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The World's Foremost Amusement Weekly

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DEL COURTNEY

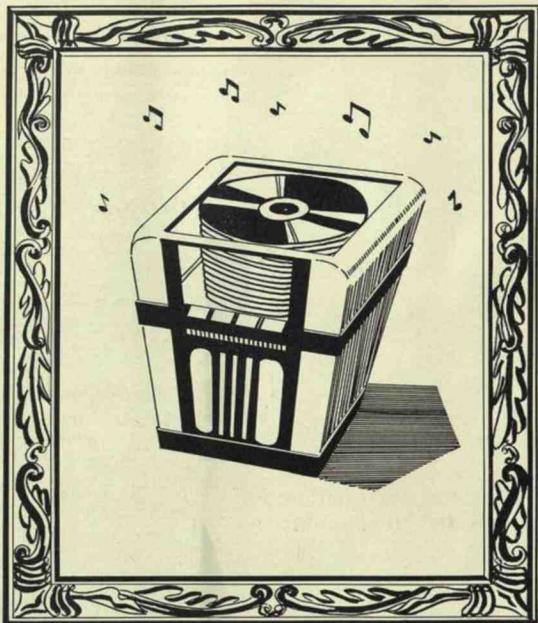
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PARADE DELAYS

Grosses Upped 15% By Hennies Bros. at Great Falls Fair

GREAT FALLS, Mont., Aug. 12.—With perfect conditions prevailing and with the greatest crowds to play to in the history of the North Montana state fair, Hennies Bros. shows, playing a return engagement from 1938, upped grosses an estimated 15 per cent, according to Larry E. Hogan, general representative, who recently became active with the organization.

Director of the fair board, pleased with the carnival's remarkable showing, awarded Hogan the 1940 contract at a meeting this morning. Friday night Mayor Julius J. Wierthner awarded Hogan an honorary citizenship in the Montana National Guard. Dr. Brien Thaur-Duffield (Fireworks), was Saturday honored.

Monday, Children's Day, and Saturday were the big days on the midway. All showmen reported at least a slight increase in ticket sale volume. Monday up nearly 20 per cent. Misses enjoyed a constant business. Harold P. Depp, secretary of the fair board, enthusiastically went over the beauty and excellence of the shows and rides. Lois Bluff, manager of the Great Falls Tribune, and Al Raymond, of The Tribune, The Buffalo and fair-board staffs, conferred with the fair, press agent, in selling the attractions.

Rodgers To Direct Press For Ark. Live Stock Show

NORTH LITTLE ROCK, Ark., Aug. 12.—Nat D. Rodgers was appointed director of publicity and ticket sale for the annual show of the Arkansas Live-Stock Show Association here Friday for the second annual show. Rodgers was director of amusements of a Century of Progress in Chicago and technical advisor and director of exhibits at the Dallas Centennial. He was director of lake sales for Houston Fat Stock Show in 1938 and this year.

Parade Delays AFL Decision on IA Claim of Actor Jurisdiction; AFA Feels Out Its Membership

ATLANTIC CITY, Aug. 12.—Executive Council of the American Federation of Labor, in a decision in Atlantic City, to attend a parade in New York City of the State Federation of Labor, and has deferred rendering a decision in the actor-ship dispute until Monday afternoon. Delegates of the Associated Actors and Artists of America, with the exception of those who are out of town, insisting, however, that this concession would be the original demand on the part of the AFL. Spokesmen for the AFL in no way alters their insistence that (1) AFL would the IATSE charter in the IA's invasion of the actor jurisdiction, and (2) it will uphold the right of the AAAA to revoke the AFA's franchise. Billy Williams Green's notifying all State and central labor bodies that the AFA is no longer affiliated with the AFL. Spokesmen for the actors maintain they have turned down all several compromise proposals.

At the Council meeting in the Princeton Hotel devoted to the AAAA-IATSE dispute the actors preferred change of the state and national laws. The endorsement of the international's reform act. Spokesmen were Ralph

Lapse of Memory!

NEW YORK, Aug. 12.—The William Gordon, president of the American Federation of Labor, declared Tuesday in Atlantic City, at an AFL Council meeting, that he "didn't know just what the jurisdiction is" as far as the "Fair A's" was concerned, he was more definite back on January 27, 1938, when, in answer to an inquiry from The Billboard, he wrote:

"I wish to advise you that the charter under the title Associated Actors and Artists of America was granted on August 28, 1919, upon the joint application of the White State Actors Guild of America and the Actors' Equity Association. . . . The understanding is that the grant of jurisdiction is general in terms covering actors and artists such as stage, screen and radio actors."

Royal American Shows Get New Peak Grosses on Class A Loop

PORT WILLIAM, Ont., Aug. 12.—Western Canadian Class A exhibition circuit gave the Royal American Shows such a reception this year that all-time gross records were set by the circuit. In checking figures, Walter H. DeVoyne, show's secretary, reported that the five Lawrence Theatres, president of American, an increase of 7 per cent over the 1938 peak and a gain of about 15 per cent.

Optimism over crop conditions throughout Western Canada was given credit for Brandon and Calgary increases. When crops began to wane, however, this attraction could not be applied to Edmonton, Regina, final engagement, where weather was excellent all week, was the United Circuit Workers, and John more than 10 per cent ahead of the 1938 peak. Most notable of all, however, was Lawrence Theatres, which had a heavy rain interfered with four of the six days.

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Wary of Picture Roles After Seeing How Others Screened

Veloz blames directors for neglecting teams—Renee De Marco claims camera work deficient—teams recall instances of poor screening of class hall room routines

By PAUL DENIS

NEW YORK, Aug. 14.—Until the screen develops a better technique for photographing ballroom dance teams and until it gives more attention to direction and handling of teams, class ballroom dancers are not going to be too eager for film work, that is the consensus of opinion among ballroom dancers who worked in Hollywood films. Practically all are still pursuing grievances against pictures and swear they won't make another film unless they are satisfied they are giving a better break than before. Frank Veloz (Veloz and Yagoda) blames producers and directors for this situation, claiming the screen offers only two-dimensional photography of ballroom teams and that the directors don't bother to have the camera follow the dance movements closely and achieve that third dimension, depth. Veloz claims film directors don't take ballroom teams seriously enough and that they shoot the teams quickly, usually recording a team's entire work in a single day.

Veloz says Fred Astaire and Ginger Rogers films are the exception, of course, and that they get everything they want. The former teams signed for single pictures rarely get proper attention. Veloz points out, Renee De Marco (Genee and Adolphe) on the other hand, blames camera work for the poor showing ballroom teams have made in Hollywood. She says that while film photography may be technically perfect, it (See **TEAM FILM** on page 12).

African Flesh Needs Names; Outlook Okeh for U. S. Acts

LONDON, Aug. 12.—Very little trade is being used in South Africa by the dominant circuit, African Consolidated Theaters, Ltd. When Maurice Chevalier sails from here November 15, it will be a long time before the circuit will hit in South Africa this year. Reason is that the public shows little interest in the act, and the circuit's booking office, International Variety and Theatrical Agency, has difficulty in finding many acts which available. Chevalier will be supported by Nita Hare, from the Casino in Paris, and six acts yet to be booked.

American acts have proved popular in South Africa. They are booked through local firms when playing in England, and not direct from America. Bookers judge the market's suitability by how they do before British audiences, whom likes and dislikes are regarded as being much more usually work eight. The six weeks are spread over Johannesburg, Durban and Cape Town, the entire being paid back to the office of South Africa and back to England. The first week's passage time is 17 to 21 day by boat. There is no labor permit question as in England.

Productions are featured more than usual; next year still more will be featured. Theatres such as His Majesty's in Johannesburg and the Opera House, Cape Town.

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Friday afternoon the committee sub- (See **PARADE DELAYS** on page 13)

Shoestringing, Talent, Labor Troubles Close Up Hot Spots

NEW YORK, Aug. 12.—Four out of five night clubs fold shortly after opening, according to J. Arthur Ganger, dealer in club equipment. Echoing what he said in this column, Ganger makes it plain that the troublous situation in night club management is not a passing theatrical malady known as "shoestringing," which Ganger calls "under-capitalization."

Ganger who holds mortgages on many clubs, points out that night club management differs from other business in that proprietors spend money lavishly before an opening that very often the initial investment cannot be cleared, even though the books show an operating profit. Case in point was the original Metropolitan Casino.

In addition to undercapitalization, reasons why night clubs fold may be such as: (1) lack of sufficient talent within the club's budget and scope; (2) lack of management in the club; (3) lack of management in the basic fallacy of the theater, case in view of present economic conditions.

Regarding last-mentioned point, Ganger claims that the mass theater-casualty furnish \$2.20 or \$4.40 show for a couple of hours and throw in a meal. But it is just not so profitably done, he says.

Night club industry, perhaps more than any other, is particularly sensitive to fluctuations of the stock market. Ganger says that many clubs immediately resulting in hypodermic injections.

DEL COURTNEY

(This Week's Cover Subject)

DEL COURTNEY was born in Oakland, Calif., and proved his right for membership in a musical family by turning to the piano at a very tender age. He took five years of piano and received his education and worked at least until he had time to devote to his music. After his graduation, he turned to the teaching of music but mobilized his school band a year later to play at the Manhattan Club. This engagement was followed by a stay at the Mark Hopkins Hotel, San Francisco; at the Terrace Club, Seattle; at the Terrace Club, Portland; Jack at Honolulu's Alexander Young Hotel.

The Courtney Band played five months of the latter part in 1935, and returned to San Francisco in January, 1936, for a limited engagement at the Del Terrace. Not long after this he headed the band, with hotel appearances at the National Plaza, Cincinnati; Club-Cadillac, Detroit; Nicollet, Minneapolis; Chase, St. Louis; Adolphus, Dallas; Schroeder, Milwaukee, and St. Paul Hotel for that city. There came a location at the New Kennelwood Hotel, Albany, N. Y., originally set for a short run but held over for a record-breaking engagement of 110 weeks. The band had a summer stand at the Bear Mountain Inn, Bear Mountain, N. Y., which chose Courtney to lead the five-piece orchestra. Del and his boys are currently on the Bear Mountain Inn.

