see the fair (the Whalen one) are Frank Mellor, editor of *The World's Fair*, the British representative to the showmen, and Thomas Mallor, general secretary of the Showmen's Guild of Great Britain and Ireland. They both agree on one thing—that the Showmen's Guild of Great Britain and Ireland, which has acquired a hobby, collecting American matchbooks. Mellor's prize aversion is the subway. Seven years ago he began collecting them and now has over 1000. The Showmen's Guild limits its membership to owners and operators, and Mallor shrewd and able executive of the group is the only paid officer. The president's office is an honorary position.

It is a great organization, deriving its strength from the fact that no traveling showman in this or any other country does more for itinerant showmen, at least in the direction of legislation. Exhibitors of the guild deserve all the space he can give. While in New York they visited the principal show landmarks and were shown around by the Chamber of Commerce. It is interesting to note that Coney Island was one of the first places they visited. It would appear that the favor of Coney Island is not to be denied.

Press Photo. . . . The opening of the Palace of Palades (N. J.) Amusement Park, which they also took in.

EDWARD W. RICHARDS, who resigned recently as president of the Rubin & Cherry Excursion, arrived in town to give the town, but especially the Queens County Fair in Flushing a whirl. . . . Bob Lewis, of Lewis Bros. Productions, who is doing well in Miami Beach even in the summer. He sends greetings from the hotel down where bearing his name. . . . The new carnival at the new mall in New Jersey, the VPA Circus, has shaved plans to revile Barry Bros. Circus under canvas and is concentrating on advertising a winter show.

W. L. COOPER, manager of the Baker-Lockwood ("We Canva the World") Co., is back in his Kansas City top following another tour during which he appeared at the grand opening. . . . CO. OF C. COOK, Downie Bros. Circus, Strates Shows, Glick's Ideal Shows, Johnny J. Jones, Eddie Powers, Latin American Shows, Eddie Brown's Art Lewis, and many other midway outfit. He found the business situation "ok," according to his Eastern spokesman, Arthur Campbell.

Is it true what they say about Julius Kuehnen? That he was the first to introduce the headless girl illusion to this country? . . . JOHN T. BENSON, of "The Whales," Animal Shows, New Haven, Conn., says he has sold an elephant idea to the Republican National Committee but the bum about details as he is in the middle of an application for a patent. Press Photo. We tip to the Morrisston (Minn.) Press that Rico County Fair at Faribault is awaiting auto and gate prizes. So that C. COOK, of C. COOK Circus, a beginner, got his idea for a similar stunt which he submitted to the World's Fair Commission, the current name of the Sanitation Set. He is head engineer of the Interstate Sanitation Commission, observes that the decline of several amusement parks throughout the country is due to the fact that they are not being run by men who have the ability to manage.

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LEONARD KARIS, of the Ringling show, arrived in Chicago on Saturday, Aug. 12, to be with his wife and to help his mother care for his father, who is ill.

MAGIC PUPS

**DODS FACE TO FACE WILL KISS, BUT
FACE TO FANNY IT'S NOT.**

No. 4084—Sample, Postpaid, \$5.
Per Dozen \$1.25.
25% Deposit Required.

JUMBO SCOTTY DOG

No. 4083—Size 15".
Each \$1.25. Order, "Write for Money Order Catalog."
Postage Paid by You.

WIS. DELUXE CORP.
1902 N. 3rd, Milwaukee, Wis.

GREAT SUPERIOR SHOWS

With over 100,000,000 in attendance last year, we have the largest and most complete show in the country. Shows with own casts and sets, can get away. Bob Ruth, Eddie Cantor, etc., are among our stars. We want you to come and see our casts. Come on down and see us. Want money? Want fame? Want success? Want to be a star? Come on down and see us. Want Besser Bros. Terry May, write. Greater Money for Set, Set, Set. Want to be a star? Come on down and see us. Help! Help! Help! Come on down and see us. O. J. BEATTY or BOB RUTH.

CIRCUS ACTS WANTED

Ground and Aerial, single, double, double, triple, etc. Must be good. Money paid for acts. We will pay for your expenses for car and cook house. Almost any time around work to right people. Two, three day and week stints. Write Besser Bros., Edna, August 9, to 12; Worcester, Mass., 13 to 14; Halleys, Ida, 15 to 16.

Siebrand Bros. Circus & Carnival

ACME EXPOSITION SHOWS

Want Half-O-Pens, small Whiz, Loop-O-Pens or any Ride not conflicting. Will furnish tools needed for making them. Good proposition. Privileges in exchange for time. Write to Siebrand Bros. Circus, Inc., 102 S. 10th Street, Philadelphia, Pa. This week. Answer Valentine's Day.

GREATER LAKES EXPOSITION SHOWS

One place concessions of all kinds. Show beauty not conflictive. Wind up Concessions. Good Wind up Cook House. Good proposition. Privileges in exchange for time. Address Siebrand Bros. Circus, Inc., 102 S. 10th Street, Philadelphia, Pa. This week.

HUGHEY BROS.' SHOWS

Want to join immediately. Ell Wood Ferguson that can and will get hits up and down. Can use Fish Hawk, 15" tall, 10 lbs. weight. Good for 15' tall. Own your own wife. Address W. H. LAMBERT, Room 10, Celebration this week.

HOAD COBY FLYING SHOWS WANT

For 14 Fair, Lancaster, Ga., August 21 to 25, one Flat Stick Horse, some 1000 Concessions. One Free Act. Price must be right as we pay. Write to us if you want a good fall season to come.

VIRGINIA AMUSEMENT CO.

Meeting for Virginia and all winter shows, wants Bids not conflicting. Furnish outfit for Shows. Have bid for Minstrel Concessions of all kinds. Good Concessions come. Write or wire Joseph C. O. P. S. Can be good. Bearer Me.

GOLDEN STATE SHOWS

Want Cook House, show Game, Bill Games, Bill Pools, Cigarette Gallery, Photo-Tel-Wire, etc. If you have outfit for 15' tall, we will be happy to furnish outfit for 15' tall. Please advise when. Will be in winter South. F. A. OWENS, Gardena.

NYE AMUSEMENT CO.

Want Cook House, show Game, Bill Games, Bill Pools, Cigarette Gallery, Photo-Tel-Wire, etc. If you have outfit for 15' tall, we will be happy to furnish outfit for 15' tall. Please advise when. Will be in winter South. F. A. OWENS, Gardena.

Page, J. J. Expo.: (Fair) Springfield, Ky.; Lawrenceburg, 14-18; Elizabethtown, Ark.; Patrick, W. H. Omaha, Wash., 10-12; Peoria, Ill.; Pearson, Louisville, Ky.; Pioneer: Belfast, N. Y.; Proctor, New Haven, Conn.; Quincy, Mass.; North Quincy 14-18.

Reynolds' World's Fair: Newton, N. J.; Fryer's All-State: Weston, Weston, O. 9-11; Palmer, Ky.; 14-18; Evansville, Davis City, Ia., 9-13; Linerville 17-18.

Rogers: Webster, Ky.; Royal Union: Corcoran, Tex.; Reid, King: (Fair) Morrisville, Vt.; (Fair) Reynolds in Wells: Waukesha, Mich.; 5-8; Rogers Greater: (Fair) Cartersville, Tenn.; Rogers: (Fair) Springfield, Ark.; (Fair) Williamsport, Arthur, Colo.; (Fair) Superior, Wis.; Royal Midway: (Fair) Pinckneyville, Ill.; (Fair) Elkhorn, Neb.; (Fair) Mifflin, Mich.

Scott's: Chetek: Kalamazoo, Mich.; Scott's: (Fair) Louisville, Ky.; Scott's: (Fair) Cedar Rapids, Des Moines, Iowa, 10-12; Silver State: Atlantic, Idaho; 7-10; St. Louis: (Fair) St. Louis, Mo.; 14-18; St. Paul: (Fair) Superior, Wis.; Spokane: (Fair) Spokane, Ia.; Scott's Grove, Ia.; Bayard

State Fair: Lemmon, S. D.; Stritch: Ed. Sister, Tex.; St. Louis: (Fair) St. Louis, Mo.; St. Paul: (Fair) Terrell's Metropolitan Midway: West Orange, N. J.; St. Paul: (Fair) St. Paul, Minn.; Texas Kidd: (Fair) Dallas, Tex., 8-12; (Fair) Turkey 13-18.

Texas State Fair: (Fair) Port Lavaca 15-21; Texas Longhorn: Frederick, Okla.; Mangum 14-18; Texas: (Fair) Dallas, Tex.; (Fair) Idaho: (Fair) Boise, Idaho; (Fair) Spokane, Ia.; (Fair) Tulsa, Okla. 14-18.

Timberland: (Fair) Burlington, Ia.; (Fair) Toledo, Ia., 14-18; (Fair) Tulsa, Okla.; (Fair) Idaho: (Fair) Idaho Falls, Idaho; (Fair) Idaho Falls, Idaho; (Fair) Tulsa, Okla.; (Fair) Oklahoma City, Okla.; (Fair) Wichita, Kan.; (Fair) Amarillo, Tex.; (Fair) Kansas City, Mo.; (Fair) Tulsa, Okla.; (Fair) Wichita, Kans.; (Fair) Tulsa, Okla.; (Fair) Amarillo, Tex.; (Fair) Wichita, Kans.

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SMILES
200 To Carton.
100 To Box.
100 Pg. \$2.00
500 Pg. \$10.00
1,000 Pg. \$20.00
**These packages contain Assorted Candy Kisses,
20% Deposit with Order, Balance C.O.D.**

DELIGHT SWEETS, INC.,

501 East 11th St., New York City
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FEATURE TOP MONEY GETTERS AT YOUR FAIRS
You Can't Miss with our New CORN GAME Items. Introductory Offer: 24 Flash Games

Hundreds of New HOOTLA, FISH POOL, and BALL GAME ITEMS.
LAST MINUTE PLASTER WINNERS, CAN DO IT BEACH BLANKETS,
CLOCKS, LAMPS, CHINAWARE, FANCY BOXED SUMMER
CANDIES, SLIM, GLASS AND CHINA.

1-day Service **ACME PREMIUM SUPPLY CORP.**
3139 OLIVE ST. ST.LOUIS, MO.

Mrs. Murray's Summer Candy

There is a flashy package of high quality candy for every purpose—at every price. FROM ONE CENT UP.

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ILLUSTRATED CIRCULAR.
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PARKS
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CHARLES A. LENZ

"The Showman's Insurance Man"
A738 Insurance Exchange Bldg., Chicago, Ill.
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FOR
ATLANTIC COUNTY FAIR, EGG HARBOR, N. J.
AUGUST 29 TO SEPTEMBER 2
AND
SCHUYLKILL COUNTY FAIR, POTTSVILLE, PA.
STARTING LABOR DAY, 4 TO 9

CONCESSIONS of all kinds: Novelties, Scales, Eats, Drinks, Pictures and Merchandise Wheels, or any other meritorious Show that do not conflict.

TOM HANSON, Manager
Can also provide MIND READING ACT and Prediction.

Eastern Fair Secretaries, please note—We have sign-up dates during months of September and October.

PRELL'S WORLD'S FAIR SHOWS

This Week NEWTON, N. J. Then Two (2) Weeks in the Heart of Philadelphia, Pa.

WANTED -- MARKS SHOWS, INC. -- WANTED

want for
TRI-COUNTY FAIR, ERIE, PENNA.

Week of August 14 and Balance of Our Fair Season
WILL BOOK—Extra Rides—Meritorious Shows That Conform to Our High Standards.

WANT—Legitimate Concessions of All Kinds.
CAN PLACE—Feature Freaks and Side Show Acts.

WRITE OR WIRE JOHN H. MARKS, MARKS SHOWS,

This Week, Warren, Ohio; Week of August 14th at Tri-County Fair, Erie, Pa.

WANT FOR SMYTH COUNTY FAIR

WEEK OF AUGUST 14 TO 19, MARION, VA.

And 12 Days Fide Fairs and Celebrations to Follow, Including Pennington Gap, Va.; Pocahontas, W. Va.; Bluefield, W. Va.; Rocky Mount, Va.; Cartersville, N. C.; Troy, N. C.; Reidville, N. C.

RIDES—Rollerplane, Octopus, Fun House, Pony Ride.

SHOWS—Monkey, Fat Show, Midget, Side Show People in All Lines.

CONCESSIONS—Candy Stores, Bumper, String Game, Lead Castle, Novelty.

KUCK DENBY wants two competent Wheel Men. Kids Help wanted.

ERIC B. HYDE SHOWS

LENOIR, N. C. THIS WEEK.

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.

CIGARETS

It is said that three wars had much to do in proving the basic value of cigarettes to the race and also in establishing their popularity. This fact is not against cigarettes; it was a triple testing under the severest strains that come to human beings.

The French and British soldiers learned about cigarettes in the Crimean War; the Civil War helped to establish them in the United States; and the World War made it possible for women to smoke. That is the war record of the cigaret and much has been written of its history.

To me, the most interesting thing about the cigaret is the part it has played in revolutionizing chemical and medical theories about the human body.

If you notice the announcements of new discoveries today in the field of medicine, very often there is an explanation to the effect that the new idea has been successfully used in the laboratory on guinea pigs, but its effects on human beings have not yet been tried. There was a time when the laboratory test itself was regarded as the final word—but not any more. And that is where the cigaret worked a revolution in our popular knowledge of the body chemistry.

It was probably in the period from 1900 to 1915 that the greatest moral crusade against cigarettes had its swing. In earlier history there had been strong opposition from governments, scientists and religion. But when the anti-cigarette crusade in the United States made its final drive, the move was armed with facts direct from the laboratory. Remember the days when every boy and young man was warned against the coffin nails? And there was the story of what the nicotine from one cigaret would do to an animal in the laboratory. It was true that laboratory tests were against the cigaret.

But the world was to learn something new. The human machine does not always react like the test tube. It is interesting now to read some of the old blasts against the cigaret. But in real life there were people smoking every day and they continued in good health just as well as people who didn't smoke. So the people revised their knowledge of the human machine and the moralist and the chemist had to follow popular knowledge.

The cigaret, however, probably has ahead of it a more crucial fight than ever in its battle-scarred history. Or, maybe it is a great opportunity that lies ahead rather than a fight.

The cigaret has an opportunity to become an underpinning of democracy and maybe of civilization. In July, 1939, the news headlines said that dictators were even trying to limit the people's smokes. And therein lies a message for those who make, sell or use cigarettes.

There is a contest on between democratic and dictatorial forms of government and much hinges on the matter of taxes. Cigarettes will have to bear a heavy load of taxes if we are to maintain democracies. Fortune magazine (May, 1939) published a consensus of intelligent opinion which indicated that tobacco, along with liquor, would be called up to help bear extra burdens.

Whatever virtue there is in the cigaret, it should help us to think coolly and intelligently about taxes. So, light up a smoke and view the world as it is.

For practical purposes, we may consider that the costs of liberty and freedom in many nations, like Sweden and Denmark, now runs at about 30 cents for taxes out of every dollar earned. Probably our tax rate in the United States runs about 20 cents of every dollar we earn. It is not possible to maintain democratic government under modern conditions at much less than a tax rate of 30 cents from every dollar earned. So, we are due for a raise regardless of what candidates may say.

It is already a foregone conclusion that efficient, liberal government will cost much more than in the past. And cigarettes are being called upon fast to help pay expenses. The danger is that the makers and sellers of cigarettes may stoop to using some of that vicious and undermining propaganda about taxes that appears in the press today. Take a lesson from the best people and originate sensible defense propaganda or none at all.

The New York Daily News, in an editorial, July 22, 1939, gives the cue. "Our system of taxation in this country is a system in name only. Actually, from the Federal Government down to the smallest assessment district, it is a mess and a dangerous mess. . . . Politicians habitually avoid what we need more urgently every day; namely, a nation-wide overhauling of our tax system, the main object being to decide what governments may tap what sources of revenue, and then to force them to stay inside those restrictions."

If the cigaret can pick up that cue and carry it thru to accomplishment, it will be a service to democracy and to civilization. Free governments will cost more and more; that much is settled. What we want first of all is to make an end to the hundreds of taxing agencies that can assess taxes on cigarettes, etc., and have a uniform tax system. The present system is confusing and each new tax added becomes all the more confusing and unequal.

If higher taxes are to be paid, the whole situation should be approached with an aim to distribute the tax burden equally as far as possible. And the number of governmental agencies with power to levy taxes should be limited to as few as possible.

The cigaret tax comes closer home to the people than many other taxes; they see the mute evidence on every pack. But there is danger of setting off on the wrong cue about cigaret taxes. We who make or sell cigarettes should try one of our own smokes and think carefully about the confusion, strife, propaganda, war and misery that exist in the world we live in.

If the cigaret interests can bring a calmness and intelligence into thinking about those things, as a cigaret brings calmness to the individual under stress and strain, then the cigaret may prove the best underpinning of democracy and of civilization.

Got Yours Yet?

THE GAME THAT'S OUT-SELLING ALL OTHERS - OUT-EARNING ALL OTHERS - AND FROM COAST TO COAST

Smart Operators Know it!



KEENEY'S Cowboy

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! \$99⁵⁰

J. H. KEENEY & COMPANY INC.

"The House That Jack Built"

2001 CALUMET AVENUE • CHICAGO



110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.
Furnish standard 110 AC to Cycles, no operating expenses made
possible by using KATOLIGHT AC Light Plants—Lamps..... \$ 9.90
Complete 110 Volt AC Light Plant—Lamps..... \$ 9.90
110 Volt AC Light Plant—Lamps..... \$ 9.90
250 Watt KATOLIGHT AC Light Plant—Lamps..... \$ 11.50
500 Watt KATOLIGHT AC Light Plant—Lamps..... \$ 11.50

KATOLIGHTO, Mankato, Minnesota, U.S.A.

Maryland Fair Trade Act Held Valid by State Court of Appeals

BALTIMORE, Aug. 8.—The Maryland Fair Trade Act was unanimously upheld by the Maryland Court of Appeals in a decision handed down recently in which it declared that the act was valid and constitutional under the Maryland constitution. It was the first case in which the appellate court was asked to rule. The court, in its opinion, it said, "will be far-reaching." The ruling was a clear-cut decision which leaves no doubt as to the constitutionality of the Maryland Fair Trade Act.

The judges of the Maryland Court of Appeals ruled that the act did not violate the Maryland Constitution and turned down the appeal which had been filed against the measure by the owners of a cut-rate store. The original suit against the cut-rate concern, contending that they were selling the plaintiff's products below the minimum price established under the fair trade contract. The original action resulted in the Fair Trade City Court. The court was on this decision when the state concern filed its appeal to the Appellate Court.

The cut-rate concern charged that (1) the title of the Fair Trade Practices Act is misleading and illegal; (2) that it violates the Maryland Bill of Rights; (3) it is class legislation; and (4) it illegally delegates the legislative power. The cut-rate firm charged that the term "minimum price" is misleading. It pointed out that the act is violated if contracts are entered into which set a minimum price below the cost of production.

The Court of Appeals in its decision concurred in the seven sitting judges' view in favor of the legislature on all four points. In handing down its decision the court pointed out that 44 other states have passed fair trade legislation and that whenever it has been tested in the courts in Maryland the law has been upheld. They also pointed out that the acts of California and Illinois have been upheld in the Supreme Court.

The Maryland Fair Trade Act was first passed in 1935 and amended in 1937. It permits a manufacturer of a trademarked article to enter into a contract with one or more retailers in the State. Under the new contract, any agreement with a large group of retailers. Under the contracts the manufacturer can fix

involuntarily binding on many retailers. They argued that there was nothing to prevent a dealer from "overriding" if the agreement with the other dealer automatically became binding on him.

Counsel for the manufacturer, at the time the appeal was filed last April, argued that the bill on file was simply a means to protect valuable manufacturer good will, allegedly lost when articles were cheapened in the public mind at sale below established prices.

The cut-rate firm argued that the bill of rights was infringed by the denial of his right to freedom of contract. He also argued the Fair Trade Act violates the First Amendment since only trademarked goods are affected. Counsel for the manufacturer pleaded that untrademarked goods have no good will to protect.

Furthermore, the cut-rate firm argued when the appeal was filed that the act was defective in that legislative powers to regulate prices were unconstitutionally conferred on manufacturers. Powers are exercised over fair prices by contract. This delegation of power, they stated, would invalidate the bill.

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a minimum retail price for his product. This price then becomes a fixed point on all contracts for the product in the State, even upon those who have not signed or agreed to the terms of the contract.

It is the Maryland Fair Trade Act there is no set price for offenders who employ nationally advertised fair trade items, offered at set prices, to bring customers into the store and then try to sell them something else. However, the manufacturers can resort under the law to injunction proceedings in the courts and the cost of such proceedings will be defrayed by the manufacturer employing such tactics, namely, cutting fair trade item prices.

It was pointed out that hereafter the minimum price will be the maximum price for all articles sold under the fair trade agreement. This refers to every commodity. If the retailer, operating under a fair trade agreement, sells at a price below the minimum price, he runs the risk of being sued for damages. It was pointed out, however, by leading retailers that there will be no necessity of taking injunctions into the courts to stop the operators in Maryland from violating the Maryland Fair Trade Act is unconstitutional.

It was further pointed out by leading retailers who have made a study of fair trade laws that the Maryland Fair Trade Act forbids the issuance of coupons, trading stamps and other methods of eluding the Fair Trade Act. And furthermore, that 1-cent coins, for instance, cannot be used under a fair trade agreement.

In passing, it is to be noted that more than 100 arrests have been made in

GET KIRK'S
GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR
HEART BEAT feature
★ GREATEST
MONEY MAKER
EVER BUILT
★ ALL
MECHANICAL
OPERATION

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2650 N. KIRKWOOD
ROSEDALE
CHICAGO, ILLINOIS

JOAN CRAWFORD

would photograph beautifully on the PHOTOMATIC... but women may be as good as movie stars to take swell personal photos on this wonder machine. Men are great PHOTOMATIC fans, too. So are children. Doesn't that point to big, steady profits for PHOTOMATIC operators? Be smart.

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

Maryland, principally in Baltimore, for violations of the fair trade agreements in each instance, and permanent injunctions against those violators have been issued in the courts of Baltimore.

Loses Kick as Tragedy Is Unfolded in Court

Reporters still try for a story—youth shows a troubled mind—father reveals tragic factors in his own and in his erring son's life

PHOENIX, Aug. 5.—The sad details of the Burgunder murder trial dragged thru the days here, providing a deep and serious study in those home and hereditary conditions which distort the minds of children. Efforts of newspaper men to make this a headline "pinball murder case" apparently failed completely. As well as being a case presenting the long chain of conditions that make criminals of young people, it was also a study in the tactics of newspaper men to make what they called the "goat" for a lot of tragic things, crime, etc.

The newspaper men were witnesses during the trial. One of them was a reporter who had hounded the unfortunate youth after his arrest in an effort to elicit a confession out of the boy. This was the early news story of the case which has been heralded in Eastern newspapers as the "pinball murder case." In his confession of murdering two automobile salesmen to rob them, the youth had stated that he had a mania for gambling and had adopted the latest of forms of gambling, including slot machines and pinball. This was the basis for the "pinball murder story."

Balts at "Goat"

A second newspaper man, as a witness in the case, tried to remind the unfortunate young man that gambling, especially slot machines and pinball games, was the cause of all his troubles. The newspaper man had written a story of the youth's "confession" and was called in by the State as a witness on this point.

But the accused repeatedly balked

Youth Gets Death

PHOENIX, Ariz., Aug. 5.—The young Burgunder was sentenced to die in the electric chair for the murder of one of the two men he is alleged to have killed.

Newspapers all over the country tended to drop such words as gambling and pinball from their news stories.

Two psychiatrists at the trial pronounced the boy to be sane, but to have a mind completely out of step with the world. It was this type of mind that newspapers tried at first to blame upon pinball games.

at the idea of making such things as pinball games the "goat" for all his troubles.

But the newspaper man kept reminding him of his confession. Still the youth insisted that he "was not right in the head in the first place."

Finally the young man got the admission that maybe "50 per cent of his troubles were due to gambling devices." But he still insisted that his mental condition must be wrong, too.

Then an attorney put a brake on the newsmen's real by asking pointedly if the reporter was "after a story."

A Troubled Life

Pathos was added to the long trial

against gambling and asserts that society is to blame for permitting gambling. Whether this phobia for gambling is due to his father's anti-gambling complex is a problem for the psychiatrist. Two others were in court carefully studying the youth's reactions.

To Get a Story

Into this sadistic case involving the murder of two innocent men came newspaper men "to get a story." Into this tragic story of a case, where a moral complex in parents' minds, and all sorts of cross-currents, came newspaper men to get a "pinball story." Their conception of a "story" was to make something tangible like slot machines or pinball games the "goat" and this would have some value.

But the whole tragic scene was so filled with cross-currents that the "story" did not mature as they expected.

In this case, however, the accused kept on insisting that his mind was not exactly right. Once during the trial he said that he had lost several dollars on a game of shooting darts or something at inflated rubber balloons. This was just before the murder was committed.

For some reason, gambling on toy rubber balloons did not make the "story" the newspapers wanted. It would hardly be possible to start a crusade against rubber balloons in Arizona—much less in the United States.

So, the "pinball goat" seems about to get away.

Pray for Sane

With a father's love the elder Burgunder recited a long story of his son's early home life and beginnings in crime. The father was a prosecuting attorney in Seattle and took his son into court and into the courtroom as far as we were he showed and heard first-hand stories of law violations. The father admitted that perhaps the boy's mind was too young to react properly to such things.

The father's story was a fine example of a father trying to take the blame for his son's bad behavior to some extent, yet the father grew agitated more than once in his story when he mentioned gambling. Whether his career as a prosecutor had brought him into conflict with gambling interests or that he was disturbed by the subject he does not know. His mental condition indicated a phobia on the subject.

When his son had committed a hold-up in Seattle and had been given a long sentence, he said that he had urged his son to serve the sentence and then devote his life to a crusade against slot machines and pinball games.

Saint Testifies

Important part of the trial was the young youth testifying in his own behalf. As this is being written only one day of his testimony is available. The youth's disturbed and agitated mind is easily discerned. In referring to his two years' stay in prison he said that he had become so disturbed mentally that his mind had become unbalanced about "society," "law," "law enforcement officers," etc. Gambling is another touchy point. He admits that perhaps he should have been a "crusader"

but he is not. In his defense he says that maybe "50 per cent of his troubles were due to gambling devices." But he still insisted that his mental condition must be wrong, too.

Then an attorney put a brake on the newsmen's real by asking pointedly if the reporter was "after a story."

Pathos was added to the long trial

plan we have for them," one case stated.

AROUND THE TOWN . . .
More and more "Enjoy Yourself" Today cards of the New Jersey Amusement Association are appearing in locations . . . Nat Conklin won't be back in fall, but at Modern Vending with Irv Sommer in charge, biz is humming. Nyberg, who conducted the Baby Beverage Vending business in the Old Motors Bldg., has returned to Baltimore, his home town, for a visit before putting up for Dallas where he will once again open a business under previous name. Dave Stern has shaken the dust of Elizabeth from his heels for a few days. He's taken the family to the mountains of Colorado and will be back in time for the opening of the new mill at Ceresco, Neb., in October. Billie Gresham, who has been sweeping hayseeds from decks every time Bill Walker around,

ON THE ROAD . . .
these days is Jack Mittaluk and the Powder caravans. Mittaluk's car is fully equipped with a sales office. Two Mills Throne of Music machines. Mittaluk is as enthusiastic over reports of the reception the caravans met with in the West as he was in the East. He plans to keep the caravan on the road continuing featuring not only the Mills Throne of Music but other products of the firm as they come along.

JOE CALCUTT . . .
thought he was seeing double the other day when he received a letter in answer to one of his ads postmarked Fayetteville, N. Y. That was only one of the many interesting orders that deluged the Calcutt office recently. The other sale he's been staging, Calcutt reported,

HOPPING ALONG THE COAST
Bob D. Palastant, of Supreme Vending Co., of Boston, reports his counter sales is clicking big with counter model phones. "We're getting a lot of orders from the west coast," he says. "I think he'll plan to keep the caravan on the road continuing featuring not only the Mills Throne of Music but other products of the firm as they come along.

JACK FITZGIBBONS . . .

EASTERN FLASHES

NEW YORK, Aug. 5.—A lot of columnists were visiting the "Town in the Head" Marie Hankins, of Atlanta, Ga., singing the praise of the two decades he has. He came here to buy more equipment from Mutoscope-Bell. Billie Beverage Vending, Inc., made a visit to the trade here, and saw Bang games being moved as fast as Bert Lane received them at the Seaboard offices. The man who came to town to close this week was AJ Douglass, of Daval. He spent most of his time visiting with jobbers, distribs and operators whom he turned over a good deal. Douglass' hobby is also to keep the local boys a visit that they're still talking about.

KEYSTONE VENDING . . .
of Philly has been busy taking pictures of the spots in the Quaker City that have installed Billy Beverage Vending. Among the better known are the Pennsylvania Academy, Baltimore Market, Mayfair Theater, Food Fair, Famous Delicatessen, Jackson Theater and Jacob Siegel & Co.

JACK FITZGIBBONS . . .
continues to be one of the busiest men in the city. Not only is he constantly swinging the city, but with Billy giving him one hit game after another, he says he's at his wits end to complete distribution. At the same time he's been trying to explain to the operators the potentialities of the Billy Beverage Vending.

BACK FROM SOUTH AMERICA . . .
Bill Allberg, and with Charley Aronson away on his vacation, Bill is really "on the ball" these days. Regarding his trip, Bill says: "I'm doing quite well in Panama and Venezuela. Found some games, but they were old ones. Music operations seem definitely on the upswing. But we may not have enough to meet our needs there, as we are doing more business with the U. S. than ever before. Everywhere, it seems, conditions are improving. There little doubt that the South American market is going to be one of the biggest in a short time."

TREMENDOUSLY PLEASED . . .
are the officials of the G. V. Corp., distributor for the DuGrenier Adams juke boxes. The company is now operating Coast to Coast are showing in its machine. "Ops have been coming in every day to find out all about this great little machine and the 24-month time pay-

SAM KREBSHEUER . . .
of East Coast Photo districts report they are simply swamped with requests for new cameras. The new cameras convince every phone op of the value we've built into this machine. We're getting more and more orders all the time."