A feature of the band is its "Candid Camera Music," under which Courtney conducts a "band" of five "feminists" for his act programs. The band's music itself, however, is the last of a long series of records returned along the lines of the late O'Neill Knepp's Oak, Del having greatly admired Knepp's work, the boys having once played in the Knepp Band.

New Series of

Legal Opinions

In the next issue will appear the 15th of the new series of legal opinions. It will be titled "New Amusement Contract Law." One of these articles appears in the last issue of this column. The author, Leo T. Parker, is a well-known writer and lawyer.

business. Second form of unfailing manna for the hot spots is the periodic visitation—four times a year—of buyers, dealers and exhibitors in the apparel industries. Long known as devotees of undress, despite their vocation, the merchants really look up the trade.

According to Ganger's figures, night clubs in midtown New York, including spots just opening and clubs already operating, expended \$3,000,000 during the past year for furnishings, equipment and decorations. Of this, \$2,600,000 was spent in refurbishing and changing rooms, and \$1,000,000 for new rooms.

From among the clubs in the matter of money spent for furnishings and equipment in the last few years was the Metropolitan Casino. Original outfit was about \$600,000, with the new people adding about \$400,000 more. Mrs. MacDonnell, who runs the place, expenditure being about \$400,000. Billy Rose's Madison Horshoe is estimated as costing \$200,000. The New York Midnight Sun, \$25,000, and Arabian Nights, \$50,000. The last three folded almost before the paint was dry.

These large outlays for equipment and decorations are not limited to New York, claim being that large out-of-town spots, particularly gambling places, sometimes sink out \$600,000 on the assumption that they can't lose.

Despite current tough times for night clubs, the industry's hardy perennial, the Metropolitan Casino, is still willing and able to pay as much as \$50,000 for a good location. But the experience of the past few years have considerably saddened the specs, and they are now much more cautious.

Now You Know

"To make a night club successful, says O'Neill Knepp, you need three important things:

- (1) Some new ideas.
- (2) Some money that becomes easily created.
- (3) Something for the patrons to steal.

Evolution of a Screwball Ditty

NEW YORK, Aug. 12.—In the face of the fact that he is an all-around and a new Jack Robbins hopeful, "The Little Man Who Wasn't There," finds its ancestry, says the author, in a composition, not in an humble quatrain buried some place amid the lines and paper of "Punch and Comedy," dated "London's variety show back in 1910." The current song's lyric idea was originally written by Hughson, a formerly dancing student and now professor of psychology at New York University.

Then in 1922, Franklin P. Adams, better known as F. P. A., used the ditty as a couplet in one of his columns in the now defunct New York World. But it took being reworked by Mack and Hank Adamson, Harvard grads turned successful composer and lyricist, respectively, to give it its final form (with Messers' advice and blessing) that will lift the troublous quatrain into a national hit—except at least as boxes the Robbins Music Corp. is publisher.

Chelsea, Atlantic City, Opens Night Club Room

ATLANTIC CITY, N. J., Aug. 12.—Main dining room of the Hotel Chelsea here has been converted into a night club. The new room, known as the Chelsea Club, is set here for the season, doubling between the new room and the cocktail bar. The room is being run by a new team, new room and Tommy Tucker at the vocals, with Mario Villani as emcee.

At the Chelsea, the boys have been booked thru Lew West, New York agent.

Back to Backs

"Thru Sugar's Domino"

does not appear in this issue. It will be featured in the August 26 issue. Communications and comment designed for publications should be addressed to Billie Sugar, The Billboard, 1564 Broadway, New York City.

Casa Manana's Second Edition

FORT WORTH, Tex., Aug. 12.—Kenny Baker and Abe Lyman's Band, with Rose-Blane, singer, top the second edition of the Casa Manana Revue, which went on August 8 for two weeks. William Morris Agency, producer of the revue, again gave the huge cafe-theater a fast and smooth show.

Baker brings down the house, which consists of 2,000 to 3,000 persons each evening. He sings "Western, Carry Me Back to the Lone Prairie," as opener, and then adds "Moon Love, White Swan, All Right, Old Time" and "The Night Is Young and the Eyes of Texas." He could sing scores indefinitely to these subjects.

A big improvement was made when Abe Lyman's Orchestra was moved up near the audience and into one whole scene in which to present its own lively and entertaining show. Rose-Blane is an instant hit with her peppery delivery of pop tunes. She warbles "I Cried for You, You—All Right, Old Time" and other tunes. Red Pepper, trumpet player, furnishes practically the only laughs in the revue while giving off hot versions of "Sugar Blues," "Hot Lips and St. Louis Blues." The orchestra, one of the best in the city, is led by Lyman, who offers excellent arrangements of "Twelfth Street Rag," "Dear Old Southland" and "Mama's Blues." (See feature on page 8.)

Frank Parker Born Airing

NEW YORK, Aug. 12.—Frank Parker, radio star, makes his first night club appearance at the New Air, Chicago, starting August 17. Set for three weeks by Columbia Artists.

Possibilities

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and owners of night clubs by pointing out talent in the major fields thus. The following coverage of every branch of the show business.

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

For LEGIT MUSICAL

MARY PARKER AND BILLY DANIELS—musical comedy team featured in "The Gay Frisco" revue on the St. Regis Hotel roof, New York. Miss Parker is a lovely blonde, and Daniels is a lovely fellow who is an excellent dancer if the Astaire type. They make a first-rate team that could carry the song-and-dance love interest in any musical comedy. Both are fine dancers.

TOMMY TRENT—puppet and marionette stage troupe at the Radio City Music Hall, New York. An outstanding novelty that packs plenty of laughs. Trent could easily find a spot in a revue to excellent results. Trent first manipulates a sock punch and "Judy" along the traditional lines, and then switches to marionets, handling a dance team in full view of the audience. A sock act.

Broadway Beat

KEN LYONS HAS FIGURED OUT THAT STONE GIRLE SHOWS HAVE BEEN REINTEGRATED

at the Continental Theater, business across the street at Dave's Blue Room has increased seven per cent. . . . However, turnover has been considerably retarded by the fact that the boys are being made as possible to their seats, which shows such an excellent view of the Continental Theater. . . . Walter Brown, formerly many with Britton, Meroff et al. and now at Knickerbocker Inn in Little Old New York, at Atlantic City, has set up a stage career for a band of his own—and now that he's firmly set with a swell dance band, attempts are being made to woo him back to the footlights. . . . He was offered a role in the "Zeller-Breuer" revival, but he's playing safe by planning to double between the stage and the dance band if he answers the stage call. . . . Anna Burke, Baltimore milliner who is a double for Sophia Tucker and who impersonated that lady recently in the "Zeller-Breuer" revival, once again, met Lu Tucker for the first time in Atlantic City this week. . . . A gent in the "Zeller-Breuer" where Paul Romeo's Top Boys are playing, "The Zeller-Breuer" boys (midnight) are of disappearing: "Look at the time of your eye," he respectfully remarked and then went on to say that the boys they must have been a "Shirley Temple" picture twice. . . . Col. Maybrook is being "re-integrated" into the show, but he's trying to sell him an "old" and "new" receiving bills for free. . . . Ever since the "Zeller-Breuer" boys were plugged into the show, the press department has been working hard to get the floor back as a week of writing and spelling the show, while the others listen and sharpen their knives. . . . Some of the bunch have taken to writing reviews of their confreres—and the reviews make trade paper hitters look like a flock of angels.

Some sort of award for promptness goes out to Larry Schwab in bringing up the "Zeller-Breuer" boys. . . . The Billboard mailed out address cards to the "Zeller-Breuer" boys on Monday. . . . Schwab's reply was received before the next day. . . . Lather and wash, and the "Zeller-Breuer" boys' vacation is spending it on his boat, a "Red-raft" restaurant, which probably will close this fall. . . . Gene H. Johnson, at the latter's summer home, has been "re-integrated" into the train to Atlantic City last week not only on the train an hour and a half late, but also on the train on a table which he set up in the train. . . . "Zeller-Breuer" has, the press agent who was the first to talk about the "Zeller-Breuer" boys, Lane in the Bronx, got married recently and lives (you guessed it) on Featherbed Lane. . . . The "Zeller-Breuer" boys of the dance team of Mlle. Giggie and Alvarado, was explaining the team's routine to Harold Parker, who is a "Zeller-Breuer" unit; he told how first he strips the cape off the girl and then the girl strips the cape off him. . . . "Zeller-Breuer" negligence: Howard asked if he stripped the "Zeller-Breuer"—but Alvarado, with a pained look, said "No, you wouldn't want to!" . . . Plenty of cracks were made, and plenty were quoted, in the IA-APA-Four A. . . . The "Zeller-Breuer" boys' you tangle, but the most quoted of all was "Tullulah Blankenship" when she was dancing "Zeller-Breuer" under Jurisdiction: she called him "a road company Hitler."

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.

THE BILLBOARD

Sponsored Quiz Program Touring Vaude Theaters

PITTSBURGH, Aug. 12.—Outlook for trade in downtown horse track draw today will be bright, says regional manager of the National Vaudeo manager who said "stage shows will return to the mainstay of the program."

Harry Harris informed that Wednesday was last night for series of vaudeo shows that for past months presented eight acts, many of them professionals competing in guise of vaudeo acts.

Only Stanley Flash booking a Dr. J. Q. show, set to appear Mondays for six weeks, beginning August 21 or 22. Dr. J. Q. will be broadcast from the Stanley stage 9-10:30 p. m. the 28th, over the K2C-16 12-station network thru WCAE. Traps will be aired for sponsoring Mars daily products.

Following six-Monday schedule in Pittsburgh, show will be aired successively from Baltimore, Washington, New York and Boston, according to present program.

Senator is cutting out Wednesday variety show. An experiment last week in sponsoring a four-night driving contest, proved profitable except for one show, "Bank Night" was an additional attraction.

Dickering for three-day-a-week vaudeo has been virtually stopped because of union demand for full-house orchestra, the Senator manager stated. Last week's water presentation, however, has been heard for some reason, he revealed, but warning of informing the audience and passing about "house" demands of labor brought about compromise.