MIKE MURPHY . . .
there is no set-up in the demand for arcade equipment. "We're shipping just as much stuff as always," he says. "You'd be surprised how much of it is going abroad, too."

VISITING OPS . . .
who have been to the World's Fair in New York recently are no more fascinated than to see the way the public flocks to Bill Gersh's Photominiature studios. Bill's penny arcade is one of the attractions in the amusement areas too.

BERT LANE . . .
maintains that around the Seaboard Sales office operators are beating the heat with Bang. "Bang is the game," he says. "And I don't care if any operator who has on location."

CHARLEY KATZ . . .
representing D. Gottlieb in the East, was around New York pepping up the operators on their new novelty game. Charley was particularly enthusiastic about the new Little King and new action incorporated in the game.

GEORGE PONDER'S OFFICES
were kept stepping with the arrival of new games from each of his factories and they all seem to be catching on with operators. The new game, "Dive Bomber" in High-Lite Exhibit came across with Avalon: Keeney's Cowboy is in great demand, and Chicoen's Sports received a good reception upon its arrival.

PRICES SLASHED

Total Entry	\$12.50	Grand Total	\$12.50
Two-line Entry	\$12.50	Monogram 8-line State, repainted	\$14.50
Four-line Entry, Double Change	Mills 1-2-3	Mills 1-2-3	\$18.50
Four-line Entry, Single Change	Mills 1-2-3	Mills 1-2-3	\$18.50
Multi-line Standard Console	\$17.50	Mills, Illinois, Spokane, San Fran, Indiana, Ohio, Michigan, Boston, New England	\$18.50
Half-line Entry	\$17.50	All Free Plays	\$38.50
Half-line Entry, Double Change	\$17.50	Open Free Plays	\$28.50
Half-line Entry, Single Change	\$17.50	Multi Free Plays	\$28.50
Three-line Entry, Double Change	\$22.50	Single line state and stand	\$44.50
Three-line Entry, Single Change	\$22.50	Warrior 412%	\$44.50
Conduletta, Floorstand	\$17.00	Pats 12%	\$45.00
Conduletta, Floorstand	\$17.00	Wants 610	\$45.00
Two-line Entry, Double Change, from New York	\$17.00	1/3 Cash Deposit	\$45.00
Two-line Entry, Double Change, from Atlantic City, Daily Deposit	7.50		

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MINIATURE BOWLING COMPANY
 225 SOUTH 6TH STREET, NEWARK, N. J.

New Orleans

NEW ORLEANS. Aug. 8.—The hot weather of late has been a boon to phonograph renters and to operators of several vendors that are numerous in the city. Local bars, restaurants, hotels and theaters and large department stores are among popular locations for the vendors. Phonograph rentals at \$1 per hour or 50¢ per half hour of last year with outdoor picnickers finding the counter models particularly fitting for transportation, have increased 50% grounds for fun and dancing.

Correcting an impression that was made unintentionally in July 28 issue of *The Billboard*, the Louisiana Amusement Co. continues as co-distributors of Rock-Ola phonographs in Louisiana along with the New Orleans branch, which by Rock-Ola with the Dixie Music Co. S. Schaefer, factory representative for Louisiana and Texas, has expanded his operations and now have outlets to such an extent in this section of the South that expanded services were needed. Schaefer's address is 1000 St. Houston, and later, to other Texas points. Before leaving he reported the appointment of W. Phillip Purvis as factory representative for Rock-Ola in Arkansas and Oklahoma. H. W. Croce, for several years connected with Deco here, has been appointed new Rock-Ola salesman for Louisiana.

R. N. McCormick, southern sales manager for Deco Distributing Corp., returned last week from a trip to Houston, San Antonio, Lake Charles and Dallas, where he found business good.

South Rampart street in New Orleans has long shared space with Poydras Street, the most popular street as the coin machine headquarters. These operators who office and service on this thoroughfare are the ones that got off easiest, therefore justly tickled over the Bob Crosby recording of "South Rampart Street Parade." This record is now the most popular record in the "South Rampart street." P. P. "Buster" Cleef of Great Southern Novelty Co. says: The Measure Music Co., Deco, Supreme Music, Mervin Hayes and Herby Miles are all located on South Rampart.

Returning brown after two weeks' vacation on Grand Island in the Gulf of Mexico, Harry Gleason and Sidney Wasserman of the Pleasure Music Co. were back on their jobs last week.

It's a boy at the home of the Melvin Mallorys, the manager of the Louisiana Amusement Co. Mother and dad are doing nicely.

Seen buying a line of new phonographs and records last week was M. J. Tertorich of Baton Rouge. He reports a good summer season for music operators of the capital city area.

Mark Boosberg, manager of the Sport Center, the city's largest coin sportland, still swears by Stoner's Chainless, but for the past three months has located there for many weeks. Boosberg still brags about the fine drawing power and excellent quality of these chainless. Outstanding distributor, well at the Sport Center are Gottlieb's Lot-O-Puns, Batting Champs and Track Records; Bally's Novelty and Bunkhead; Supreme Coin Machine Co.'s Major and Stoner's Snooko.

With no less than a dozen local stores, some districts now have to move in and in most instances larger quarters in preparation for the fall season, the outlook for the coin machine industry of the Deep South is bright. The trend of late in this area has been encouraged by the steady advance in cotton prices.

June and July sales of the Wurlitzer phonographs were best for the similar months for at least two years. Al Mendez, territory factory representative for R. W. Lewis & Co., reports that the first seven months of 1939 the district's volume of business was ahead of 1938 and up to the good showing made in 1937.

Sandwiches, drinks and a dance featured the formal opening of the big new restaurant and dance hall, No. 100, at 922 Poydras street on August 1. The new quarters of the Wurlitzer local distributing firm covers over 1,500 feet of floor space and consolidated operations at two previous smaller offices.

Receipt of a carload lot of new Rock-Ola phonographs is reported by Sam

Gentilich, of the Dixie Music Co. co-distributors for Rock-Ola in Louisiana, with the Louisiana Amusement Co. The Dixie Music has placed on display its first shipment of Rock-Ola scales.

Now satisfied with ownership of a 21-foot long boat, Buster Cleef of the Great Southern Novelty Co., has bought a new power boat.

Frank De Barros, manager of the Melody Music Co., has returned from a three week's vacation which carried him and his family to the New York City fair, a tour of the Wurlitzer factory at North Tonawanda.

Ed Rodriguez, of the American Coin Machine Co., left this week for a month's trip thru Florida and to Havana, accompanied by Dr. Cristo, prominent physician of Cuba.

A leader in the Italian colony affairs of the city, Prexy Julius Pace, Kingfish of the New Orleans Coin Machine Venders' Association, has been named master of ceremonies for the 10th Annual Mardi Gras in mid-August. Daughter Gerry Pace, prominent in Southern night clubs as an entertainer, will sing at the event.

Harold Cohen, young operator, has returned to his business after losing his appendix at a local hospital.

Fort Worth

FT. WORTH. Tex., Aug. 5.—Johnny Wilson, local youthful op., was a visitor to Mineral Wells a few days ago, picking up on some country locations and routes.

A number of Ft. Worth music operators attended the reception given by Arthur Flake at his Dallas headquarters last week. The Mills Throne of Music demonstration by Flake to several hundred operators.

Flower Palace, show located on the corner of Main and Commerce and which has been running a bit high hat, will "go back to the people" with new management in charge. With the new arrangement coin-operated shows will move in and have a prominent spot.

Recent heavy rainfall in this area has resulted in a great bumper cotton crop as well as a late melon and vegetable production, which will help to stimulate trade with all types of coin machines.

Ft. Worth music operators are showing considerable interest in the new multi-continent phonograph made by the Mid-Continent Cinematone Corp. Plays 10 tunes on one record. Record stops automatically when each tune is finished. Most of the local coin machine operators of this city say the little machine has a place in the industry. Jobbers will be appointed in various sections of the Southwest.

Merchandise valued at more than \$1,000 was stolen Monday night, July 31, from the Fortex Sales Co. by burglars.



BEN PALASTRANT, owner of Supreme Amusement Co. of New England, Boston, and his secretary have been busy filling orders for Rock-Ola's Luxury Lightup phonographs, he reports.

Loot consisted of several hundred sales-boards and the sound counter machine. This is the second burglary at the Fortex store within a period of five months occurring July 26, when merchandise valued at about \$1,500 was taken.

Ft. Worth operators are not alarmed at the latest outbreak by Gov. W. Lee O'Daniel, who said in his recent broadcast from the Governor's mansion at Austin that the type of criminal activities would have to come from the State even if the State had to do the job. The Governor, who was considered somewhat eccentric, has proved to be quite the contrary.

London

LONDON. Aug. 5.—Not content with the answer given her question of May 4, Viscountess Astor, ardent advocate of gambling and outspoken opponent of anything that smacks of gaming, demanded from British law, asked Home Secretary in House of Commons if he was aware of the action of Government in South Africa in legalizing gambling machines, and would he consider instructing police authorities in England to take action against owners and exhibitors of such machines. Miss Astor said she was not aware of the possibility of taking action in respect of such machines depended primarily on whether the persons using the machines were minors or adults, but when the prime object was small the element of gaming might be trivial. He replied that the police generally were aware of the law on the subject, but was arranging to confer with chief constables on the question whether more could be done to prevent the use of such machines in all districts in accordance with a uniform policy.

Home Office, in view of Home Department's desire to have more stringent action of area police to leave no room for evasion of the tendency to enforce law to the letter, while otherwise—notably in London—police have been lenient, especially if prize values are such as to make the gaming element more than trivial. Under British law, the giving of money or prizes for skillful play or chance constitutes gaming; majority of statutes governing this were framed in ages far distant from present.

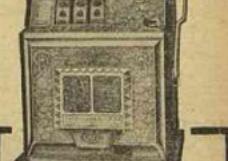
The British amusement police精英 are welcomed by such organizations as the Christian Social Council, which anticipates it will result in law better applied, with the finding that the public, the industry and banning of pin tables altogether in public places. This must not be taken for granted, also outlook from manufacturers of pinball machines is not so bright. Their own organizations are not blind to the fact and the secretaries of Showmen's Guild and Amusement Trade Council are working closely together placing the trade's side of the question before M. P.'s.

Truth of the matter is that the conservative reformers have turned their attention to coin-operated amusements because their attacks on the real gambling fields have failed. Attacks on suppress football pools, most colossal of all gambling schemes here, failed com-

NEW LOW PRICE

\$40.00

40.00



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GUARANTEED LIKE NEW**

We have a few Rebuilt Machines, as shown above, in 1c, 5c and 25c play. Mystery Pinball machines have been gone over from top to bottom, inside, outside, repainted, re-polished, new rest springs, or parts where needed, for operating purposes as good as new.

**15-DAY MONEY-BACK
GUARANTEE**

Write for prices on our complete line of Rebuilt Machines

WE WILL BE CLOSED ON SATURDAYS DURING AUGUST.

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4640-4660 W. FULTON ST.
CHICAGO, ILL.
Elt. 1889—Tel. COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

**TODAY'S BIGGEST EARNING NOVELTY GAME IS
MARDI-GRAIS
4 GAMES IN ONE
WESTERN PRODUCTS, INC.**
925 W. North Ave., Chicago, Ill.

pletely in the face of determined public opinion. It was the voice of the man in the street which resulted in Parliament legalizing betting on dog tracks in 1938. Will the same voice be heard this time?

British Automatic Machine Operators' Society has appointed H. McCarthy Main as its president. Mr. McCarthy, a graduate of Edinburgh University, Main will have the advantage of knowing well many of the machines. He served as treasurer to Color Optic Machine Manufacturing Association Trade Expositions of 1937 and 1938. This appointment does not affect the society's postal address which remains 5315 N. Paulina, Chicago, Ill. E. G. better known to most buckles, Marshall Seeburg, L. V. Hodges, Bill Hatchin, Ralph Mills, Helens Palmer and others from America as the Swan and Sugar Loaf.

After a busy 10 days visiting London manufacturers and distributors and seeing sights including Shakespeare's birthplace at Stratford-on-Avon, Dave Hobson left for Holland on July 15.

Several trade friends lined up to see Mr. and Mrs. Lewis, of Reliance Automatic Amusements, off from Waterloo on the first stage of their tour to Holland and France. Traveling on same train and boat were Frank Mellor, editor of *World's Fair*, British trade organ, and Tom Murphy, secretary of Showmen's Guild.

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\$2.40 AND UP
Over 60,000 Sold.

MAKE MONEY NIGHT AND DAY
Without Selling

Many selling vending machines every day. Place in taverns, stores, filling stations, restaurants, etc. Vending machines are the best investment. Vending machines are the best investment. Start your route now. Local delivery and credit. Send for free literature.

**10 "Silver King" Machines
10 "Gold King" Machines
10 "Free Trial" Machines**

ONE SAMPLE MACHINE ONLY, \$6.50
SPECIAL PRICE—One Vendor, 10 lbs. Cap.
1/2 Deposit With Order, Balance C. O. D.
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Operators who know machines and know the business are the ones who buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterners are not only fine machines, but machines which help them earn more money. Six models to meet every requirement. If you are an operator or interested in the vending business, write today for information on the complete line of Northwestern Venders.

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Cigarette Vendors

- 4 to 15
- Columns
- All-in-front
-
- Footed
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A better
machine for
less money!

Write for Complete
Catalog showing the
latest in cigarette and
candy vending ma-

U-NEED-A-PAK CO.
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**Used Cigarette Machines
Low Prices—Exceptional Values**

National No. 28—Enclosed Stand \$17.50
National No. 28—Enclosed Stand \$17.50
National No. 30—Enclosed Stand \$17.50
Gorrell Six-Column Candy... \$15.00
Simpson Six-Column Candy... \$15.00
Uneed Pak—6 Columns, Enclosed... \$12.50
Uneed Pak—6 Columns, Enclosed... \$12.50
Master—Six Column, Enclosed... \$8.75
Master—Six Column, Enclosed... \$8.75
National No. 5—Five Column... \$8.00
F. O. B. New York City.

TERMS: 1/2 Cash, Balance C. O. D.

HENRY WERTHEIMER

281 FOURTH AVE., NEW YORK, N. Y.

MERCHANDISE MACHINES

Do You Get the Most From a Route?

Close Survey May Reveal Many New Opportunities

By W. R. GREINER

Whether your route extends over three blocks or 500 miles you aren't getting full value from it unless you are giving complete coverage to this territory. A territory can be broken up into sections here and another several miles distant, and so forth, is a very excellent way to run up serviceable costs and end down the income.

No full-time operator whose venders provide his entire income would think of trying to get along without maintaining a close survey of each territory he has and the machine he is producing. Why not just as those about getting all there is to get out of your territory.

Map Your Route

One way of knowing just how things stand is to map your route, territory—put everything down on paper so you can quickly see where your machines are located and the other likely spots in your territory. This will give you a clear canvas of your vicinity, visiting every place of business and try to interest them in your machines. After a few weeks of this you will find that they are out altogether as a prospective location or will perhaps be interested at a later date, make this notation on your map.

Investigate all locations, you may be happily surprised to find establishments which you didn't believe would be interested in your machines can be in your words—white spots. For example, there are high-class locations which would not consider a cluny old vender but a modern Day-Linx or Tri-Selector. Some locations have not considered a bulk vendor because they did not have the necessary space but this observation agrees with the Model 33 junior. This miniature unit can be placed on a dooryard, on a counter, in booths or any spot of this type.

Weed Out Old Machines
Operators are sometimes confronted with a location owning the bulk vendor

the advantages of letting an operator place a modern unit and service it on a percentage basis. If necessary you can pay him a dollar of two for his present unit, take it off the market and get your new machine going right away. You are building for future profits, too, because merchants who were interested in your old unit but not your new one, based on the idea at the time are good prospects for future reference and may, with the proper attention, become money-making propositions.

When you operate Northwestern machines you have at your disposal a selection of bulk vendors to meet every possibility. You must however, consider the space the location has to devote to such a unit. No matter what item is the most popular, there is a Northwestern machine to fit it and this merchandise with perfect satisfaction.

Right now while the idea is fresh in your mind, draw up a rough sketch of your territory, mark all the likely kind of coverage your route is giving. Check up on the locations where you do not have machines located and find out if you can get a place. You never know you will find there are still many profitable spots right in your own neighborhood which you have been overlooking. Make the most of them!

Cigaret Output Tops All Records

WASHINGTON, Aug. 5.—All monthly records for cigarette production were broken by the tobacco industry in June, and output turned out 16,694,511,913 cigarettes for domestic consumption.

This was the first time that output had topped the 16,000,000,000 mark for a single month and compared with the previous record high of 15,891,588,977 cigarettes established in August last year.

The collected total for June was \$45,798,125, according to figures released by the Bureau of Internal Revenue. This compares with \$44,151,466.92 collected in June, 1938.

An increase of 16.7% in New York City in anticipation of the tax which became effective July 1 may have stimulated production somewhat, but it is believed the increase is due with the production in previous months.

Projection of the rate of production for the first 11 months of the fiscal year ending June 30, 1940, by the 12 months suggested that the June output should exceed the 16,000,000,000 mark. Therefore it seems likely that there was no great amount of advance buying to account for the month's heavy production total.

Beech-Nut Reports For First Half Year

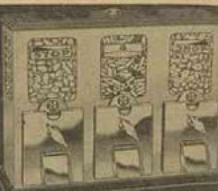
CARAJOHARIE, N. Y., Aug. 5.—The Beech-Nut Packing Co. reports a net profit for the six months ended June 30 of \$1,322,449 before federal income taxes, compared with \$1,342,000 last year.

The balance after allowing for estimated taxes paid in full and carried forward on 45 shares of Class A preferred stock outstanding was \$1,091,055, or \$2.50 a share on 437,524 common shares. It compared with \$1,111,000, or \$2.54 a common share last year.

American Chicle Nets \$1,032,381 in 6 months

NEW YORK, Aug. 5.—The American Chicle Co. of Long Island City, reports a net profit of \$1,032,381 on operations for the first half of 1939 after provision for all charges, including reserve to cover estimated income taxes. The profit was equal to \$4.31 each on the 897,500 out-

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Gum in each compartment. In lots of 8 or more
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PROOF 15C CIGARETTE
MACHINES
RECOMMENDED FOR
RESTAURANTS

CAPACITY
105 Packs,
Each...
150 Cigarettes,
Each...
150 Cigarettes,
Each...
150 Cigarettes,
Each...
150 Cigarettes,
Each...



D. ROBBINS & CO., 114-18 DEKALB AV., BROOKLYN, N.Y.
standing shares and represents an increase in the net profit of \$1,621,585, or \$3.71 a share, in the six months to June 30, 1939.

The company's profit for the second quarter of 1939 amounted to \$1,017,016 on the same basis, equal to \$2.33 a share. In the second quarter a year ago the net profit was \$621,170, or \$1.88 a share.

Pepsi-Cola Opens Chicago Plant

CHICAGO, Aug. 5.—A new Chicago bottling plant is being put into operation by the Pepsi-Cola Bottling Co. at 63rd street and Calumet avenue. The new unit will have an annual capacity of more than 1,000,000 cases.

Cigarette Merchandisers' Associations

Members of the New York CMA are enjoying this month, even tho' the weather man is making it hot for them. The past month has been a busy one and the members worked like Trojans to get things rolling. The end of July found everything moving more or less smoothly, and now some little thought is given over to vacations and plans for the future.

The value of membership in the association has proved its worth. The members in the New York organization functioned the past month is commendable. There was fine co-operation from all members, and the hard work of the active members has been appreciated fully appreciated. The work was well planned and showed conclusively how smoothly his job can be tackled with proper planning. You will find this a shining example to other operative groups throughout the nation. The program of work to be done during the year has been adopted without an organization that planned without a hitch.

This organization was scheduled to meet on the 15th of August, but had been rescheduled during the past month. There is little unfinished business in this respect, but the members will look back over July and cliché over what could have been a much better month.

With those days behind, Bill Peets, of Peets Service, Inc., is making arrangements to go to New York to enjoy a well-earned vacation. Peets has now fishing tackle and will give it the works during his stay. Matthews Forbes, of Matthews, visiting the New York CMA office have had the opportunity to make longer visits. For the past 30 days it has been a thrill to him to be here. He did not stay a few minutes to talk things over with Matthew Forbes, manager of the New York CMA.

Cutting News Wanted

One of the big puzzles in New York at this time is the Connecticut game. The trophy is still in the hands of Tom Forbes says he is daily awaiting a letter from Anthony Masono, manager of the Connecticut CMA, regarding the definition of the game. As soon as the date is set, Forbes says, the New Yorkers will begin a more rigid training to fit them for that big game. New Yorkers were recently in New Jersey, New Jersey and now want to get the game with Connecticut over so they can bring the trophy to New York.

Jottings: Sam Yolen has his boat out now ready to get some good fishing. It seems that whenever he contemplates going fishing he ends up in the hospital. Only recently he had to come into New York to get some parts after leaving the boat stranded some place. Fred Hoffman is in St. John's, Newfoundland and now want to get the game with Connecticut over so they can bring the trophy to New York.

Yolens: Sam Yolen has his boat out now ready to get some good fishing. It seems that whenever he contemplates going fishing he ends up in the hospital. Only recently he had to come into New York to get some parts after leaving the boat stranded some place. Sam Malkin was seen in Jamaica the other day, and without Yolen. Malkin made the trip by auto.

Yolens: Sam Yolen, the Cigaret Tax Bureau, is in a hospital, suffering from an abscess. Friends say he is on the way to recovery. This is mighty good news for the hobby and all hope to see him out again soon.

Aaron Coach: who has been ill, is reported on the way to recovery.

Samuel S. Frazee: has returned from a brief trip to Vermont.

Jack Bloom: during the let-up, is just realizing that his sister got married recently. Bloom and the happy couple off to London on the Mediterranean. They will make their home there.

Bob Hawthorne: is doing a marvelous job for the New York CMA. He devotes much time to his duties at the expense of flying and dog racing.

Matty Forbes: is planning a trip thru New York State to meet with all the operators and the happy couple off to London on the Mediterranean. They will make their home there.

John Shargow: of New Jersey members met in New York the other night to discuss some matters of importance to the organization. Those at the session were Edward Dingley, Unit Vending Co.; John Shargow, North Jersey Tobacco

Co.; Sol Kesselman, counsel for CMA of New Jersey; James Giltz, manager of Max Jacobson's Coin Counter Service; Max Jacobson and Milt Jacobson, of Hudson County Tobacco Co.

Edward Dierckx has been entertaining his parents from Michigan. He has shown them New York, the World's Fair and the Jersey shore.

Coin Changer Is Patented

Developed for use on beverage vending—use spreads to phones, telephones

FAYETTEVILLE, N. C., Aug. 5.—A hot, sultry courtroom during a sensational murder trial and the desire for a cooling drink from a beverage vending machine led to the patenting of a coin-changing device. Experimenting with the device, it is reported, had led to an increase in sales and good will of the customer in making it more convenient for the customer.

Charles F. Harris, the inventor of the new coin-changing device, was the man who was attending the interesting murder trial when he became thirsty and left his seat momentarily to secure a drink from a beverage vendor in the court corridor. He expected to return to his seat but upon arriving at the machine, he found he had lost his coins. This meant he had to run out of the courthouse, cross the street, get change and then return for his drink. By this time his seat was lost. The incident led him to think that if vending machines could dispense the change in the customer's convenience would be doubled and their sales performance increased.

Harris was a persistent man and did not consider the idea casually—he did something about it. Inside of six months he had a patent from the U. S. Patent Office of Paterson, N. J. It is reported he gave him the exclusive right to manufacture and sell devices to change coins in vending or similar machines. Today in retaliation for that hot day of the incident, Harris has his device installed on the vending machine which caused him the loss of his seat. A careful check on the device by the owners of the machines has brought the report that the device has worked perfectly, increased sales and brought much interest to the machine.

Recalls History

The history of change-making machines is an interesting one. In the big promotional days of 1928 and 1929 the automatic stores put out on the market by CAMCO featured a change-making arrangement. The machines were designed to dispense as automatic sections for retail stores and a change-making mechanism would be a necessity, it was said. But in those days coin chutes had not reached as high a state of perfection as the industry desired. The opportunity to put in bad money and get good money in return was made short shrift of the CAMCO

Australian Visitor

CHICAGO, Aug. 5.—From Australia to the coin game center, Chicago, came Jack Rocklyn, coin machine man and theatrical publicity agent. Rocklyn was here with his wife and the operators regarding plans for the future and for the solidification of the organization. New York CMA has been established for the time being and the members have received much benefit from it.

From Jersey

A group of CMA of New Jersey members met in New York the other night to discuss some matters of importance to the organization. Those at the session were Edward Dingley, Unit Vending Co.; John Shargow, North Jersey Tobacco

make more money

JENNINGS In-A-Bag

Vends Nuts and Bulk Confections in Sanitary Glassine Bags

Take this tip — before you buy any bulk venders be sure to look at the In-A-Bag. It's a great idea that checks out public everywhere. Hundreds of operators have reported like earnings on their In-A-Bags to be 3 to 4 times that of the conventional vendor. It truthfully is the vendor you can operate at a nice profit.

In-A-Bag is simple in operation and foolproof. There are a number of models to choose from —

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USED CIGARETTE MACHINES

7 C. Used GORRETTAS, Enclosed Stands, Model B.	\$12.50
4 C. Used U-NED-A-PAKS.	
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7 C. STEWART & MCGUIRE STREAMLINE	... \$25.00

Midwest Factory Representatives for National Vendors, Inc. of St. Louis. Write for Illustrated Catalog and Prices of New National Cigarette and Candy Machines.

NATIONAL VENDING MACHINE SALES CO.

2910 EUCLID AVE. FACTORY REPRESENTATIVES CLEVELAND, O.
NATIONAL CIGARETTE AND CANDY VENDORS

machines and the idea back of it. The net effect was to also give the idea of change-making machines a black eye.

The most novel mechanism perhaps ever shown in Chicago coin machines is the cylindrical device due to the inventor about 1930. It was the development of a Southern inventor connected with a large corporation in the South (now, incidentally, interested in vending machines to sell its product). This coin-changing device is based on the same cylinder principle of a lock. That is, each size coin inserted acted as a key and operated certain tumblers in a cylindrical lock. Under laboratory tests this mechanism was so accurate in making change that it was unique. But the inventor failed to solve the problem of rejecting bogus coins. A bogus half dollar could be inserted and get a good quarter, two dimes and a nickel in return. What became of this change-making idea is not known to the writer.

New on Market

Plans for marketing Harris' machine have been perfected. It is reported that one firm is interested in buying the rights to the machine in the U. S. Another group wants 50,000 of them for use on cigarette machines. Telephone companies are said to be interested in the idea of telephone connection with pay telephones. One of the devices to be used is based on an automatic phonograph with such success that the machine has been taken to New York for exhibition there.

The coin changer will handle any of the six coins in circulation in this country. The purchase price of the article being vendable in automatically deducted and the cents dropped into the cup. If the purchase price alone is inserted the article alone is produced.

The "element" which handles the coins and makes the change is simply inserted within the vending machine. It can be energized by electricity or other mechanical means. The "element" is about the size of a whole brick 4½ by 5 inches.

Philadelphia

PHILADELPHIA, Aug. 5.—Ed Heller has a post with Brunswick branch to operators. Heller will immediately join the Royalists, an chessie which is gaining great popularity here.

Dan Lerner reports that his arcade in Wildwood is enjoying a record-breaking season, with a choice assortment of the greatest games and novelties. Herman Goldstein is doing a great job as manager.

Bill Gross has set October 15 the date he goes aboard the marital seas.

Louis Zayon, pinball operator, is extending his activities to the music field. Several Rock-Ola bands have already been placed in locations.

Steve Bonatozo's wide grin has expanded to twice its usual size, the reason being that an 8-year-old 12-year-old girl. The tot's name will be Mary. Mrs. Bonatozo and the youngster are doing well.

Frank Ennis and Mike Specter, of the Automatic Amusement Co., have just opened a distributing branch in Baltimore at 213 East Mt. Royal avenue.

Bill Gross, head of the Lehigh Specialty Co., is enthusiastic over the money-making possibilities of Chicago Coin's Buckaroo. His contagion has spread to many operators, with the result that the game is now seen in many locations.

Bob Stien has purchased an interest in a restaurant on Roosevelt boulevard.

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VENDOR YOU OPERATE**

DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK

**D. ROBBINS & CO., MFRS.
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Ed Johnson Joins Rock-Ola

CHICAGO, Aug. 5.—Another important addition to the sales department of the Rock-Ola Mfg. Corp. was made this week in the appointment of Ed Johnson, pioneer phonograph man, to manager of the new division. He is known throughout the United States and foreign countries as an authority in the phonograph field and will fill the capacity of general sales and manager out of the Chicago factory.

"I have watched Rock-Ola's constant growth in just a short space of time," said Ed Johnson. "I am happy to be connected with such a vast, sound, growing concern. In my trips thru the country I have seen many instances where that Rock-Ola has taken a real hold on the automatic music field and just four years the Rock-Ola company has made its all-time record and made the leading line of phonographs."

"The many outstanding and sales-getting features of the Rock-Ola line," says Johnson, "are the result of his efforts for me to do a real job as the phonograph operator today expects all the modern features in his equipment. The London-made phonographs leave nothing to be desired in point of efficiency and eye-appeal."

G & G Grille Factory Busy

CHICAGO, Aug. 5.—Gerber & Glass have announced a reduction on complete grille change-overs for phonographs, which they state will bring such a service to operators at about one-half the former cost. Announcement said the firm could supply a grille assembly for all types of phonographs on the market.

The firm has recently equipped its plant to handle this work, which was stated, and can turn out about 500 complete assemblies daily. The firm ranks second as among the biggest makers of plastic grilles in the industry.

This big volume business was said to be the basis for better prices. Three shifts of men are said to be on grilles.

It is stated that advance orders and commitments are slated to keep the firm in full swing for some time to come indefinitely. In the meantime Gerber and Glass, the Potash and Perlmuter duo of the coin machine industry, have issued an invitation to all music men to visit them and discuss their needs in grilles.

Announces 2 Models Of Cabinet Stands

CLEVELAND, Aug. 5.—Art Cabinet Sales Co. announced that two new models of cabinet stands with built-in loud-speakers for new Rock-Ola and Wurlitzer Counter Model phonographs are now being manufactured. Both are of all-wood construction in light and dark walnut finish with chrome trim.

Each model has a large silver musical note on the front panel and comes with or without built-in speaker.