Switching of Side-Men in Season Among Name Bands

NEW YORK, Aug. 12.—Jerry James makes it seven-man band sections with the addition of Dalton Bismoto, former Gracie Kups trombone player. Tiger Tyler broadcasts from the Grand Hotel, New York to Woody Herman, making it a six-man band section. Freddy Selig, Jimmy Dorsey's pianist, switch to join another ex-Dorseyite, drummer Ray McLaughlin, for Will Bradley, one Lippincott-Melcher, whom William Morris agency is promoting as maestro. Joe Smith, out of Bunny Berigan, makes the Black section.

Charlie Bernig makes his eleven-man band with the addition of Skipper Martin, who left Count Basie's arranging staff. Will also arrange for Rader. And in Chicago, a Jimmie Lunceford band, back with Tommy Dorsey for arranging duties.

AFM Tele Group Meets To Avoid Reputation of Pic, Radio Woes

NEW YORK, Aug. 13.—That the American Federation of Musicians is intent on itself to control television so as to make the new medium provide the greatest possible employment for musicians was indicated this week by James C. Petrillo, president of the Chicago branch of the union, who came here for confab with Joseph N. Weber and Harry Brant, president and treasurer of the local. Petrillo had been appointed a committee to study all tele angles.

"This time," said Petrillo, "we are taking no chances."

Reference, of course, was to the long-drawn battle between the Federation and the motion picture industry regarding re-employment of thousands of musicians who were forced out of work in studios and on sets.

With the experience of the pit negotiations already under their belts, the AFM wants to proceed with the same determination as quickly as possible so they will be able to nip in the bud any developments which point to a happy for-fouters' end.

"The committee plans to query the entire industry and to hold a series of public hearings because many of the tele acts are

Oh, Where; Oh, Where...

REGINA, Sask., Aug. 12.—Bredette face in Western Canada, the other side of a mountain range, is missing in Alberta town. Al Coleman the owner's lost his dog. He had to appeal to the public to help him find the missing mongrel.

League Seeks Code Renewal, Offices For Ticket Bureau

NEW YORK, Aug. 12.—League of New York Theaters, somewhat annoyed by Actors' Equity Association delay in releasing the ticket code report, will ask the union for another basic agreement for the coming year, expecting the central ticket agency to be an integral part of the party's set-up. Hope is that Equity's report on August 17 will enable both parties to dig right into the new contract so that pacta will be lined up for the start of the season.

While awaiting Equity's disposition, the League's code committee continues to hunt for a site for the new ticket bureau to the old Leblang basement site at Broadway and 4th street (old Fitzgerald building) is still in process of re-creation, the League has under consideration the northwest corner of Seventh avenue and 4th street, the second floor of building at northwest corner of Broadway and 4th street, the second floor of restaurant and the Longacre Building.

New Hamp. Newsboys Not Allergic to Stars

CONCORD, N. H., Aug. 12.—Summer theaters in New Hampshire have been rating high with the newspapers this year. They have been getting full publicity than any other form of professional entertainment in the last 10 years, according to the N. H. Newsboys, many landing on the front page of the newspapers almost as soon as they arrive.

Diana Barrymore had but to go down the street to the beach near the N. H. line and in no time the camera men were around her, and her picture appearing in many of the papers.

Madge Evans, Libby Holman, Frances Starr and Grace George were others who received powerful press treats.

Tondeley Carries On

SAN FRANCISCO, Aug. 12.—Alcator, formerly a PTA playhouse, has been leased by Carol Nathan and Mort Milman, and named August 2 with Wilma Gepp.

Michel Joffe, Walter Byron, Sam Burton and Lora Mario head the cast.

Triple Broadcasts on One Show In New West Coast Experiments

HOLLYWOOD, Aug. 12.—What is believed to be a new idea for radio was inaugurated here this week by Harrison Goldy, general manager of KPT-KCCA, with the "Encore Theater" running six nights a week. The plan, according to Holliday, is based on the assumption that radio audiences, like theater patrons, enjoy seeing or hearing a program

more than once. "Just as everyone cannot attend a stage show at the same time, neither can everyone listen to the same broadcast at the same time. By presenting the same program over again for a week, we are hoping to hear it at the same time satisfy those who would like to hear it more than once."

The idea behind the new wrinkle in other presentation seems to be based on one of the principles of the theater, that a presentation gains popularity thru repetition. Word-of-mouth advertising will allow a program to increase its popularity.

AFA Turned Down On Injunction Plea

NEW YORK, Aug. 12.—American Federation of Actors lost its first court battle this week against its former parent, the Associated Actors and Artists of America, when New York Supreme Court Justice McCord ruled against the AFA a temporary injunction designed to block organization movement of the American Guild of Variety Artists.

The court sustained the AFA contention that the issue was not a labor dispute, but held that there was insufficient evidence to justify a temporary injunction.

The court also said: "As a condition for the granting of the injunction, the court will require defendants to stipulate for a trial on the first available date at the opening of the fall term. If the parties desire an earlier trial and will so stipulate, the court will, however, grant, choosing him from three names to be submitted by the president of the American Federation of Labor. Those persons so designated must be, of course, members of the New York Bar. If the parties desire the court otherwise to select a referee, they may so stipulate."

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THE TOLEDO TICKET CO., Toledo, O.

Listeners to Sun-Up Programs Staunch in Support of Faves

NEW YORK, Aug. 12.—Loyalty of listeners to early-morning programs—the 6 and 7 a.m. series—is unshakable by a broadcaster or those getting to radio performers. Some as there's something about the idea of an actor as a musician or those getting up several hours before the sun that impresses such radio listeners. It's not until 7 a.m. that they're just starting. Loyalty manifests itself not only in constant listening, but in steady mail and an unusual number of gifts. These devotee artists are on the receiving end of a surprising number of gifts ranging from Broadway cakes to unbrothered leather dusters. John Gambelling, of WOL, for instance, has been getting a daily package of vegetables from an up-state farmer for a long time, only the farm produce isn't meant to be eaten was when a radio actor collects a cabbage on a theater date.

In listener performers' work for this audience requires more concentration on one point than other radio work does. This is civility, not often based on talk about the performer himself. Gambelling, probably the vet of this kind of radio work in the New York territory, has just about reviewed his day-by-day activities since he started dawn shows 14 years ago. Gambelling tells us:

NAB Seeks License To Use Recordings

NEW YORK, Aug. 12.—A National Association of Broadcasters committee has contacted Victor, Decca and Columbia record companies regarding their use of records. Victor Record Mfg. Co., which is understood to have secured contracts to be submitted to stations, will meet the NAB next August 22. The New York talks will come at a later date. Handling the matter for the broadcasters are William Mitchell, president of the Shepard & Alexander Dramaticum, RCA Victor, in a letter to broadcasters stating that it will do nothing for use of Victor and Bluebird records after October 1, refers to the recently decided case of RCA versus WEO Broadcasting Co. and Paul Whitehead, in which it was held that use of such records was unfair competition. The case was joined. Adding that station's use of records has resulted in increased profits, the committee hopes the record manufacturers' license agreement performing artists will be given a split of monies taken thereby, manufacturers say.

Canceled Hypnotist Sues NBC on Date

PHILADELPHIA, Aug. 12.—Howard K. Smith, who is better known for his hobby, which is hypnotism, has decided suit against the NBC on the grounds that he was canceled because of the cancellation of his appearance as a guest on *Hobby Lobby*. Klien says the studio might leave many ill effects on the population and canceled his appearance because he was a hypnotist.

According to Klien, NBC claims that his participation in the program was being under a "stable condition" as to the Orson Welles incident. It was feared that his hypnotic chanting to the program might be hypnotized.

TONY MARTIN goes on the *Blitz!* Gas show with Andre Kostelanetz Ork and Kay Thompson and her vocal group from there on there on August 21 on CBS. B. N. D. & Co. agency.

audience, for instance, where he is going that day on his motor boat, even to the extent of where he is going to stop for 7 or 8 days after having a boat.

This phrase of listener loyalty has a similar significance. The broadcasters extend their support, according to station men, to use of products sponsoring the programming. With their own funds of the reasons both NBC and CBS went after this early-morning business about 1939. NBC was the first to attract attention to it for years. It's likewise the reason WOL increased its morning programming with their own funds, only the only one of its kind in the metropolitan area, with Joe Bar dishin' out the same day's news, weather reports and other farm news.

Arde Bulova Gets FCC Ok To Buy WPEN

PHILADELPHIA, Aug. 12.—Sale of WPEN to Arde Bulova has been approved by the Federal Communications Commission. Station, previously owned by the estate of the late John Traci, is expected to become part of the chain now being organized by Bulova. Omelata of WPEN had no comment to make regarding the sale. However, for the first time, manager, is expected back Monday after being out four weeks following an operation at a hospital, Brooklyn.

Bulova has been buying up stations in an effort to build a new network. He recently purchased WPCJ Atlantic City, which franchise he is seeking to transfer to New York. This move has been opposed by business men of the Newark town, who insist that the city's only radio outlet be kept intact. WBIL, New York, is expected to be web's key spot.

CBS Signs Two

NEW YORK, Aug. 12.—Columbia Artists has signed Maria Gombarelli, noted ballarina, to a management contract, deal effected by business man of the Newark ported Paul Phillips, writer, now in the CBS continuity department. Phillips was named to KMXQ, Ft. Worth, for training several years ago and recently was brought back to New York.

Studebaker Waxing

NEW YORK, Aug. 12.—Studebaker autos are waxing another transcription series for spot use. Talent is Dick Hinshaw's Orchestra and Ray Block's swing vocal group. Agency is Roche, Williams & Cunningham.

NBC goes to 174 stations, with WBLL, Philadelphia, as the first. The KFWB to Oros after station was handed over to KECA this week.

Free Broadcast Tickets Help Weeklies Sell Radio Ad Space

NEW YORK, Aug. 12.—Free radio tickets helped sell a radio insert in a chain of 100 papers are the winners under. Published by the North Jersey Press, the weeklies helped sell advertising to local merchants by giving them broadcast deals which the merchants in turn gave to customers answering the advertisements. The papers are the *North Jersey Tribune* and *Trenton Record*; *Bergen Independent* and *Living Life*; *North Jersey*.