These stands should appeal to operators who want to put their counter models in the console class.

Natchez, Miss.

NATCHZEE, Miss., Aug. 5.—Despite the intense heat, business as a whole in the machine department has been above the average for this season. A number of cigarette machines, have been installed in various locations by the operators. Business is good, especially around the night club at Ferrydale, La., where Bruce Swayze Jr. has a number of machines, says his business was never better, and similar statements come from various other operators.

Friends of Hoskins L. (Dud) Deterly, who is connected with the Hail Club in Vicksburg, Miss., are in touch with him through his brother, Clinton L. Fournell, traveling salesman, whose death was caused by a heart attack. He was 41 years of age and a native of Natchez, Miss.

William R. (Bill) Priester, owner of Bill's Windmill at Brookhaven, Miss., reports that he has several new machines and that he is booked on the latest records for phonos in his night club, one of the largest in Southwest Mississippi.

Bill Brown, who was with the Buckeye State Shows here during the State convention of the American Legion, July 29-30, says his 12 diggers got a real good play on the midway of the carnival. He has been working in New Orleans, Mississippi, and Tennessee. At Natchez he said business was unusually good.

Sam McCabe's daughter, Mary Serio, drum major of the Natchez High School band, was one of the twirlers in the two-mile long parade here during the Legion's State Convention. Sam is co-owner of the Seramo Novelty Co.

Sam Serio and Sam McCabe, of Seramo Co., have returned from vacation. During absence business in charge of service men, Frank Perrault Jr. and Secretary Vera Koerker.

Dan Tucker, who has been ill, is out again and says his location for the La-Z-Boy Co. is in Little Rock, Arkansas, and Texas, as well as Mississippi, are all doing nicely.

Bob Lanier, master of Ferriday, La., recently came to town for a visit and drove a 1939 Pontiac De Luxe sports model roadster down up in brown and white.

Johnny Long, of Burton's, says the American Legion Show Committee has been having lots of business. The other operators a good play, too, from the veterans.



COMMERCIAL MUSIC CO., of Oklahoma City, Okla., has been appointed Wurlitzer distributor in that area. Above are visitors and firm personnel at the time of the opening of the new distributorship. Left to right are: W. M. Main, service instructor, Dallas; Herb Wedewer, manager of Wurlitzer credit office, Dallas; W. H. Reed, regional representative, Kansas City; E. E. Reynolds, Wurlitzer district manager, Kansas City; Mrs. A. Park, Otto Krause, Wurlitzer district manager, Hans Van Reindt; E. E. Reynolds and Mrs. Reynolds; J. Martindale, and Paul Beardley, of Decca Record Corp.

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 and certain artists also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Sunrise Serenade. It's practically a clean sweep all over the nation for this lovely melody this week. Strong for a number all over weeks, it seems to be gaining in popularity rather than losing, and reports from widespread sources in the country show it to be leading the field by a large margin. Glenn Miller's arrangement on the machines, something he has enjoyed right from the beginning.

White Sales. Close on the heels of *Sunrise* is this latest Nick Kenny hit, and its tremendous popularity in the boxes makes it unanimous. Ozzy Nelson and Sammy Kaye are about tied in point of favor with phone calls, with Al Dornbusch and Harry Newmark bringing them up. Jack Teagarden's disc, fairly popular a week or two ago, got a bit lost in the shuffle the past seven days.

Stairway to the Stars. Starting to ease off, altho only slightly, this has relinquished its top position on the phone network. No particular reason can be given on this, an interesting fact in itself, but almost all the trade have reported a certain amount of it. Jimmie Dorsey and Glenn Miller managed to cop a few more hours than their waxing conferees, but the margin is slim, with 80 per cent of the reports coming in to the Guide stating no especial preference.

Wishing. It's yes and no for this long-range hit this week. Some sections report no room for it whatever, while others, notably Cleveland, Indianapolis and several western cities, still find it a money-maker. It can't last much longer, however, Russ Morgan is the only one left in the running.

Bear Barrel Polka. Believe it or not, this is still showing plenty of life in more spots than might be imagined. Most amusing angle of the whole thing is that the first out-of-neck spot in the Cleveland territory, coming from local bands, was won by the Bear Barrel Polka, rather than hear it again. Spots particularly demanded the removal of either the record or the machine, preferring a rest from the *Barrel* to income for the boxes. Now anything is possible.

COMING UP—BETTER STOCK THEM

Moon Love. Agreement is universal among opns that this is the most likely going of the spring crop of songs. As in *Sinatra*, no particular place stands out, Glenn Miller, Al Donahue, Paul Whiteman, and in one or two places, Mildred Bailey are getting an equal share of attention from the nickel-droppers.

Shabby Old Cabby. An attractive title and a little different theme are making this liked by all those who hear it. It's coming up quickly and is strong enough now to demand a place in any machine. Recordings here narrow down to Sammy Kaye and Horace Heidt.

The Man With the Mandolin. Wayne King's waxing of this appealing tune has brought it to the front for a time. It's a great hit with Horace Heidt, the first in the field to amount to anything. Some spots going for vocal versions are discovering plenty of nickel-swing ability in Frances Langford's rendering.

I Poured My Heart Into a Song. Although this has been a big radio number and is selling strongly over the sheet music counters, it hasn't amounted to too much in the record department. It's a good song, though, and that's a big thing while others are only lukewarm about it. It's getting enough attention, nevertheless, to warrant it a slot for a while, especially as *Second Fiddle*, the film which spawned it, is now getting around to neighborhood theaters. Artie Shaw has the whole set here.

My Last Good-Bye. Dick Jurgens' record is soon to be off the pegments in the lives of millions of opns, and it now seems to be clicking in the East. Open in other sections might try with profitable results.

Cinderella, Star in My Arms. Taking overnight jumps into favor in several parts of the land, this English importation has possibilities for universal success. Guy Lombardo and Glenn Miller offer contrasting styles on it, with both starting to attract plenty of attention.

Well, All Right. The Andrews Sisters come thru again for opns with a ditty made to their order, and the customers are going for it in a large way. Also pretty prominent in the West is Abe Lyman's recording, where they're hitting it in straight dancetempo.

The Jumbo Jive. Here is another swingy little thing made to order for the boxes, and as Cab Calloway waxed it they're eating it up in those spots smart enough to get it under the needles in a hurry. Cab, incidentally, is co-author of the number.

You Tell Me Your Dreams. The Mills Brothers dragged out this 10-year-old tune a couple of months ago, warbled it on wax, and the result has been bringing strong sales in the face of competition. It's a nice record, and the publishers like it. The record has been quietly playing to nice returns, and publishers intend pushing it into the blue ribbon class. Even if they don't succeed, it's still a good photo bet.

Just for a Thrill. If the nickel dispensers are getting a bit weary of the *Ink Spots*' *If I Didn't Care*, it might be a simple idea to replace it with another of this quartet's recordings, or perhaps one of the others on the same program. It has already started to prove its worth in the Cincinnati area, where operators report it as among the strongest current records.

Angry. If this continues to go the way it has the past couple of weeks, especially around the Midwest, its effect on opns will be exactly the reverse of the title. The Hillbilly band hand invaded on this one, and it may account for its favor, since Hill enjoys a nice following throughout the country's midsection.

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

What the Records Are Doing for Me---

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

Ft. Worth, Tex.

August 5, 1939.

To the Editor:
Right now our top nickel nabbers are *Keep On Lovin' You*, *I'm a Little Bit Blue*, *You're a Precious Memory*, *White Sails; Well, All Right*; *Sunrise Serenade*, *Bancho Grande* and several others.

The present indications it looks as the Moon Love is going to be good. It has the earmarks of a real hit and should be swinging out by next week if it really checks out.

Of course, we Ft. Worth ops are going to have to be on the alert and check up

on the Casa Manana song hits and then stock them. The Casa opened its doors on July 21, and whatever songs go big there will find their way into our music distribution on the Casa side, and maybe longer.

Bindi Crosby is tops doing his *Rancho Grande*, and the dice is spinning itself hot. However, all the other big hits have been around for some time, but are keeping the phonograph mechanism crying for oil.

Talk about good records—cuttings that people get the money, the record people are really giving them to us. If they keep on improving, after while they will get them so hot that they burn out the phonographs. But just as yet come. Nickels in the cash box are still the sweetest music to the phonograph operator's ears.

Dance numbers go exceptionally well in this territory and right now Glenn Miller and Glen Gray are doing a swell job.

BOB COWAN MUSIC CO.
Ft. Worth, Texas.

Little Rock, Ark.

August 5, 1939.

To the Editor:
Down here in Arkansas we have three outstanding discs that are doing money for us. They are all class and in almost every spot we put them, *Beer Barrel Polka* by Jolly Jack Bobel and the same song with *Glacier Girl* by Glen Gray and *Well, All Right* by the Andrew Sisters are the numbers. Of course, the Glen Gray piece doesn't prove popular in the Negro spots or honky locations, but it's a real seller in our other locations.

Russ Morgan's *Wishing*, Ozzie Nelson's *Yesterdays* and Sammie Wood's *It's Too Early for Goodbyes*. We believe the No. 1 possibilities of the near future are going to be *I Found My Heart Into a Song* by Artie Shaw, *Breakin' Up* by Artie Dorsey and *This Is No Dream* by Tommy Dorsey and the same by Artie Shaw.

The music machine business in our location is bad. We realize, as others do, that the business has been revolutionized in the past several years. That change for the good is not over. It's still in progress.

GUY R. ROBERTS,
Hollenberg Music Co.,
Little Rock, Ark.

Reading, Pa.

August 5, 1939.

To the Editor:
The musical favorites here in Reading coincide with those of the metropolitan areas. The *Beer Barrel Polka* is the tourist's pat tribute to their preferred platters with a steady flow of nickels into the phonographs containing the tunes they like best. One advantage the town has over the larger cities is that once a favorite is established the tune stays in top position much longer than it would in a city of great population. At the same time it is sometimes more difficult to get the new melodies to click, but once they catch on we expect to reap dividends for a long time.

Currently eclipsing every other platter in popularity is *Beer Barrel Polka*, with the Eddie Clahes version being the most popular. This one is dished up as his money-maker he was even put into the machines and is still going as strong as ever. We expect this record to stay in the charts for quite a long time.

Once this tune ceases being patronized it will be a sad day for the industry, since we'll have to search far and wide until another comes along. We have had to turn the coin boxes as many buffaloes as did this one.

Also entitling a steady flow of coins are *If I Were a Carpenter*, *Java Inn* Spots providing the music, *The Ladys in Love* With You, *Glen Miller* wielding the baton: *Three Little Fishies* by Artie Keppe; *Heaven Can Wait* by Artie Shaw, the *Kate Smith* combination of *God Bless America*. If any of these numbers seem to be too

SAVE 33 1/3 %

Complete Grille and Light-Up Effects
for Wurlitzer Models

412s - 616s - 716s

**Finest Materials
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Workmanship**

Grille, Panels and Deco.	\$1.50	Complete Assembly Only
Design	12.50	X
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Gerber and Glass \$16.66 Complete
Lots of 25 Sets—\$15.50 Each

COMPLETE GRILLES FOR ROCK-OLA 16-RECORD RHYTHM KING and \$12.45 IMPERIAL 20-RECORD MODEL \$12.45 EACH

GERBER & GLASS
914 Diversey, Chicago, Ill.

**NEWEST RECORD RELEASES BY
FREDDY MARTIN AND HIS ORCHESTRA**

"RUNNING THROUGH MY MIND"
"YOU'RE THE MOMENT IN MY LIFE"
"LET'S DISAPPEAR"
"WINTER BLOSSOMS"
"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"

BLUEBIRD	No. 10357
BLUEBIRD	No. 10358
BLUEBIRD	No. 10359
BLUEBIRD	No. 10315
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FOR A . . . "Rhumba rich in tonal colorings to make it a Havana heaven . . . "
(The Billboard, 7-22-39)

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ENRIC MADRIGUERA
AND HIS ORCHESTRA

play . . . TABOO

A Brunswick Release (No. 8407)
featuring the Skylarks

Currently . . . BON AIR COUNTRY CLUB,
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DIRECTION: MUSIC CORPORATION OF AMERICA

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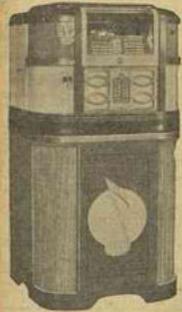
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2947 N. 30th STREET - MILWAUKEE, WIS.
ASK YOUR DEALER

SPECIALWURLITZER 412s 847.50
WURLITZER 616s 1,000.00
WURLITZER P-10, Reinforced with 8c 37.50
and 10c BlanksAMERICAN NOVELTY COMPANY
3165 Grand River Ave., Detroit, Mich.

EXPERIENCED PHONOGRAPH SALESMEN WANTED TO SELL MILLS THRONE OF MUSIC

Due to increase in territory we require the services of high type, experienced automatic phonograph salesmen who can show favorable sales records. Must be able to travel in and around New York City. Pay scale not cut corners. In addition to this work, WRITE FIRST give full details and we will arrange an appointment for you. Our requirements are very exacting and unless you can show a favorable automatic phonograph sales record, please do not answer. All correspondence assured strictest confidence.

GEORGE PONSER ORGANIZATION
519 West 47th St., New York, N. Y.



NEW! BEAUTIFUL! STURDY! CABINET STANDS FOR NEW ROCK-OLAS and WURLITZERS

Eliminate vibration and pro-tect your quality with ART Cabinet Stands for counter phonographs. Sturdy construction—all wood—in light and dark walnut finish with chrome trim. These stands with your machines make striking combinations—beauty for every location. Model A (left) complete with speaker, \$65.95; without speaker, \$62.95. Model B (right) ideal for both Wurlitzer and Rock-Ola, \$14.95. 1/3 cash with order, balance O. O. D.



ART CABINET SALES CO., 2925 PROSPECT AVE., CLEVELAND, OHIO



METAL RECORD CASES

"ONE TRIP" Everything for servicing in one case—even tools for small repairs. Every operator should have at least one of these cases. Size: 11 inches wide—12 inches long—12 inches high. \$3.95. Lot of \$3.95. Convenient, small and handy—holds 60 records. Size: 11 inches wide—11 long—11 inches high. Number 60. \$1.00 Deposit with Order!



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MILLS • WURLITZERS • ROCK-OLAS

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

WRITE OR WRITE

BABE KAUFMAN MUSIC (CIRCLE 5-1542) 250 W. 54th ST., N.Y.C.

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

old to stay on the best selling list. Just remember that Heading pays tribute to its favorites in greater doses and in greater lengths than they do elsewhere.

For example, "The Moonlight Serenade" has been on the preferred list for many weeks in *The Billboard* selections. At this late date this tune is just beginning to come on strong and is likely to be a hit here. We'll be collecting dividends on this tune long after it has been removed from the machines in the larger cities. The same is true of "I'm On This Number" which will be made up in subsequent trips to the coin box. *Concert in the Park* by Guy Lombardo is also now hitting the spot.

The most heartening factor in masking a consensus of the best bands is the comeback of Artie Shaw. During his illness little was heard of him, but he is now way up in the platters in demand. Now that he is up and about able to take enough nourishment to get him into the top bracket again, he is sure to again attract the nickname. Benny Goodman, as always, rates at least one disc per machine, while Guy Lombardo, Hal Jackson, Glen Gray, Red Kay, Eddie Miller, Glenn Miller and Tommy Dorsey are always safe bets in these parts. The Andrews Sisters, Bing Crosby and Kate Smith are also making a come back.