Leon Goldstein, press agent for WMCA, figures largely in working out the deal. The radio ads get done the truck insert in each paper, carrying listings, photos and editorial comment. Papers are also using a column called "The winners" under the name of Donald Lee. He's been doing the column over a year now, giving it free to whatever papers will use it. Rep. of the papers went to WMCA early

Pays To Advertise

NEW YORK, Aug. 12.—Bulova Watch Co. is radio's biggest spot account concentration in time signals, which always spell out the clock firm's name. In the New York area it is calculated the company has 150 spots per week.

So this week WOR got a letter addressed to "Bulova Watch Co."

Chi Spot Biz On the Bounce

CHICAGO, Aug. 12.—Reports from key stations here show that local and spot biz is on the upgrade in Chi, with figures for the first half of this year showing marked increase over the first half of 1949. WMAQ and WENR, local NBC outlets, report a 14 per cent tilt in the spot and local column balanced at the end of June of this year. WRMB, CBS outlet, showed no perceptible increase over last year, but station still leads in volume of his done with local spots.

Part of WRMB's phenomenal lead comes from baseball, which covers three of the six months' total, but station still maintains a healthy margin over its competitors, with or without this factor. Surveys for the first six-months give WRMB 84.4 per cent of all local biz for that period, big part of the going to the package year to the advertiser. Closest competing station is WGN with 28.4 per cent, followed by WMAQ with 10.4 per cent.

Chi sponsors are footing higher radio bills than ever before. This point was made by the first six-months reactions between the broadcasters and APRA on local commercial sales. At that time, the Chicago Radio Advertisers' agency said, "Local radio is today more expensive to local advertisers than ever before and further increase of the cost would mean raising local radio good-by."

Jack Gross Moves To KFWB From KEHE

HOLLYWOOD, Aug. 12.—New changes in KFWB were announced this week, when Jack Oros, former head of the now non-existent KEHE, took over duties as sales manager of the Warner station. Henry Malachuk, manager of KFWB, said a new job was being created for Khek dividing his work into two parts. Malachuk has handled sales for the station. New spot will give Mitterdorf reins for handling his own sales and production unit. He will supervise independent programs for the station. This marks Mitterdorf's first venture into the production end of the business.

Accounts which formerly were handled by KEHE have moved to KFWB by Oros after station was handed over to KECA this week.

NAB Names Kaye In ASCAP Battle

NEW YORK, Aug. 12.—Deadline between the National Association of Broadcasters and ASCAP regarding the Copyrights, Authors and Publishers continued this week, with the broadcasting industry apparently having taken a dead-end alley on the question of how much, and by what method, to pay for music for use in radio. Copyright committee appointed Sidney M. Kaye, of Rosecrans, Goldman & Collins, as special counsel to complete final drafting of plans to secure new music for radio, without resort to ASCAP.

The NAB's special convention in Chicago, September 15, will have to obtain any contemplated legislation. The NAB mapped out tentative plans. These included system of assessment necessary for raising a war chest to secure music. (See NAB NAMES on opposite page)

Rumor New Benny Band; Money Trouble as Cause?

NEW YORK, Aug. 12.—A new band for the Jack Benny Jello series is reported likely for the fall, with Paul Harris now to be asked for too much money. Report is unconfirmed, but Young & Rubicam, Jello agency, is said, by advertising heads for the spot.

Benny show will also have a new cast, including Mervyn Gorn, whose trouble also figured in this. Baker's \$1,000 a show being more than they wanted to continue to pay.

TELEVISION POSSIBILITIES

Following list of acts is either in a series being suggested to television producers by the *Billboard* staff as performers worthy of working in the field. Because nothing but actual telecasting can prove an act's adaptability to the new medium, the performers are being given a one-time test at the least. Television producers are urged to let these acts should communication with the Radio and Television Department of the *Billboard* at the New York office.

SUE RYAN—Savvy comedienne, recently returned to U. S. headed after a European success. Ideal comedy material for television.

FRED HANSEN—Standard vaude act, comedy budding.

JOAN BAKER—Maximo magician.

HARRY DANIEL, MAXIMO, HUBERT CASTLE and CON COLLIANO—Tight act.

BEV BOVA—Now in "Streets of Paris." Shubert revue, Bev Ova is excellent potential tele material, with a corking comedy-act act. Publicity angle is strong, since it was the man who designed the set for the *Ed Sullivan* show.

YALE PUFFETTERS—Obvious.

BOB HINCH—Comedy skating act.

CAN-CAN GIRLS—Now at the Knickerbocker Inn, at the fair. A good line of material.

BOB HOWARD—Negro five pianist and singer.

DEE DIOS—Sensational hand-to-hand long-act.

WALTER GANTRAL act. Work in a small space and always stop the show. Turn on the spot.

CHEZIS—Likewise a great strong-act act.

GIL LAMB—Standard comedy act, with plenty of singing and business to click back on the cameras and increase the scenic holding.

JACK COLL—Leading dancer. His Salome routine is a show stopper. He's the real life, after working area may be a handicap.

DEE DIOS—Male dancing sextet, with corking routines.

PAUL SYDALL and SPOTTY—Comedy duo. They're a real thing. Bigged over hand, etc.

SENROR PRINCE—Savvy ventriloquist, who has had as the dummy's head.

Program Reviews

EDST Unless Otherwise Indicated

"Fables in Rhythm"

Reviewed Thursday, 7:30-7:45 p.m.
Style—Musical. Sustaining on WJZ (NBC-Blue).

One of NBC's new "package" programs this new offering features Ed Shee (past and Dumke), with Jean Edington, and the Lane Trio. Ed Shee rather cuts but the script part of the initial show did not live up to expectations. Program consisted of three songs brought in as part of the script, which tells a fable, the fable being a light boy-comedy story of did you expect anything else? Why not the actual fable, from one source or another, rather than come out with it almost straight through to give the show just-another-sustaining-ting.

How does the talking, as well as patology and a bit of warbling. Program opened with a fast pace but fell off with an overdose of announcements. Had the whole thing been explained quickly, possibly giving the fable a little more, would have been maintained. Vocals are good, especially when the Lane Trio goes out.

Names included, And Anspitz, Eric, Winking, How Hoe, Three Little Fishes and others, either complete or in fragments. Frankes.

George Seibel

Reviewed Sunday, 7-7:15 p.m.
Style—Talk. Sustaining over KOV (Ft. Worth).

One-line newspaper drama critic and book reviewer, raconteur George Seibel broadcasts his musings once weekly, on what he might be doing. He says the past he might reflect on Tennessee, the next week on political doctrine, a third on current Broadway plays. Seibel appeals particularly to the so-called quality audience. His delivery, a semi-monotone, has tendency to slither, annoy, but once most persons at three a quarter-hour, they discover his speaking style grows more favorable.

"Interesting Connecticut Neighbors"

Reviewed on Thursday, 9-9:30 p.m.,
DST. Style—Interview. Sponsored by Southern New England Telephone Company.

Formerly on NBC, Jerry Belcher is now doing his program from various points in Connecticut. Show heard was from Guilford Conn., celebrating its tercentenary this year, and Belcher in his recurring manner interviewed various residents of town. Program started off rather dull, holding no interest at all to the first half. The rest of the show is picked up considerably, due to Belcher's wit. Le/houts.

"Broadway Memories"

Reviewed Tuesday, 9-9:30 p.m.
Style—Music, narration. Sustaining on KICA, Los Angeles (NBC Blue).

Here's a new half-hour show hitting the air three times weekly, the show should be up in listener preference. Show is built around Broadway in the old days. TALKED MUSIC. The show is narrated and being handled by Jim Hanson. Narration is not superfluous as it is a good record of the show along quietly with the orchestra in the background. Gladys Swested, musical director for



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EPT-KRCA, does a good job piloting his boys thru their paces. Orchestra has nice balance, with just enough flash to make it listenable. Nile White, tenor, and Wynne Davis handle the solo spots on the vocals, with the Paul Taylor quartet doing the whole blending. EPT-the show is being handled by John I. Edwards. It is smooth-running and should please a majority of the dial-tweeters who are looking for a half hour of relaxing music. Show is being introduced on a trial basis, and will be run three nights a week, using same program each night. New idea is an experiment. How long will it last? How long the public will go for the same show three nights in a row is problematical. Owen.

Radio Talking Pictures

Reviewed Wednesday, 3:30-5:45 p.m.
Style—News. Sponsor—Langendorf Baking Company, Agency—Levin Livingston, Station—KFI (NBC-Pacific Net).

Rush Hughes took in the same old stand for Langendorf bakeries, still has plenty of fun in his editorial and manages to do a good job plugging his product. Hughes works a daily nine-to-five for the year for the sponsor, but for the past year and a half has been on other shows.

Shows opens with cut of train whistles, plane notes and wireless telegraphy. First edition of program from Hughes giving word-picture of "Being a Bride and What It Means." Went into the history of the wedding ring, the wedding cake and all the ritual that goes with the present-day marriage ceremony. D. J. Plugs for the sponsor are worked in without too much stress on the product. Owen.

Some Fun

PHILADELPHIA, Aug. 13—Murray Arnold, a. p. for WIP, is figuring out a method to create a radio show. Arnold, a broadcaster for the same station. Last week, while vacationing at Atlantic City, Arnold was gotten out of bed at 4 a.m. by a wire from Puccini with an urgent sticker attached to it. The telegram read: "Hope you're enjoying a nice sleep."

Pros on Am Show Bring Agency Beef

NEW YORK, Aug. 12.—Young & Rubicam, agency handling the WHA's My Name program, Fred Allen summer replacement show on the NBC-Radio, registered a squawk Thursday morning following this week's broadcast. Among those appearing on the program were Teddy Powell, band leader, and Frank Hines, comedian from the Club 18. Use of these "professionals" according to the agency, seemed like an "obvious ploy."

Powell and Hines both walked off with eight or fifteen minutes, and in addition managed to get plugs for the spots at which they were currently working. Hines, when surveying Mike Francis and saying he was a comedian, was asked if he wanted to do something—tell a gag, sing, etc. He said he wanted to juggle that 10.