JOHN C. EICHLE,
Music Service Co.,
Reading, Pa.



Cannot be surpassed
for long life and gen-
erally reliable
in coin-operated
machines as well as
phonographs.

Fulton Bag & Cotton Mills
WIRTSCHAFTS-UNIVERSITY 1670
MONROVIA, CALIFORNIA
NEW ORLEANS, LOUISIANA
PHILADELPHIA, PENNSYLVANIA

of the Kentucky Springless Scale Co. Wurlitzer distributor in Louisville, who could be more interesting when reminiscing on the early days of the industry.

J. E. Cobb was appointed distributor for Wurlitzer phonographs, and on the occasion of his two-day opening celebration he waded interesting and colorful stories of old days.

Cobb is strong on business ethics. He is justly proud of his standing in his community. His friends and associates

Detroit

August 5, 1939.

To the Editor:

Your department. What the Records Are Doing for Me is proving very helpful to me in operations of my business, and particularly to the newer operators in the business. I have been in this business for a good many years and constantly meet operators in various parts of the country where my business calls me, and all of these operators express keen interest in this particular department.

I find Bing Crosby a leading favorite practically everywhere. El Rancho Grande, by Bing, is going big but has not been a success in the West Coast or of Mexicano Rose. Others going strong are If I Didn't Care, by the Ink Spot; Sunrise Serenade, by Glen Grey. A hot one just now is the Silver Spoons, which is going pretty good down thru the East and I think promises to be one of the big hits of the summer.

El Rancho Grande by Andrews Sisters is still going strong, with no indication yet of wearing out its popularity.

I believe the secret of success in this business lies in the fact that I keep records and I change my records every week regularly. After a record has been played a week I put on a new one and it seems like a new start. I keep a record on all my machines which register the number of times a record is played and enable me to tell which records get the most play.

ROBERT JONES,
Detroit, Mich.

Coinography

20 Years in Music; Reminiscences of J. E. Cobb

Few men have been as continuously engaged in the music business for so long a period as J. E. Cobb, president



J. E. COBB

attribute his success not only to his business acumen but largely to his personal integrity and enviable reputation as a man with whom it is always a pleasure to do business. Cobb is a man and people like him. Cobb has been continuously active in the music business for 20 years. "I made my entry into the music business during the hard and buggy days when territories were limited to the capacity of the men to negotiate the mucky roads by which the highest priced equipment which they bought in those days."

Cobb was just a young man, 19 years old, when in 1919, he bought his first model. After a short time operating for six months he added 60 electric pianos, and a little later he added 200 pianos and ball-gut organs.

Cobb has operated practically every type of machine from the smallest counter models to the largest cabinet amusement machines. When the first coin machine convention and shows were held in 1925 Cobb attended, and he has



MODERN MUSIC CO., DETROIT, Mills distributor, lines the sidewalk with a shipment of the Mills Throne of Music phonographs. Left to right are Frank McNichols, Don Kelsey, Eddie Clemens, Robert Jones and crew.

missed only two during the 14 years since that time. He has been an active and progressive leader in all automatic music activities and respect always accorded him by his peers has been due also because his judgment is sound. He has been prominent and respected in local, fraternal and civic organizations. His organization is complete and provides employment for a large staff. He can tell some interesting stories about pioneering of machines in Kentucky.

Cobb is particularly interesting when he recalls the early days before he had built what is now recognized as one of the country's largest and most complete organizations of the industry. One of his emphases is the fact that, altho he had been loyal to the manufacturers with whom he dealt, he had no knowledge regarding the industry and is quick to recognize its opportunities.

"I like to see an operator buy fast-moving, hand-sold items which will make collections, but, irrespective of the size of the collections, I know that there are some lines that are as staple as coffee, and one of them is the mouse trap."

"Sometimes operators think they have a tough time nowadays, and commonly they do have trouble, but I look at it this way. A quarter of a century ago I wonder whether most of them appreciate the advantages they have today. A man who 25 years ago had a lot to do to take care of himself. To service country spots required long and tiresome trips. Now an operator can go to a spot in his territory 30 or 40 miles, even 100 miles away, and get back home the same day in time to dress for dinner or the theater. It's a great time to live for a dime." We didn't have time. We had to think. We didn't have time. We had to get the hay and feed for her after we got her from the barn. It's a trip. It's been good to me, but that may be because I was good to my business and gave everything I had to it. In the end, your business will take care of you."

Cobb's influence in his community has reflected to the betterment of the members of the community. He is the president of a great many business men thru his membership in his many clubs, including the Louisville Lions. In addition, he is a member of the Shrine and Shriner. He is also an Elk. Cobb has encouraged many worthwhile activities, including sports, especially baseball, in which he participated in his prime. As a member of one of the outstanding championship teams of his section.

When an operator Cobb can one of the best known advertising men in his local papers. He recalls that this not only brought him business, but established his operations as a part of the community. This was very important for him the confidence of other business. It gave him a closer approach to his local newspapers which have shown much interest in his work. Cobb is now retired, but still enjoys the company of his former associates in the business. His example has been followed by other operators in this respect and the result has been to keep the coin-operated business on a dignified basis in Kentucky.

Cobb is the type of distributor who is a credit to the industry and one whose name and record are a guarantee to the confidence of others, some of whom can emulate them to advantage.

OFF THE RECORDS

(Continued from page 13)

Bert Shuster on Decca tries the same technique for *Farmers in a Dellume* with a chamber group. But his screw vocal is a bit too sharp. The 10-cent ballad falls short for cultivation as native American music. *It's Deserved* for the diskmate also misses the mark. *Desert* is a good ballad, but the freedom of expression in combination with an ingenious background. Matty Malneck's saloon swingers make the more acceptable *It's Deserved*, *It's a Long Shortair* and *Listen to the Mocking Bird*.

And going from the suburbs to the sun-drenched (Schubert's) Fisher, whose rhythmpations border on the ridiculous, has a corn special with home appeal on *Deer Creek*. *Dear Golden Friends* and *Old Hank*.

Aining at maximum audience appeal shrubbing the screw in toto, the Mills *Horn* Trio, highlighting his *Home Sweet Home* with a good dancing instrumental for Decca with Raymond Scott's *In an 18th Century Drawing Room* and *The Shoemaker's Holiday*. In fact, they

give more liveliness and lilt to the Scott adaptation on a Mozart theme than did the adapter with his own Quintet on Brunswick. The adaptation, incidentally, is from the original of Meyer, Opus 1. Success of the Herthins has kept all the other waxworks on a course of success, too. And they're still to find out that even cocaine close, Bluebird makes an entrance in this class with the Art Hinett Three. And the *Gold Star* crew, consisting of the Radio Station KWW crew comprising Joe Puerto on guitar, Bud Statzel's drumastics and Hinett at the Hammond. *Georgia on My Mind* is another *Worrell* on their disk debut and it's not an ignoble one. Combination production seems toot-tapping rhythms fail to take hold. *It's a Love Song* is the organ's total limit and color variations to keep it from wearing over the stretch.

Singing Sides

PATRICIA NOHAN, the ch' girl, moves into the giddy bright rhythmpation banding in the music box by Harry Jack Meakin for her Vocalion doubling of the *Horse Eats Buggy* novelty and *Sweet Little Buttercup* from *It's Deserved*. Evenly matched, she's forbidding, a *Hot H. H.* *Firefroare*. However, the gal's vocalizing is no gray for the platter. It's more the kinda departure for a nifty floor and not individual enough to make you wanna leave.

Mildred Bailey, for the same label, and in spite of mediocre music that sounds like a copy of *It's Deserved*, the studio crew, makes it mood-inspiring for the ballads, paring *It Seems Like Old Times* with *Moon Love*.

Elmer Deems sings a couple sad songs with his *Say Eight* on Decca, *I Had To Live and Learn* and *It That's What You're Thinking Wrong*. But the latter is a good one. The first is only so-so. And with the Chick Webb Band, the session made before the drummer departed, her singing is no more exciting than the *Worrell* on *Georgia on My Mind*. The *Worrell* is a good one, given by the tootlers for *Little White Lies* and *One Side of Me*.

Larry Sothern, a newcomer to the vocal field, and William Morris' music entry for *ordkone*, listens as another among a million baritones who will hardly ever replace Bing Crosby regardless of the price. *It's Deserved* is *It's Deserved*. Made his disk debut with a coupling of the soulful songs, *Out of This World* and *It's a Love Song*. Other people, and the feeble backing of the tootlers, studio musicians doesn't enhance his song selling any.

For Dancers Only

DISCOES desirable for dancing and with dancing in mind, the records designed to make it just as likable for listening are plentiful on all platter labels alike.

Tommy Dorsey has a dandy on *Victor*, *It's a Dream*, *It's a Middle of Nowhere* to *Know* with Jack London's beat singing for the ballad *Guess I'll Go Back Home*. On the same label, Larry Clinton's *It's a Dream* is split with *It's a Love Song* with *The Little Men Who Wasn't There and Parade of the Wooden Soldiers*.

Tommy Dorsey highlights the Decca dance parade with four fashionable sides, pairing *The Lamp Is Low* with *Repose* and *It's a Middle of a Dream* with *All Too Nothing*. Also on Decca, the Brunswick beauts in Horace Heidt's coupling of *Let's Make Memories Tonight* with *Moan, Love* and Jack London's *It's a Dream* for the dancing club specialty. The show songs *Wonderful* and *In the Still of the Night*. The Vocalion label offers the rhythmic pattern of Red Nichols for *Love Is a Dream* and *It's a Middle of a Dream*, and with a high degree of danceability. Al Donale's double of *White Cells* and *It's a Dream* is a good find, this mask with an older, *Anny*, with *In Love With Love* for the plattmatte.

Emery Deutsch makes his bone on *Victor* with *It's a Dream* and *Gold Star* with a Sigmund Samisch musical guitar that catches on because of Mildred Craig's spirited singing. Fox-trotting Brahms' *It's a Dream* is a good one. The *Worrell* mate is pseudo-swings stuff that falls by the wayside. On the same label, Abe Lyman shows signs of new life, *It's a Dream* and *It's a Love Song*. *It's a Holiday* and with the jitterbug singalong of Rose Blane, hits off with a dandy in *Danger* and *Blame*.

The smooth syncop of Freddy Martin are always dance compelling and even more so in his Bluebird couple of the month, *It's a Dream* and *It's a Middle of a Dream*. The *It Seems Like Old Times* ballad. And still on the same label, Johnny Messner recognition for his full-fledged dancing *It's a Dream*, *It's a Middle of a Dream* and *It's a Love Song*.

For a "singing song-title" side that justifies the end of all "singing song-titles," Sammy Kaye picks a classic on

Brand New
GOLD and SILVER
Sells Itself!

America's
Finest Line
of
Saltdiscs

GOLD and SILVER

223

GOLD STAR
MANUFACTURING COMPANY
15330 Michigan Ave., Dearborn, Mich.

The most colorful and fascinating sales board ever made. You can be proud to show this board to the finest locations. Printed in five flashing colors. Tickets actually printed in gold, silver, red, green, blue, white, yellow, brown and purple. Gold seals are stitched to board.

REAL PROFITS

1600 hours at 5¢ . . . \$80.00
Pays out average . . . 49.46
Your profit \$30.54

Write for price and
colored circular
TODAY!

THIS WEEK'S SPECIALS

MILLS DANCE MASTERS	\$18.00	WURLITZER 412	\$47.00
MILLS DELUXE DANCE MASTERS	20.00	ROCK-OLA 16-RECORD	49.50
MILLS 80 RE MI	22.00	ROCK-OLA 20-RECORD IMPERIAL	79.50
WURLITZER 412	44.50	WURLITZER 414-A	54.50
WURLITZER MODEL A	32.00	WURLITZER 416-A	54.50
BERGUNG MODEL A, with illuminated	42.50	EXHIBIT MERCHANTMAN	50.00
GRILL AND Moving Seats		WRITE FOR NEW LIST JUST OUT	

SOUTHERN AUTOMATIC MUSIC COMPANY

620 Massachusetts Ave., Indianapolis, Ind.

312 W. Seventh, Cincinnati, O.

542 S. 2d St., Louisville, Ky.

WURLITZERS

ROCK-OLAS

Not the Ordinary "Run of the Mine" "BUT", All Machines Recommended by Experienced Mechanics.	"SPECIALS" in Good Condition
PI2 - PLAIN	\$33.00
PI2 - LIGHT UP GRILLE	33.50
PI2 - GOLD GRILLE	33.50
412 - LIGHT UP GRILLE	\$4.50
1 PHOTOMATIC - Stainless Steel Tops	
Stainless - Rockwell, 10 Ft. 6 In. Radio Rides, work with French Proof, Local	\$495.00

1/3 Deposit With Order. Radio Rides, work with French Proof, Local.

KEMO NOVELTY CO., 1119 S. 16th Street, Milwaukee, Wis.

WORLD'S LOWEST PRICES	WURLITZERS FINEST EQUIPMENT
WURLITZER 412 . . . \$45.00	10 Record Cabinet . . . \$27.50
WURLITZER 612 . . . 45.00	20 Record Cabinet . . . \$35.00
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WURLITZER 212 . . . 45.00	Radio Cabinet . . . \$35.00
WURLITZER 20 . . . 145.00	Machine . . . \$35.00
	Wurlitzaire . . . \$35.00
	Wurlitzaire Regular . . . \$35.00
	Wurlitzaire Special . . . \$35.00
	Wurlitzaire D. . . \$35.00
	Wurlitzaire C. O. D. . . \$35.00
	Balance . . . \$35.00

Victor. The compo matters none since the little man moves to a major exertion with the price of the disk to hear the romance-inspiring song-title singer bellowing *Counterpoint a la Mode*.

Oro.

Evergreen Novelty Lauds Saratoga

SHIRLEY Washington, Wash., 4-5—There comes the time for the Pace Mfg. Co. for offering counter through the big earnings, profits protected games at Saratoga, Reels and counter bells," stated Evergreen Novelty Co., executives.

"Our men tell us that the slot rejectors have helped them increase their take from these Pace machines considerably. We know that these operators are doing well, and we are gratified, since orders have been so great in volume and in size. Another reason these comment are so wholeheartedly in favor of these machines is that they are available in 2, 10 and 25-cent play."

PRICES SLASHED

THOROUGHLY RECONDITIONED

5 RECORDS, Full Play	\$42.50
5 RECORDS, Free Play	32.50
5 INNING, Free Play	44.50
TOPLESS, Free Play	38.00
CHIEF, Free Play	29.50
UP AND UP, Free Play	42.00
TRAIL, Free Play	39.00
RITZ	14.50

1/3 Deposit — Balance C. O. D.

Write for Complete Bazaar List, Wurlitaire, Kansas.

FOR SALE

Established Coin Machine Route in the land and silver state of Colorado. One-Shot Payoff Taxes. Quarterly bids open. Lock stock and barrel. 25000000 cash. Reason for leaving, too many hours of operation, expenses included. CROWN AMUSEMENTS, 474 Wensley Ave., Oakland, Calif.

YOU'VE BEEN WAITING FOR "AIRLINER"

A NEW TYPE 5-BALL LIGHTS OUT ROTATION SCORING GAME WITH NEW PROGRESSIVE AWARD FEATURES

**A TERRIFIC HIT—
A GUARANTEED WINNER**

**PLACE YOUR ORDER TODAY—
BE THE FIRST WITH THE BEST**

FOR GREATER PROFIT OPERATE

EXHIBIT'S AIRLINER

FOR A 5-BALL HIGH SCORE GAME
AVALON STILL LEADS THE FIELD

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

CLEARANCE

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

PHONOGRAPHS

Rock-Ola	Regal	29.50
Rock-Ola	Rhythm Master	12.00
Rock-Ola	Regal Rhythm	18.00
Rock-Ola	Empress	20.00
Rock-Ola	Regal Empress	22.00
Wurlitzer	P-12	39.50
Wurlitzer	S-12	39.50
Wurlitzer	S-15	100.00
Wurlitzer	S-18	125.00
Wurlitzer	S-20	145.00
Wurlitzer	S-25	150.00
Bedburg	Regal King	115.00
Bedburg	Regal Queen	125.00
Bedburg	Regal Gem	135.00

LECAL GAMES

Bally	Eagle	25.00
Groshen	Ball Jumper	17.50

MILWAUKEE COIN MACHINE CO.

2810 W. North Ave., Milwaukee, Wis.

JUST OUT!!

*World's Most Novel and
Popular Radio—*

6-Tube Performance.
Ivory Cabinet—A.C. or D.C.
Size 9 1/2x3.

Millions of Dollars in Newspaper,
Magazine and Motion Picture
Publicity Behind This Radio!
Contract Agreement Prohibits Disclosing Name and Price Here!!
Write for Circular and All Particulars.

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago.

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

Detroit

DETROIT, Aug. 5.—A. F. Amusement Co., operator of pin game and music machine in the Detroit territory, is concentrating attention on the pin games at this time, according to Alan Fisher, proprietor.

Boris H. Siegel, operating the Associated Coin Machine Exchange, has a well diversified route, in the city and up the state, well known, and finds that the latest model pin games are demanded first by the big city locations, and that, when they have lost a bit of money locally, they will be more inclined to go on the country routes, who need indefinitely, for the country player is demanding almost as much as the city dweller today.

Down-river operators—in the cities along the Detroit River south of the city—aren't finding the pin game business on the upgrade. Two of them were

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

LAYOUTS SCREENED ON GLASS
NO EXPOSED CLAMPS OR SCREWS
Available 12" x 12" and 12" x 18"

COLOR-ROLL 12" x 12" \$17.50

JITTER-ROLL 12" x 18" \$27.50

NUMBER-ROLL 12" x 18" Only

TWIN-ROLL 12" x 12" \$37.50

Any two 12" x 12" games in one cabinet—
each game with its own mechanism.
Dice Mechanism \$1.00 Extra.
All prices F. O. B. MIAMI
1/2 DEPOSIT WITH ORDER

BILL FREY, INC.

in for more new machines this week—
Mayne G. Stewart, of River Rouge, and Foster Johnson, of Ecorse.

Plans are being made for an increase in production of the new vending machine of the Mini-Pop National Distributing Co. according to Joseph B. Mitchell, president and general manager.

Scherck Corp., of Michigan manufacturer of various coin-operated devices, is at work upon several new items which it hopes to have ready for the market by fall.

Fred Gardella, one of the real "old-timers" of local music operators, has been busy buying more Wurlitzers for his route.

O. A. Gustafson, who works on the east side of town, is again adding Wurlitzers to his route.

Activity among music operators up-State is continuing at a pace that indicates a good year for the operators. Among those in for new machines this week were Charles Crowley, of Ecorse; Kenneth Tingley, of Wayne, and William Bolton, of Romulus.

Russell Wagner, east side Detroit operator, was another Wurlitzer customer again.

The Paradise Novelty Co. on Harper Avenue, is in the clamp vending field now, buying from Mills.

Mrs. Mary V. Long, head of Marlion Music Co., Detroit, is spending a few weeks at her summer cabin in Colorado.

Charles H. Mandell and M. Medford, both up in the north end of Detroit, are the new additions to the vending machine line this week.

Seuburgs brought in plenty of repeat customers among established Detroit operators for more machines. Among those buyers were Roy Small, Chadwick Music Co.; Mack Barron and James Ashley.

Down-river operators—in the cities along the Detroit River south of the city—aren't finding the pin game business on the upgrade. Two of them were

partly off picture at right), watch as William Gersh, New York ad agency man, plays Daval's High-Lite, latest game produced by the firm.



A. S. DOUGLIS, Daval president (center), and E. P. Winkler, comptroller man, play Daval's High-Lite, latest game produced by the firm.

**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. IMTCG
includes shipping and handling, plus 10% deposit, with Money Back Guarantee. While They Last—\$5.00 Each.

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

**Try "PICK-A-PACKS"
FOR PROFITS**



The New Outstanding Counter Game

ACTION-THRILLS-SUSPENSE

A SURE PENNY GETTER

Wherever Cigarettes are Sold.

\$2 3/4 F. O. B. CHICAGO

—1/2 deposit with order

Money refunded if not satisfactory,
\$6.00 to \$120.00 per month per
Machine.

AGENTS WANTED.

BAKER NOVELTY CO.

2946-46 LAKE ST., CHICAGO

ILLINOIS

PRICES SLASHED ON NOVELTY PIN GAME TABLES—ALL CLEAN AND READY FOR OPERATION—

ADD \$1.00 EACH FOR GRATING.

(50) BALLY RESERVES

(10) SILVER FLASH

(10) COCO DANCE

(7) BOSS

(7) BOSS A HOUND

(10) CARGOS

(10) COCO FLEET

(10) PALM SPRINGS

(10) POKER

(10) REVIEWS

1/2 DEPOSIT ON ALL ORDERS.

CONFECTION VENDING CO.

222 WEST FOURTH STREET,
CHARLOTTE, N. C.

Automatic Pin Games Reconditioned

AIR RACERS, Stoney, Texas . . . \$10.00

BALLY BELMONT 7.00

BALLY BONUS 7.00

DAILY RACES, Mystery 12.50

DISCO DANCE 10.00

FICKLER 10.00

HIGH SPINS 5.00

JUMBO 5.00

PIKE'S PEAK 10.00

POKER 22.00

POKER, Single Ticket 7.00

TYCOON 7.00

1/2 Deposit, Balance C.O.D.

Circle Address WBCO.

W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.

CHAMPION

HIGH SCORE hit

WITH NEW "SKILL-WAVE" ACTION
Bumper values fluctuate between 100 and 1,000 (when lit) as light wave ripples down the board—controlled BY SKILL, packed with SUSPENSE!

New Super-Sensitive Bumpers

Rubber-tired, twice as bouncy as coil bumpers. Metal contact discs reward an skillful touch with positively eliminating "miss-counts" on totalizer.

For biggest high score earnings on record,
order CHAMPION now



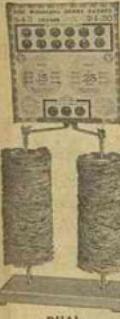
\$89.50
Free Play Model, \$39.50

FLASH! GRAND NATIONAL, the glorified Grandstand, now ready for delivery.

PICK-EM (with "self-spotter") still tops in Spotters class.

GOLD-MEDAL, new type multiple, \$25.00 top gold award.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO



WHIRLING DERBY. OPERATORS! A SENSATIONAL NEW PRESENTATION FOR ALL COUPON GAMES

A modernistic setting for fast play that is as far advanced over all previous known methods, such as salesboards, jar games, etc., as the present day car is over the old "Lizzy". Players swarm around it like flies.

You have been waiting for a new novel fast play profit getter. Be the first in your territory with Whirling Derby and get the jump on competition.

Write - Write - Phone

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana
Trade-Mark and Patent Applied For.



SINGLE

Sports Features Have Big Appeal

CHICAGO, Aug. 5.—Orders from almost every State have already been received by the Chicago Coin Machine Mfg. Co. for the new game called Sports, according to officials of the firm.

They say the new creation of the company is a big appeal. Among the features emphasized are new scoring

new skill lanes, new light-up, new action, new beauty, new suspense, new skill plan.

"To enable operators in all territories to profit from sports," say officials. "We are offering it as a novelty game and as a free-play game. We predict that it will do more money than any other novelty game on the market. And our predictions are not based on guesses or hope, but on actual records of performance on test locations."



H. F. MOSELEY, Pres. & Trs.

CLOSEOUTS

The machines listed below are slightly used and offered subject

5-BALL NOVELTY

17	Daval Box Scores free	\$42.50
4	Bally Fifth Inning	45.00
5	Bally Spinning free	45.00
1	Stone Chubbie free	42.50
4	Mayers Free play	42.50
2	Lumber Jack	17.50
1	Free Races	17.50
	Final Scores	7.50

1	Conceal Rink, Pno.	\$25.00
1	Woolly Novelty	35.00
1	Woolly Run	8.50
1	Bally Amadee	8.50
1	Woolly Derby	7.50
1	Woolly Springs	8.50
1	Gatlin's Trick	10.00
1	Woolly F. S.	11.00
1	Kansas	8.50

18 Bally Reserve, clean and like new

\$20.00
PAGES RACES

4 Light cab., 20-1 cash pay, No. 5427, 8024, 4753, 5075, 6001 \$109.50

4 Light cab., 20-1 cash pay, No. 6001 \$109.50

2 Mills Dance Phonographs

\$10.00

1 Mills Dance King

35.00

1 P-12 Wurlitzer

39.50

AUTOMATIC PAYOFF

1 Ale Race

5.75

1 Trade Queen with coins

10.00

1 Odessa Queen single play

12.00

1 Quintilla single play

30.00

CONSOLES

1 Conzelman House Concert model

32.50

2 Zook in box

2 Double Melodeon

20.00

1 Zook in box

20.00

MOSELEY VENDING MACHINE EX., INC., 90 BROAD ST., Richmond, Va.

Day Phone 3-4511

Cable Address: Monmex

Night Phone 5-5325

Dallas

DALLAS, Aug. 8.—Lester Hearn, of Houston, Gabel distributor for that territory, reports many orders for new Gabels for his customers in that city. Business seems to be going along nicely.

The Arthur Blake Distributing Co., Texas distributor for Mills phonographs, was host to automatic music men of the Southwest last 20 and 27 at a pre-meeting symposium of the new Mills phonograph, The Throne of Music.

Mr. and Mrs. Charles G. Kidd are the parents of a boy, born June 25 at the Florence Nightingale Hospital. The new heir is named Charles William, and Charles Sr. now wears a two-sizes-larger hat.

J. E. Bone has recently established a new premium house in Houston under the name of Houston Premium Co. It is at 1610 West Gray. The new house will wholesale all kinds of premiums and novelties as well as salesboards.

Despite the hot weather and vacation time, out-of-town operators continue to visit coin machine row to purchase new merchandise. Fred and Eddie Moore, of Denton, Tex., were business visitors to the row recently. Other visiting operators included T. J. Swagerty, of Bryan, Tex.; Tex, and Marvin Robertson, of West Texas.

Charles G. Kidd made an extended business trip thru the South Texas section, recently, visiting San Antonio, Houston and other cities. He has an office in Dallas. He is also president of Houston Premium Co., located at 1610 West Gray, as the South Texas sales representative of the Kidd Sales Co., which is now launching an intensive sales campaign. Kidd is highly recommended with Swift & Co., packers. His headquarters will be Houston.

CRASH GO

THE D. & S. NOVELTY CO. PRICES

Mills Blue Fronts, Single Reserve Jack Pots, 10 and 100 Plays, Serial Number One 4000, 10 and 100 Plays, \$37.50 each. Mills Blue Fronts, Double Reserve Jack Pots, 10 plays, at \$10.00 each. Wurlitzer Jack Pots, 10 plays, at \$10.00 each. Wurlitzer Jack Pots, 20 plays, at \$12.50 each. Mills Blue King Bell, 10c and 25c plays, at \$10.00 each. Mills King Bell, 10c and 25c plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each. Mills King Bell, 50c, 75c and 100 Plays, at \$10.00 each.

Whitehead, 1618, \$10.00 each. Gold Reward, Bell, 25c plays, at \$22.50 each. Gold Reward, Bell, 50c plays, at \$22.50 each. Gold Reward, Bell, 75c plays, at \$22.50 each. Gold Reward, Bell, 100c plays, at \$22.50 each.

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Whitehead, 161

ATLAS VALUE PARADE

AN ATLAS SCOOP!!! Sensational Low Price on Brand New Free Play Novelty Game... Only \$49.50 Too new to Advertise. Write for Particulars.

PHONOGRAPH	
Searsbury Model J (Multi Selection)	\$144.50
Searsbury Model J (Multi Selection)	\$175.50
Searsbury Model K (20 Records)	\$75.50
Searsbury Royal	135.50
Searsbury Model G or D	92.50
Searsbury Model G or D	92.50
Rock-Ola Imperial (20 Records)	24.50
NOVELTY GAMES	
Stahlmeier's (Free Play)	\$47.50
Stahlmeier's (Free Play)	\$47.50
Chubbs (Free Play)	47.50
Chubbs (Free Play)	47.50
Kirk (Free Play)	47.50
Motorola Spokes — Take Superphonophone Portable Carried Over Shoulder	—
TERMS 1/2 DEP. 1/2 PAYMENT	WRITE FOR DETAILS.

Send for your copies of our phonograph catalog and price bulletin listing complete line of recommended payables—novelty games—slots and coin-operated.

ATLAS NOVELTY CO.
CHICAGO, ILL. (General Offices)

Associate Office: Atlas Amusement Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS**Games Business Good at Western**

CHICAGO, Aug. 8.—According to Don Anderson, sales manager for Western Products, Inc., the company's sales have been popular the past few weeks "as evidenced by the large increase in sales."

Stated Anderson: "Game sales have definitely shown a sharp upturn. Although these additional sales have not been restricted to any one game, they have been noticeable with all games. First place in sales is held by the coin-operated Jitterbug Ball. It's packed full of player appeal and gives a player a chance of winning 10 cents to \$1 on every play. Our Coin-Op Department has been asked to permit operators to operate it as the permanent automatic record of all payouts."

"The 1939 Baseball still remains at the top, also as sales are concerned. Here too, however, we are seeing a definite upturn and on to new heights as each week passes by."

"Whoopdedoo, Empire Real Poker, Honeymoon, Mardi Gras and Hold Tight have all topped their sales records."

Russo on Amuse. Trade Board; Code For Biz Is Adopted

NEWARK, Aug. 8.—Frank Russo, of R. & Y. Distributing Co., was named to the board of governors of the Amusement Trade Board of New Jersey at a meeting Thursday night. The organization also adopted a code of fair trade practices similar to that recently adopted by the Indiana phone ops, Letroy Steel, manager, said.

The organization also had under way a plan to acquaint the members with the problems of the industry by sending to the merchant a membership card identifying the merchant as a member. This move, part of an educational campaign is receiving satisfactory response. The members will not pay dues, but may pay a maximum of \$1 per

year to cover the cost of mailing him the bulletins. He is allowed to attend the meetings and voice his opinion, but he has no vote.