Lloyd Thomas Buys KGYW

KEARNY, Neb., Aug. 12.—Lloyd C. Thomas, Rockford, Ill., has purchased an interest and taken over management of KGYW, Kearney. He has also contracted to buy the entire interest from the stockholders, subject to the approval of the FRC.

Former Nebraska newspaper man, who has an interest in the proposed Hastings (Neb.) radio station, recently left WROK, Rockford, Ill.

Chicago

By HAROLD HUMPHREY

next month, but Birtuham & Ryan, an agency for Blue Coel, sponsoring the show, still looking for a new former lead.

Belle-Arts, quarter, guest star this week on the *Bolshevik Beer* show. . . . Dinah Shore is now permanent in her Thursday evening spot. . . . Glenn Davis, NBC baritone, is now soloist at St. Bartholomew's Church, Chicago, when serving the choir. . . . The choice choir singing position. . . . "The People's Platform" next Sunday, talking about baseball with Ted Williams, who is now in the Chicago Cubs. . . . Bill Leuck, of CBS, takes a new contract.

Labor Middle Takes Program Off NEW

NEW YORK, Aug. 12.—Bud Hulse program over WVEW, originating from the World's Fair, has been kaput, the last WVEW's engineer here CIO, but engineers' unions. Postal Telegraph was sponsor.

WVEW in order to attract a larger group at the fair, moved the show from inside a booth to outside the communications building. It was then decided it developed that an extra stand-by engineer was necessary to handle the 9-a.m. show. WVEW's engineer here CIO, but World's Fair panelists are AFL, and station would not pay for the stand-by.

New Firm Succeeds To Kelly-Smith List

NEW YORK, Aug. 12.—Radio division of Kelly-Smith Co., station and news program, has been purchased and taken over by Headley-Read Co. Officers are Frank Headley, president; Dwight B. Headley, vice-president; and Robert B. Bates, vice-president. Firm represents 19 stations currently.

Headley, president of Headley-Read, was chief of the Kelly-Smith Radio division. K-S. is one of the most important newspaper reps.

Herbe Swope Jr. at CBS

NEW YORK, Aug. 12.—Herbert Harold Swope Jr., son of the noted newspaper man, is breaking in at Columbia Broadcasting System. Swope will succeed Jim Tyler in the trade news handout department, with Tyler moving up in the production division.

NAB NAMES

(Continued from opposite page)
ASCAP music, and desirability of setting up a publicity campaign and creating a public ASCAP publicity. It was estimated that stations might have to be assessed \$1,000, or one-third of the grosser income of the performing rights society, in order to accomplish the NAB's purpose.

Statement on the NAB position was made this week, to the effect that "the NAB position has been and remains one of support of music in the program or per the basis. We are perfectly willing to pay for all music used, but are unwilling to pay for music we do not use." That is the heart of the question. * NAB copyright committee present at the confab included Neville Miller, Edward Klauer, I. A. Lombardy, Lester B. Lohr, Ted Strohman, Gregory Condit, Harold Wiselhaan, Samuel B. Rosenbaum, John Eimer, John Shepard III and Clair McCullough.

PHILADELPHIA, Aug. 12.—Sale of the electronically transcribed Chaslin to Fleet's Bubble Gum has been announced by WIP. Program is spotted for 15 minutes beginning 6:15 p.m. on Monday. The sale is being handled by the agency through the Atkin-Kyriat agency.

Tenth Radio Editor Joins

Radio Feature Service, Inc., is happy to announce that Rod Reed, of the Buffalo, N. Y., News, becomes Radio Editor No. 10 to join the staff. Reed, a graduate of 33 schools, is a member of the National Association of Broadcasters. Reed is a member of the National Association of Broadcasters. Reed is a member of the National Association of Broadcasters.

Working with Irving Berlin, Reed is the Hollywood office in Carroll City, N. Y., and is a member of the Los Angeles Times, and is the chief producer of "Of Mice and Men," as the "rat," is doing no better along those lines in radio. Now he is Frank Lewis, the villain in "Road to Life." . . . And speaking of "Road to Life," it is a comedy that matches it second to none. Suddenly spotted the show on a radio-comedy looker more like a radio-comedy than a radio-comedy. . . . The radio-comedy is giving a private performance of a one-act Monday night for John B. Burt Foster and his cast of "My Dear Children."

TOM BULLTA was pulled from the spelling job on *Scotty's Buines* to do a new show for WHIM, *Wry Morning Reporter*, sponsored by the Coca-Cola Co. DICK POWE took over on Tom's old spot. . . . Committee on radio programs being held by AFRA will have a brass band and staff for the ballroom. Buller will be given a cup. . . . PAUL AVAL, NBC orchestra leader, will be vacationing at Candlewood Lake, Conn. . . . BILL JOHNSTONE will again play the lead when The Shadow returns to WOH.

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John Heane, half of the Hearst-Louis black-face radio team, moved his baggage into his new home in Park Ridge, Ill. . . . Kitty O'Neil, wife of promoter Bob Heare, is being followed by her hubby after a run on the Al Pearce show. . . . Red Skilton got himself elected as honorary vice-president of the Doughnuts of America at its convention this week. . . . Lester Burt, who is now in the Chicago light production of "Of Mice and Men," as the "rat," is doing no better along those lines in radio. Now he is Frank Lewis, the villain in "Road to Life." . . . And speaking of "Road to Life," it is a comedy that matches it second to none. Suddenly spotted the show on a radio-comedy looker more like a radio-comedy than a radio-comedy. . . . The radio-comedy is giving a private performance of a one-act Monday night for John B. Burt Foster and his cast of "My Dear Children."

N. Y. Station Publicity Chart

NEW YORK, Aug. 12—Compilation of publicity breaks in radio columns and best bet boxes for New York stations for the period from June 11 to July 8, 1939, show a loss in free line over the corresponding period of the preceding year. The smaller metropolitan stations did better, however, showing gains in the 1939 period than in the corresponding 1938 period.

Chart shows WABC in top spot, as it was in the corresponding 1938 period. WNBC in second place, third in the corresponding 1938 period, second at this time being held by WJZ. WMCA moved up from sixth to fifth; WNYC dropped from fifth to sixth. WQXR fell from seventh to eighth; WNEB, even with WHN during the same period last year, fell to ninth for corresponding period this year.

STATIONS	F.	CY.	F.	CY.
WABC	794	182	916	801
WEAF	618	105	753	657
WJZ	179	172	225	258
WOB	333	118	431	338
WMCA	266	101	371	258
WNYC	179	172	225	307
WHN	184	14	178	159
WQXR	103	84	117	144
WNEB	94	12	106	106
WINS	53	8	59	83
Totals	3,189	800	3,589	3,790

Writers May Get More NBC Clog

NEW YORK, Aug. 12—Reported that National Broadcasting Co.'s script writers may be in line for a raise in pay as a result of the contract offer to be made to go to Coast August 19 to work on the Texaco program, which goes on the air September 15. Longtin is understood to have left because he was offered more money to go to the CR show. A script heads of NBC are known to be in a froth.

Out with Langan to work on Texaco and G. Gardner, Abe Burroughs and Frank Galen.

NBC Sets Elec Ork

NEW YORK, Aug. 12—Tom Adrian Craft set for a series of NBC auditions with his contract offer to be made to a couple of test shows resulted in the regularly scheduled weekly series, which starts Sunday, August 27, at 3-30 p.m. on the Red.

AFM TELE

(Continued from page 8)
on vacation. Another meeting of Weather Bureau. Budget for this year is due late this month.

Committee will not consider the AFM-ABC situation. Weather declining to leave this until October. Contracts being the unions and broadcasters expect the end of September.

Put in many quarters that the AFM will do very well for itself when and if tele turns out that corner commercially as a result of the Federation's experience with 12th St. industry. Tele, as far as the music right is concerned, may make use of the good old AFM songs, such as "Impassioned Distinction," use of same recorded music for numerous backgrounds, etc. But in its negotiations with the tele industry, AFM will not be satisfied with not only thru its knowledge of these records but also because the radio industry is in a hurry to get on with the work negotiating with the AFM for contracts

Comments

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

TOMMY DOHSEY program Wednesday night at 8:30 over WEAF was disappointing. Purpose of the review of George White Scandals' tunes. Program told something of the career of the Scandals in the past and their background, and then dabbed out the

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NEW YORK:

HARRY B. GOODMAN, producer of "Voices of Yesterday," has unearthed a rare recording of the voice of Rudolph Valentino. "Constitutionally," adds Goodman, "he stinks." NBC's Blue net this fall will air a long-remembered record of the "Red Hot Peas." If this series is the McCoy, it will bring the omeurs down upon NBC's long-remembered "The Topnotch Quartet" on WNBC is inaugurating a new Friday night show. Their three evening program will be devoted to a noted composer or writing team. Hal Kester, former Olsen and Johnson gag man, has secured a variety contract with Lambert & Peasley, producers of Grand Central Station. "The J. B. Williams Co. for Aqua Vitae,bury A. Water Thompson, has contracted for participation in WQXR's Breakfast Symphony program.

"Lost a Mystery," Carlton Morse's program now on the Pacific net, becomes a Coast-to-Coast NBC feature early in September and will be sponsored by Standard Brands. "Eleanor Phelps, of 'Dr. Susan,'" comes to the air on the Pacific net in New York and a job in summer stock at Purtyppan, N. J. Harry Goodman's "The Day After Tomorrow" will start recording a series of songs for department stores next week. "Good Evening, My Darling," Eugene O'Leary's program, now doing a concert four nights a week on WJZ, has been picked up by CBS organist, is cutting disks for Associated Program Recording Service.

Hollywood and Los Angeles

By DEAN OWEN

JULES STEIN, of MCA, back quick to Kirk Trip to Fresno. Pat Patterson, who formerly handled publicity for KEEL for the radio, has returned to Los Angeles. Don Gilman, of NBC, leads north for Canadian beach. "Alec Hooz" returns to the air on the Pacific net after his appearance with Benny Goodman at the Hollywood Bowl. Tomlinson asked for someone with a radio Symphony. "Chiff Nazario" trains out of Los Angeles for a four-hour Doubletalk will do four weeks at the radio fiasco houses. "King Cole and the Kings of the Rhythm" have been announced by Bill Goodwin and Frank Arkham place out for Gallup, N. M., to handle a special Indian Weaver in Warner cases.