Members of the group enjoyed a moonlight sail last night to the World's Fair. The sail was planned by a committee headed by D. M. Johnson of Sterling Distributing Co., was chairman. Other members were Nathan Mark, of Illinois Manufacturing Co., and J. Wolfe, of the New Jersey branch. About 100 members were aboard the boat that left Port Newark at 9 p.m. A floor show, dancing and refreshments were enjoyed to and after the sail. After the sail, a New York midnight supper was enjoyed at a local restaurant.

Harmony Prevails For St. Louis Ops

ST. LOUIS, Aug. 8.—At the recent regular monthly meeting of the Missouri Association of Amusement Operators held at the Melbourne Hotel, it was decided to dispense with the regular meetings for the balance of the summer, due to the extreme heat. It was also voted that many of the members will be out of the city during next two months. Regular meetings will be resumed in October. A young representative of the association, who wielded the gavel, reported that matters in the coin machine industry in this city were running smoothly. Don McCallum, secretary-treasurer, reported the association in good financial standing.

The new city tax on all coin-operated machines was imposed July 1, but it appears that out that the local operators had at least a month's leeway in paying these. New taxes assessed on the various pinball, slot and coin-operated and automatic photoengravers, 50 cents annually on all 1-cent vending machines.

Among those who were called upon by the chairman for remarks during the meeting were: Dewey Godfrey, Abe Jeffers, Dick Westbrook, Carl F. Tripple, Lee Turner, Al Miller, William O'Quay, Dan Landshamer, Mickey Selzer, George Lebrock, Joe Nussebaum.

BANG**IN SALES**

Throughout the country, **BANG** is the fastest-selling, biggest repeat order game!

IN PROFITS

Certified operators report show **BANG** is making more money on location than any game on the market.

IN FEATURES

The ingenious "skill-hurl" holes that put out four-lights-at-a-time, plus the skill lanes at the bottom which raise the free game awards and keep the player in constant suspense . . . these two are the greatest features on any game of the year!

PLAIN MODEL \$84.50 FREE GAME \$94.50

GENCO, INC.

2621 N. ASHLAND AVE., CHICAGO
SEABOARD SALES, INC., NEW YORK — EX-FACTORY RE-
PRESENTATIVE, COIN AMUSEMENT SUPPLY, LTD., LONDON,
LONDON, ENGLAND, European Distributor.

Because it's the game with 3 LITTLE HOLES

that make a WHOLE lot of difference!

TINY BELL

Smallest member of Superior's slot symbol family, but it is appearing and just as profitable as any of the larger boards in the line. Only 800 holes, but every ticket is a colorful reproduction of a slot reel, and awards are based on



the same principle used in machines. Takes in \$40.00, pays out \$22.25. Shows average profit of \$17.75.

Write for full particulars about **TINY BELL** and the hundreds of other sensational new boards now being featured.

SUPERIOR PRODUCTS
14 North Peoria Street
Chicago, Ill.

Alma McHugh Soon To Announce Plans

CHICAGO, Aug. 8.—Mrs. Alma E. Strickfaden, known to the coin machine industry as Alma McHugh, was reported to be in the city to make a surprising announcement to the industry. Formerly connected with the Face Mfg. Co. here, she is known to thousands of operators as one of the country's best.

Miss McHugh started in the coin machine field in 1921 when she opened the Alma Novelty Co. in Chicago. Since that time she has had valuable experience in the industry. Her ability to understand operators' needs is regarded as an unusual asset.

Asked about her plans, she said that she is "retiring to get back into the business, but before doing so she will rest another month or so at her country home at Cedar Hill, Conn. She has offered important propositions by Chicago concerns, she said, but no definite connections have been made as yet. An announcement will be made when she returns from a vacation with her husband, George, and Frank Jourding, of The Billboard.

Max Sax, B. Jay Gould and Jack Morley, of the Container Mfg. Corp., recently organized a new slot board manufacturing plant here, were introduced to those present.

HERE! MONEY SAVING VALUES! FREE PLAY GAMES

Bally SPOTTEM \$52.50
Bally DOUBLE FEATURE \$2.50
Western HOLD TIGHT \$2.50

Regular Novelty Games

Bally CARNIVAL \$41.50
Bally CAMBINO 19.50
Bally ARCADE 21.50
David MIDWAY 24.50
David JACK 24.50
David SPINNER 19.50
Genco BERMUDA 24.50
Genco CHUBBLE 24.50

Terms: 1/2 Dep. Bal. C. O. D.
MADE SPECIFICALLY FOR WURTH, MADEIRA, COCA-COLA IMPERIAL 20 — \$12.45 EACH!
Distributors! Write for Quantity Prices!

Monarch Coin Machine Co.
1731 Belmont Ave. Chicago, Ill.



J. B. SEARS, official of the Executive Novelty Co., Washington, D.C., is pictured as he looks over one of the Exhibit Supply Co. games in its factory showroom. Exhibit's game, Avastin, is reported to be receiving a fine reception from operators and location players. Their newest game, just released, is Airliner.

HIGH-LITE

PRONOUNCED PERFECT

PERFECT
PERFECT
PERFECT
PERFECT
PERFECT

HIGH-SCORE GAME!
LIGHTS-OUT GAME!
COMBINATION OF BOTH!
MONEY MAKER!

IN CONSTRUCTION!

(NOT A BUG IN A CARLOAD!)

Daily production barely keeping up with constantly increasing demand!

To insure prompt shipment . . . to insure increased profits . . .
GET YOUR ORDER IN FOR HIGH LITES NOW!



STRAIGHT NOVELTY
\$89.50
FREE PLAY
\$99.50



DAVAL MFG. CO. • 315 N. HOYNE • CHICAGO

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

You'll Never Regret Investing In

BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want; 2295 holes and the Top Payout is \$25.00.

Takes In.....\$114.75
Pay Average.....\$9.25

Average Profit.....\$5.46

Price **\$2.49 each**

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS

Largest Board and Card House in the World.
6320 HARVARD AVENUE, CHICAGO, U. S. A.

BARREL OF ACES



STILL THE BEST	
PLACE TO BUY YOUR RECONDITIONED CONSOLES, PAYTABLES, NOVELTY TABLES AND ARCADE EQUIPMENT	
CONSOLES	
Reconditioned Consoles	
1955 Track Times	\$87.00
Kontrol Clock	88.50
G. H. Track Times	85.00
2000 Club	85.00
Tanforans	22.50
2000 Club	22.50
Golf Days	22.50
Chase Me	22.50
Wavy Gliss	22.50
Tennis	15.00
Media Circus	15.00
Turf Special	25.00
1-2-3 (Improved)	40.00
Galloping Gourmet	40.00
Galloping Gourmet	55.00
Bally Ball	55.00
Highway Patrol	55.00
Cleveland Coin	55.00
CLEVELAND COIN MACHINE EXCHANGE	
1955 Track Times	\$87.00
Kontrol Clock	88.50
G. H. Track Times	85.00
2000 Club	85.00
Tanforans	22.50
2000 Club	22.50
Golf Days	22.50
Chase Me	22.50
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Tennis	15.00
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1-2-3 (Improved)	40.00
Galloping Gourmet	40.00
Galloping Gourmet	55.00
Bally Ball	55.00
Highway Patrol	55.00
Cleveland Coin	55.00
CLEVELAND COIN MACHINE EXCHANGE	

2021-1 Cleveland
Cleveland, Ohio.

PAYOUT TABLES

PAYOUT TABLES	
Barby Clock	\$8.50
1955 Track Times	10.00
Field Bag	10.00
One-Two-Three	10.00
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Stoner Champs	22.50
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Multiple Race	20.00
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Horsetracks	15.00
1-2 Deposit with Order, Balance O. O.	
NAYFLOWER NOVELTY COMPANY, Inc.	

1807 University Avenue, St. Paul, Minnesota.

Airliner, New Sequence Game

(New Game)

CHICAGO, Aug. 5.—The newest idea in player appeal is claimed by Eddie Stern, exhibitor, to be incorporated in its newest game, Airliner, made for five-ball play in either regular or free-play mode.

"Free-play model can be changed to regular model instantly on location," declares Leo Kelly, Exhibit official. "The outstanding feature of the game is the unique progressive award system—player runs his ball through a series of bumpers which is a skill shot, to receive two free plays. There are only 11 bumpers in all and it's a simple matter to put them all out and receive an extra ball. With all lights out, player can hit up to 50 free plays."

Exhibit officials claim that Airliner is closer to the mark than the appeal the best one-ball games ever had. "Fast action predominates, but even tho' the play is fast, the player gets plenty of thrilling consequences, and the game has excited from start to finish," they declared.

Pre-production sales of Airliner are said to have been higher than any game released this year. Stern, Exhibit official, claims that the new sequence game, will be a success.

Monarch Reports Sales Increasing

CHICAGO, Aug. 5.—Al Stern, domestic manager, reports that Monarch Coin Machines Co. reports a large increase in sales of Monarch coin machines the past week to out-of-town columnists visiting in Chicago. Stern:

"Chicago was like old home week here at Monarch. Columnists from all over the country were in to visit us and made large purchases of novelty games, free games, punch-out games and pinball machines and photographs in preparation for one of the biggest fall and

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Nestor's JELLY BEAN 25.00
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11-15 E. RUNYON, NEWARK, N. J.

winter seasons they have expected in

years.

He reported that a general pick-up in business seems to be definitely taking hold and that operating conditions are better as a direct result."



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SPORTS

"I recommend it very highly." —George Ponser.
"A knockout of a game." —I. Rothstein, Banner Specialty Co.

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\$84.50
FREE GAME
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Contact, F. P.	42.50	Hawthorne	85.00
Craps, F. P.	32.50	Golden Seal	10.00
K. Multi-Field Races	17.50	Sport Page	25.00
Alley-Oop	15.00	Football	25.00
Bally Racer	10.00	Arbitrator	17.50
Alley-Oop City	15.00	Golden Wheel	15.00
Old Ball	25.00	Diamond Queen, Y-Games	10.00
Ex. Snooker, F. P.	17.50	Wink, Ticket Units	35.00
Ex. Football	15.00	Classics	10.00
Lotto-Fix, F. P.	55.00	Golden Deluxe	10.00
Chinook Topper, F. P.	55.00	Gold Multiball	10.00

\$950

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Box Score	82.50	King, F. P.	55.00
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Old Ball	15.00	Ball Fruits	10.00
Fair	27.50	Golden Seal	10.00
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Bally Royal	27.50	Golden Seal	10.00

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**Indiana Assn.
Gets Approval
Of Operators**

INDIANAPOLIS, Aug. 5.—Indiana State Operators' Association, Inc., on July 31 held a meeting at the Claypool Hotel here. "It was a lively meeting," reports Harry Dwyer, of Marion, a director of the association. "The real point of the meeting was to have the operators meet and discuss business. There were no formalized speeches. There were informal discussions with the result that Mr. Janes, one of the leading operators of Indianapolis, gave his approval of the association and the spirit of the members.

The meeting was opened with approximately 40 operators in attendance. Henry J. Windt, secretary-treasurer, presided as chairman and introduced Charles W. Palmer, managing director; Leo Weinberger, Southern Automatic Music Co., Louisville; Paul Jock, Guarantee Distributing Co., Indianapolis, and Harry Dwyer, Novelty Co., Marion, Ind.

All advanced important ideas on the operation of machines represented in the association, phonographs and cigarette machines.

It was estimated that one-third of all the equipment in the area was represented at the meeting. He also suggested that 90 per cent of the local operators present were affiliated with the Indiana branch of the association. Every operator was given the opportunity to discuss freely his grievances, and operators who had been fighting the same old battles were as a result of fellowship brought about by the association. Local members requested that another meeting be held in Marion, Indiana, arrangements were made for it. Meetings are also being arranged for Ft. Wayne, South Bend, Evansville and Marion. Announcements of the district meetings will be made soon."

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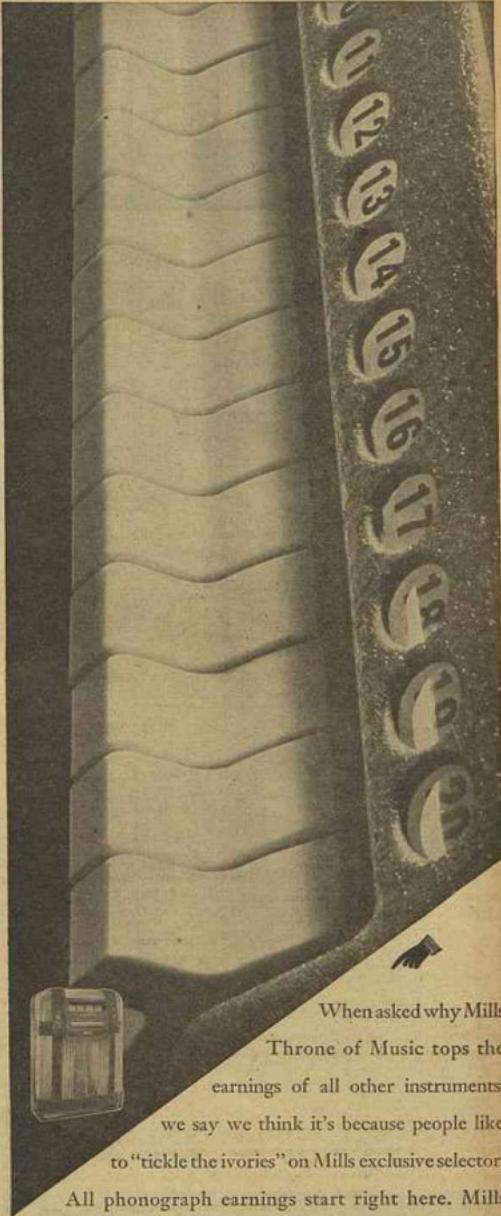
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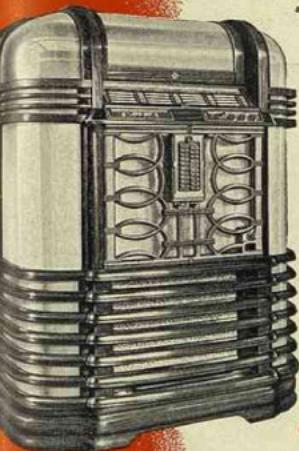
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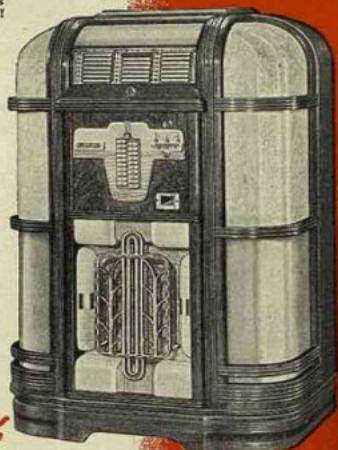


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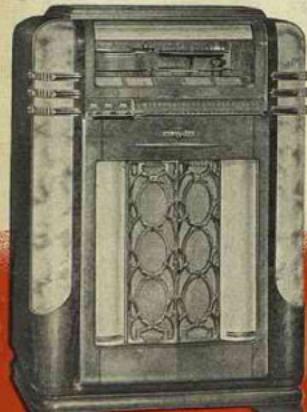
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3 As third step in modernization program; Music Merchants move phonographs formerly in second best spots to third best locations—get extra profits from these places as well.

4 As fourth step in modernization program; Music Merchants expand operations by adding new locations many of which are influenced to install automatic phonographs for the first time after seeing and hearing latest model Wurlitzers.

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