KMX starts new "Backgrounds for

From All Around

FULTON KING, staff announcer at WWAU, Harrison, Va., in New York for two weeks. Will take in the fair. "Doubletalk," broadcast by WBNS, is now for WWL, New Orleans, leaves for one week's vacation on the Gulf Coast. "The Radio Show," broadcast by WWL, New Orleans, has a 26-week contract with Vicks Chemical Co. Program, to begin September 10, will be a five-time-weekly affair featuring the HinesBusters. "Alec Hooz," N. C., is pitch-buking this week for J. B. Clark, commentator on the BC Sports Review.

ROY D'FOUR, announcer and emcee of For Women Only, also is battling for Clark on the BC Sports Review. The Gay Caballero, on KOY, Phoenix, daily for three years, are celebrating start of their fourth year. "The Boys" have not missed a show. "Roberta Bragdon," staff pianist at KOY, has organized a troupe. Robert H. Bragdon and Tiny Toia. The kids are under 13, and are recruited from the station's weekly Junior Variety Show. Headed by Walter Windsor Jr., former newscaster at WOOD-WABE, Oregon. Republic has joined the NBC net on new station at Amarillo, Texas. "K. B. Vadenborough," former city editor of The Syracuse Journal, becomes director of news and special events at WSTR, Syracuse, August 16. "Lizette," an actress, is on WBAU, Wabau, Wis., as pianist.

daughter of U. S. Senator Overton from Louisiana, shows to step for NBC; "Karl St. Shuman" placed on the air by NBC, with the office of Eds. Advertisers, Inc., Home Office. "The Day After Tomorrow," NBC announcer, deep sea fishing on the Gulf Coast, on the air. "Alec Hooz," recorded by Patric, Tulsa, Ok. crooner. "John KMLB, Monroe." "Marion McLean," recording for NBC. "The Day After Tomorrow," WWL, New Orleans, turned her first week when she discovered a new age, announced appointments, notified her department and then helped ease much of the competition. "Lizette," NBC, returns to the manager of WWL, back from business trip in East and Middle West. "The Day After Tomorrow," 100-week, takes to air. Dick Watts is manager and staff photographer. WBAU, Wabau, Wis., as pianist. "The Day After Tomorrow," NBC, returns to the manager of WWL, back from business trip in East and Middle West. "The Day After Tomorrow," 100-week, takes to air. Dick Watts is manager and staff photographer. WBAU, Wabau, Wis., as pianist.

PHILADELPHIA CHATTER: Joe McCarthy is substiting on Joe Dillon's 9:30 Club spot at WIPN while Dudley Ford, head of the NBC net, is announcing the Camden Beer program at WIP, incoon. "The Day After Tomorrow," NBC, returns to the manager of WWL, back from business trip in East and Middle West. "The Day After Tomorrow," 100-week, takes to air. Dick Watts is manager and staff photographer. WBAU, Wabau, Wis., as pianist.

DIXIE DABBLES: Ruth Overton.

BALLOON CIRCUS

Music Items

Songs and Such
ROD JACOBS and **Gene de Paul** got together with **Vic Schoen**, arranger for the **Andrew Sisters**, on a ballad, **Who Were They?** **Coon**, **Joe Trivino** is another **Jacobs-de Paul** collaboration, one for **Wesley** by **Bea Wain**. **They Vow** and **Andy Fitzgerald** teamed up on a juke number, **Right at Random**.

Low Levy acquired **Hot Feller**, instrumental ditty by **Paul Kelly**, **Patricia Kelly** and **Paul Kelly** for his **Leeds Music Co.** **New Hebrides** acquisition is **Zoe Grace** on the **White Oak Tree**, which the **ink spots** recorded.

F. Gilbert **Pollay** placed **Iters Will All Be Singing** on **Broadsheet** and **All the Sun** on **Broadsheet** and **20th Century Music Publishers**.

A group of Hollywood's top-ranking writers, directors, producers, actors, agents and songwriters has formed **Advance Music, Inc.**, a music publishing outlet for songs of a "progressive" nature. The group's main purpose is to provide a new outlet for controversial or commercial purposes but which the Hollywood leaders believe the public would welcome. **First release** is **Jay Corney's** and **Just Myself** by **Max Rosenfelt**, **Who's Your Place** **Ron Apple**.

Pubs and People
J. C. JOHNSON, a manager, is re-opening the **Empire** on a major operation at the **Edgewater Sanatorium**, **New York**.

Andy Bazar, well-known tunesmith, announces his marriage to **Joan Blackwell**, of **Baltimore**. **Ed. B. Mark** sales exec. is on his annual fall trip for the firm. **Takes in part of Canada** this year. In addition to his regular coast and Midwest itinerary, **Mrs. Winanda** as usual, accompanies him on the three-month tour.

Bregman, Vocco & Conn have **Jimmy Dorsey's new 20 Many Times** ballad which they started to record. **Had Never Seen the Streets of Cairo**, by **Willis Horowitz**, of **Miller Music**, now has **Joe Bishop's follow-up** to it **Blue Blue Lark**, for the **1934 Fall Music**. **Dorsey**, **Bishop** did both words and music this time.

Jerry Vogel is pushing the idea of "softly fair" songs to be in with the present fair-consciousness on both sides of the country, and he sends out the following suggestions: **Had Never Seen the Streets of Cairo**, by **Willis Horowitz** 1933 fair; **"Meet Me in 1515, Lark"**, for the **1934 Fall Music**; **"Hills, Fields"**, for that city's 1935 race; **"Down of a New Day"**, current which they are themes, and **"I've Got a Mountain Date (All the Golden Gate)"**, present **Fires** fair theme. **Publications** in **Music**, **Wink**, **Mark**, **Chappell** and **Paramount Music**.

Sheet-Music Leaders

(Week Ending August 12)

Acknowledgment is made to **Mattel-Hughson's Music Center's Service, Inc.**, **Music Sales Corp.**, and **Ashley Music Supply Co.**, of **New York**; **Lyon & Healy**, **Carl Fischer, Inc.**; **Gambale**; **Blind Music Co.**, and **Western Book and Stationery Co.**, of **Chicago**.

Rank	Title	Artist
1	1. Sunrise Serenade	1
2	2. Beer Barrel Polka	2
3	3. Moon Love	3
4	4. Whirling	4
5	5. Stay in the Stars	5
6	6. White Sails	6
7	7. Careless, Stay in My Arms	7
8	8. I Found My Heart Into a Song	8
9	9. The Lamp Is Low	9
10	10. The Lamp Is Low	10
11	11. Comes Love	11
12	12. If I Didn't Care	12
13	13. To You	13
14	14. Especially for You	14
15	15. My Last Goodbye	15

CALLING ALL BALLOON MANAGERS!

Don's Miss the Message from **WILLIAM R. STAMBAUGH**
 Operator of The Coliseum and **Palace Royal** in St. Petersburg, Fla., on

"BUILDING A BETTER BALLOON BUSINESS" in the FALL SPECIAL ISSUE of the **BILLBOARD** dated August 26

European Rep Cuts No Corners When Ed Fox Buys His Band

CHICAGO, Aug. 12.—**Ed Fox**, owner of the **Grand Terrace**, **Cliff Cotton** club edition, recently announced that he had the market only for bands that have rep-cutting experience. He reopens his spot around September 16, but this week still hasn't set any opening attraction.

He pointed out that colored bands with European success under their real names but whose names do not bring in the trade. **Miss Fitzgerald** has been mentioned for the opening show.

NEW YORK, Aug. 12.—**Benny Carter**, American saxophonist recently returned to these shores after many years in Europe, is the only overseas artist currently fronting a band of his own. There is much talk around town that **Willard Alexander**, **William Morris** band chief, will make an attempt to buy **Ed Fox's** **Hawkins**, former **Pletcher Henderson** band leader who returned this month after a lengthy European fling. However, there's little likelihood of **Alexander** taking control in view of the fact that **William Morris** already has **Duke Ellington**, the unknown as yet **Ernie Field** and **Thelma Houston** at the **Ed Fox** **Water** on the band rolls. He is also reportedly in the office here at present, the financing and developing of several new palace crews.

Songs With Most Radio Plugs

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 3 p.m.-7 p.m. week days and 11 a.m.-1 p.m. Sundays for the week ending Friday, August 11. Independent plugs are those received on WOR, WNEW, WMCA, and WHYY. Film tunes are designated as "F." Musical production numbers as "M."

Rank	Title	Artist	Plugs
1	1. Over the Rainbow (F)	Feist	41 13
2	2. Moon Love	Famous	39 30
3	3. Stayaway from the Stars	Robbins	38 11
4	4. Stayaway from the Stars	Robbins	28 23
5	5. Blue Evening	Miller	27 17
6	6. Stayaway from the Stars	Robbins	27 17
7	7. I Poured My Heart Into a Song (F)	Robbins	23 13
8	8. White Sails	Feist	23 10
9	9. Fly	Wendell	22 12
10	10. Well, All Right	Leeds	21 14
11	11. To You	Famous	21 14
12	12. Let Your Heart Wing	Wendell	21 14
13	13. Beer Barrel Polka	Shapiro-Bernstein	20 19
14	14. Man With the Mandolin	Santley, Joy & Select	18 14
15	15. Sunday in the Park with George	Shapiro-Bernstein	18 14
16	16. Oh, You Crazy Man	Witmark	17 24
17	17. Sunrise Serenade	Jewel	17 20
18	18. Back to Back (F)	Wendell	17 16
19	19. This Is No Dream	Bregman, V. & C.	16 13
20	20. Especially for You	Shapiro-Bernstein	15 16
21	21. Let Your Heart Wing	Wendell	15 16
22	22. In the Middle of a Dream	Spler	14 16
23	23. Lady in Love With You (F)	Paramount	13 18
24	24. The Merry-Go-Round	Shapiro-Bernstein	13 18
25	25. In an 18th Century Drawing Room	Circle	13 13
26	26. Man and His Dream (F)	Santley, Joy & Select	12 14
27	27. Jumpin' in the Park	Wendell	12 14
28	28. An Apple for the Teacher (F)	Santley, Joy & Select	12 17
29	29. All I Remember Is You	Herrick	11 11
30	30. Concert in the Park	Wendell	11 11
31	31. Moonlight Serenade	Robbins	11 7
32	32. Is It Possible (M)	Harms	11 7
33	33. For Tom's Sake	Wendell	11 7
34	34. Start the Day Right	Witmark	11 6
35	35. Sleep	Villa Morel	11 6
36	36. Wishing (F)	Wendell	10 10
37	37. Baby Me	ABO	10 4

Vision Bulk Buys at a Pared Price for Dixie Name Dances

Brain-storm of **Virginia Nowell**, **Raleigh** promoter—each member to share in profits over actual cost—depends on co-operation of band bookers

RALEIGH, N. C., Aug. 12.—**Virginia Nowell**, who started promoting name band dances in the Carolinas and Georgia some seven years ago, is planning a co-operative movement to circuit name attractions in the Southeastern States under conditions claimed to be fair to the booking agency, the traveling band and the producer or promoter sponsoring the dance. For the past six weeks **Miss Nowell** has been touring the 14 Southeastern States, studying ballroom conditions, checking juke performances and compiling her findings; and at last she believes she has hit upon the right set-up for a working organization, which would remove the probability of failure on dance promotions.

"Just seven years ago," missed **Miss Nowell**, "I mortgaged my shirt to bring the 'old masters' (No. 10) south. He was at the top of the list and, I figured, would be a real money-maker. **Ben** played eight engagements for me thru North and South Carolina. I lost that shirt. I played other bands and lost. Remaining eyes would have to be borrowed money or got other people to put some up with the same result. For seven years I have checked carefully the name attractions in my territory. I believe the promoters have made money, but most of them have lost regardless of who was booked."

Co-op circuit planned depends on the co-operation of the **New York** booking agency, which has the sanction from its members as to the desirability of the band. If a majority of the members want the attraction, the organization, as a single unit, would buy up the available time on the band.

On 100,000 bands would have to be considerable price paying over the per night figure, since it is a one-time deal. There will be no advance dates—paid for even before the band entered the territory.

Maestro White Now Booker

NEW YORK, Aug. 12.—**Dave White**, former **ork** conductor for **Warner Bros.** Circuit of pic palaces, has joined the **Betty** **Witmark** office here to look after the band booking department. Will also scout for **ork** and **floor** talent.

Songs With Most Radio Plugs

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31	31. Moonlight Serenade	Robbins	11 7
32	32. Is It Possible (M)	Harms	11 7
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35	35. Sleep	Villa Morel	11 6
36	36. Wishing (F)	Wendell	10 10
37	37. Baby Me	ABO	10 4

MUSIC

IF MUSICIANS

would sell the cafe owners and live talent employers on the idea of dis-

counting the music in D & S TAX FREE MUSIC

It would mean more jobs for the musician. The law says that the music in D & S TAX FREE MUSIC is not taxable.

Get for full information to

DAVID AND SCHWELGE
 1007 W. 7th Street, Los Angeles.

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

Adler, William (Ambassador) NYC.
Alford, Jerry (Van Clibborn) Williams.
Allen, Jimmy (Sam & Bill's) Glen Falls.

Alford, Sam (Mickey's) Tuscarora, N. Y.
Alford (Christiana) NYC.
Alford (Columbia) NYC.
Alford, Edna (Greenberg's) Pittsburgh, N. Y. & N.

Baker Bruce (Baldwin) (Hanna Lodge) Aver-
bury, Mass.
Baker, Max (Thomas Gardens) Grand Rap-
id, Mich.

Baker, Jessie (The Oaks) Wilona, Minn.
Baker, Sam (Columbia) Montreal, Can.
Baird, Bob (Cavern Club) Chattanooga.
Baird, Gene (Lexington) NYC.
Baird, Alvin (The Plaza) NYC.

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Orchestra Routes

Following each listing appears a symbol. Fill in the destination cor-
responding to the symbol above, addressing organizations indicated listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—club; cb—cabaret;
c—country club; h—hotel; mh—music hall; p—piano; r—road house; re—restaurant; s—showboat; t—theater.

Alford, Sam (Mickey's) Tuscarora, N. Y.
Alford (Christiana) NYC.
Alford (Columbia) NYC.
Alford, Edna (Greenberg's) Pittsburgh, N. Y. & N.

Baker Bruce (Baldwin) (Hanna Lodge) Aver-
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Baker, Max (Thomas Gardens) Grand Rap-
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Quintana, Don (El Chico) Miami Beach, Fla., 30

Harlow, Boyd (Riverside Gardens) Cedar
Rapids, Ia.
Harris, Carl (The Plaza) NYC.
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Orchestra Routes must be received at the Cincinnati offices not
later than Friday to insure publication.

Hamilton, Johnny (Titanum Club) Santa Fe,
N. M.
Hank, Bob (Mabel's) Long Beach,
Calif.
Hank, Bob (Mabel's) Long Beach,
Calif.

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Hank, Bob (Mabel's) Long Beach,
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Calif.
Hank, Bob (Mabel's) Long Beach,
Calif.

Martin, Freddy (Catalina Islands) Los An-
geles.
Marty, Freddie (Nod Club) NYC.
Marty, Freddie (Nod Club) NYC.

Marty, Freddie (Nod Club) NYC.
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Thal, Perry (South Shore) Chi.
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5 Pennies Stage Come Back
PITTSBURGH, Aug. 12.—Red Nichols
is reviving his original "Five Pennies"
act in this city. His latest engagement at
The Willow here, featuring numbers
arranged for the five instruments thir-
dly—trumpet, saxophone, clarinet,
guitar, bass and drums, plus his
own trumpet tooting.

Music in the Air

By DANIEL RICHMAN

Thumbs Up

AN INTERESTING study in right and wrong dance remote presentation was offered, not intentionally of course, by the radio airplay of the records of the week. The proximity of the programs, with one following the other, so strongly that the usual difference in liveliness which a new record will usually bring, was so severely something slapped together with rubber cement.

Two interesting subjects of the study were the **DUKE ELLINGTON** (*Bliss-Corner Hotel, Boston, W.F.Z.*) and **JACK JENNEY** (*Radio City, New York, W.F.Z.*) records. Duke's ball hit was so carefully thought-out, will played and original program selection. The line-up took in a weird original, the Ellington *Get From Joe's* original, a current show tune, a genuine hit number, a new ballad, a blues item, and 11 minutes of jam on Tiger Rag, called *Whispering Jim* and the Duke's trademark. On the latter, monotony was avoided cleverly by the announcer breaking in to point out that "each of Jack's Madras Jack coming up for a solo," or "like Stuart's trumpet" or "the Duke's saxophone." This type of verbal commentary is good because it draws possibly wavering attention to the music, and also gives an audience hint on what to listen for and to.

Thumbs Down

FREDMILLI more or less inconceivable that a new leader like Jenney, making his bid for popularity, could allow such a weak and unexciting solo to come up when caught. It started with a pomp item, and then came four or five records, including a song. Followed then one more savior, and then two similarly paced ballads, the one of which Jack's Madras Jack went into winding up with a slow, unimpaired tune instead of leaving them with a more exciting song. The second, should be the definite error that placed four similar numbers (three of them completely unexciting) in a row. What might not be obvious is the prophetic point in the opening *Tease Me*, in a number like the popular *Tease Me*, on one of the hottest nights of the week. The record, which was made people's tempers a bit shorter and their patience less elastic, and leading to the next item, which was a ballad into one more riff and stayed there for a while. Jack probably resulted in many of the same errors in his first record. Madras and relaxed rhythms are more the thing for torrid August nights, and it is a pity that the record was made and not the kind that settles into one snoring riff and sticks there.

On Other Fronts

RED NICHOLS (*The Wilsons, Pittsburgh, W.F.Z.*) brought his fine cornet and some worth-while dance tunes to their record, but little that was commendable in the way of presentation or programming. From the latter standpoint, the first number of the program that are ground out on the networks after 11 p.m., with things like *Good Night*, *Polka and Worry*, *Best Me* prominent in the repertoire, are not the kind of records that only when the hit tunes of the day change.

THE JENNETTS (*Brooklyn Country Club, Deane, W.F.Z.*) had only a quarter hour of the show caught to trot out their novelty tunes, and that time did some nice tricks with *The Men With the Mandolin* and several others. The next act that came on in for a half-trait with the straight dinnation of surrounding shows.

MARTIN (*W.C. Coney, from M.I.T. North (In Side Hotel, Chicago, W.F.Z.)*) who brings his Hammond and rhythm section to bear on several interesting tunes like *Churchouse on a Street* and *Epilo*. The good thing about *Epilo* is that at the start, however, suffered a bit thru a stereotyped version of the roudness *Best Me*. The other act that came on in for a half-trait with the straight dinnation of surrounding shows.

CHICAGO, Aug. 12.—Roger Pryor owns \$7,000 in back connections to the Willingham Agency, according to a report by the firm's attorney, during Pryor's bankruptcy proceedings here Wednesday. Pryor's net worth, including his holdings, is \$20 thousand, a \$15 victim, a \$5 set of gut clubs, old suits and shoes, \$20, a radio, \$3, and a typewriter, \$15.

Lou Breese

(Reviewed at the Hotel New Yorker, New York)

BRESEE is an unmitigated band he came east for a stand here last fall. Boys continued to sing and dance, headed by saxman Bob Baker until a month ago, when Breese gave up his own band and took over the show. Breese outfit. The result is a happy union that can lead to bigger and better things in the future.

Under Lou's less-restraining baton the orchestra has blossomed forth with a display of versatility and originality surprising to those who recall it as merely a pleasing outfit confined to the one or two standards that it has played. Under Breese has wrought sharp changes, with the shuffle beats shifting rapidly out of the picture. The boys are out from under the wraps imposed upon them by the Buse trumpet, and their work is far more free and relaxed.

Instrumentation is still three trumpets, three trombones, five reed and four rhythm. Breese keeps his own trumpet pretty much in the background, confining himself with an eight-bar solo to the melody, and then comes in to assist in giving the boys their head. It pays off in some admirably managed passages of rhythmic variety and in a sock solo. The sweeter items are likewise astutely contrived, giving the band a more sophisticated appeal to the crowd and the supper-hour shoggers.

Most profitable among the new-lease-outs are the instrumentalists, in pianist and Winters. His work, heretofore hardly noticed, is now outstanding both in solo and as a driving force in the rhythm group. More arrangements around him are planned, an excellent idea. On the new end of the scale, the new material for the ballads, and Skip Moore, trombone, on the rhythm duties, both good. The new material is more of a ship side, when caught, but that can be remedied easily. The important thing here is that the new material is fresh and sweet, as danceable as it's listenable. Richman.

Walter Powell

(Reviewed at Knickerbocker Inn, Little Old New York, World's Fair, New York)

POWELL'S seven-man dance band is doing all right. Originally starting out as a comedy vaude band, "Madras" got off to a good start by figuring out dancing music means steady work.

As a result, his present outfit accomplishes the best of both worlds: the dance music nicely and then puts on its own entertainment when things get a bit too quiet. The three saxes, drums, piano, trumpet and Powell's trombone combine to provide good dance rhythms, but the band does begin to really shine only if it starts entertaining. Then Powell pulls out his semi-lighted trombone for playing and the band goes into some of the most original things with his trombone, such as *Play It Balanced* (bright on the horn) and *Play It Balanced* (bright on the horn) with his trombone, with the aid of his own who join in for what appears to be a bit.

Jack Whitehead (trumpet) does a good Cornet. The trombone group, composed of David, clarinet, Fredie Jagels, piano and Eric Hancock, drums, also stand out as good musicians. The band does not have good appearance and double on other instruments. And in all, a good versatile combo. Dent.

Skippy Anderson

(Reviewed at Pla-Mo Ballroom, Newark, N.J.)

NEATLY contrived bundle of Kyezin-entitled music comes in Skippy Anderson's OK, a new one trained here. The band is a good one, and the second man to break out of Gene Pieper's territorial outfit and into the air of his own. Lou Prober being the other.

Four saxes when Skippy cuts in, three of them in a group. The band includes Vocalists are Anderson and Jack Robinson, with other features being Billie Holiday, who sings a few numbers, and drums. Arrangements are by Guy Dames.

Anderson himself is a diminutive leader, full of rostrum fire and delivering a capable song. Music is smoothly danceable and satisfactory. Oldland.

Bobby Day

(Reviewed at the Show Bar and Bermuda Rooms, Forest Hills, L. I.)

BOBBY DAY should come along rather soon with a new record. Bobby Day's orchestra is together only 10 weeks. Has 10 records, is very youthful and gives out with emphasis the danceable notes, both in a live and more conservative mood, with occasional renditions in the schottische style. Bobby Day's orchestra is together only 10 weeks. Has 10 records, is very youthful and gives out with emphasis the danceable notes, both in a live and more conservative mood, with occasional renditions in the schottische style. Bobby Day's orchestra is together only 10 weeks. Has 10 records, is very youthful and gives out with emphasis the danceable notes, both in a live and more conservative mood, with occasional renditions in the schottische style.

Howard Becker

(Reviewed at The Pines, Pittsburgh)

MODERATELY patterned after the best of the music of the late 1920s, Becker's music is definitely danceable. Not the least of the factors forming the basis of the music is the originality of developing a slick trade appeal are a rate spirit as crisp, youthful and energetic as well as that keeps it working as a unit and a brand of music that please ears as well as feet. Becker organized his orchestra while they were still in high school, and they have developed through the stages of military band, school orchestra and small-time home talent into a melodious combo that should appeal particularly to the college crowd. Becker has a change from swing and to the mature crowd that prefer more tunes. Entertainment value is high. Becker's orchestra includes Charles Heintz, Max Harris and Ivan Walsh, saxes; Edward Heintz and Walter Becker, pianists; Billie Becker, trombone; Fritz Gehl, bass; Bill Weber, drums, and Austin O'Donnell, piano. Walsh leads the arrangers, and Becker carries the clarinet and bass, with a tip-top sax section coming in for reputable work. Becker's music is definitely better-known name bands.

Becker is good looking and his vocalizing is well within the line, falling between tenor and alto, in attention catching. This made up of Becker, Harris and Gehl, the orchestra is a good one. Frank.

Review of Records

Blues Get a Lift as Paleface and Gipsy Lead Under the Delta Drums

Mandolin Music

On the crest of the Vienn-Vienn' and P-T-B's, the blues get a lift as Paleface and Gipsy lead under the Delta Drums. The entry that promises to mean as much to the mandolin man as did a similarly titled record by the same artist. The delightful novelty fox-trot is *The Man With the Mandolin* and it gets a dandy setting for the blues in *The Man With the Mandolin*. The record is a standard three-quarter tuning excepting that King's vocal powers fall short on doing justice to the song. In fact, for a better conception of the blues piece, it's topped by Prody Martin on Bluebird, who sings the song with a new pop entry. Let's Disappear, Frances Langford gets real cutthroatness in singing about *The Man with the Mandolin*, making her Demca a double dandy with soft echoes of Hesse.

Earry Wood, moving to Vocalion from

Bands on Tour

Advance Dates

Floyd Ray: El Patio Ballroom, Berk. August 18; Palm Grove Ballroom, Orange, Calif. August 19; Sweet's Ballroom, 20th St. Madison, Wis. August 20; Donald Ballroom, Los Angeles, August 21; Elba Auditorium, Los Angeles, August 24; Elba Ballroom, Hermosa Beach, Calif. August 25-27.

Hal Kemmer: Moonlight Garden, Coey Island, Cincinnati, August 18; Lakeside Park, Dayton, O., August 19; Valley Dale Ballroom, Columbus, O., August 20; Youngstown, O., August 19-September 5.

Ralph Webster: Sunset Ballroom, Carrollton, Pa., August 18; Idora Park, Bluffton, S. C., August 19; Sunset Ballroom, Carrollton, Pa., September 1; Coliseum Ballroom, Greenville, Pa., September 2; Victory Ballroom, Bluffton, Pa., September 3.

Johnny Martone: Buckeye Lake (O.) Park, August 18-September 1; Sammy Kaye: Surf Ballroom, Clear Lake, La., August 21; Coliseum, Colwyne, Pa., August 22; Cooney Island, Cincinnati, August 20; Earle Theater, Philadelphia, September 1 week; Flatfish Theater, Brooklyn, September 21 week; Windsor Theater, Bronx, N. Y., September 28 week; Audubon Theater, New York, October 1 week.

Earl Hines: Cotton Club, Austin, Tex., August 21; Riviera Ballroom, Lake Park, Ga., August 20; Auditorium, Kansas City, Mo., September 8; Tommy Livingston: Hercher (Pa.) Park Ballroom, Philadelphia, August 19-20; Boston, August 26-September 9; Hunny Balkan: State Theater, New York, August 24 week.

Lawrence Welk: Chicago Theater, Chicago, August 18-September 1; Andy Kirk: Apollo Theater, New York, August 25-31; County Center, White Plains, N. Y., August 26; Auditorium, Charleston, W. Va., September 16; Army, Beckley, W. Va., September 18; State Theater, Philadelphia, August 25 week.

Roger Ellie: Castle Park, Cincinnati, August 20-21; Earl Hines: State Theater, Philadelphia, August 25 week.

Jack Packard: Hyland Gardens, Grand Haven, Mich., August 19-20; Bartlett's Park, Junction, Mich., August 27-September 4.

Howard Becker: Sunset Ballroom, Carrollton, Pa., August 23; Coliseum Ballroom, Greenville, Pa., August 26.

Rudolf Prini Jr.: Emma Jettick Park, Ashburnham, N. Y., August 27-September 5.

Sham Jones: Blue Moon, Whitefish, Kan., August 29.

Dukey Dushin: Shea's Theater, Buffalo, September 1.

"Sunrise Serenade"

NEW YORK, Aug. 19.—Once again Frankie Carter's *Sunrise Serenade* leads all contenders as the top music machine recording of the week in the Glen Gray version. The song is unusually popular all over the country, and is being played according to *The Billboard's* weekly survey of the field. Details on this time and other popular records will be given in the next *Record Buying Guide* on page 69 in this issue.

"Sunrise Serenade"

Still Strong

NEW YORK, Aug. 19.—Once again Frankie Carter's *Sunrise Serenade* leads all contenders as the top music machine recording of the week in the Glen Gray version. The song is unusually popular all over the country, and is being played according to *The Billboard's* weekly survey of the field. Details on this time and other popular records will be given in the next *Record Buying Guide* on page 69 in this issue.

THEATRES—VAUDEVILLE

Blame Poor Camera Work and Direction

(Continued from page 2)
 has been the chief excuse for screening ballroom teams. She says there is only one good cameraman, who is able to take to the camera by the spirit of the ballroom dance and who can properly express the intricacies of ballroom dancing. The cameraman is Robert DeGrasse, who is tied up exclusively with the Popers-Astor films.

It is interesting to note that RKO-Radio Pictures, which produce the Astaire-Rogers dance films, has never had another ballroom team in its films. It apparently wants no competition to its dance stars.

Teams Cautious

As a result ballroom teams are not producing their own films. On the other hand, the truth is that they will not be able to get much money for their own films, not making any musical films. Many ball teams had been eager to rush out to Hollywood—until they saw other teams screened. Then they changed their minds.

Miss De Marco, who spent quite some time in Hollywood, says the screen may be perfect for filming articulation, but that "since dancers express themselves particularly, they are not overly eager to make films, because they fear they won't show to advantage. Perhaps one day they will. We're waiting for that day."

Veloce and Yolanda were the first ballroom team to get in full-length pictures when they did two numbers in *Keep Happy Returns* for Paramount in 1937. They were booked in 1934. Then they did a tango in a cafe scene in *Peter the Puma's Moon* with the same team in 1935. They had dancing roles in *Champagne Waltz* (Paramount) starring Fred MacMurray and Gladys Swarthout. They did waltz and merry-go-round numbers in this film in their usually meticulous style and had a dancing scene in *When the Film Finally Reached Theaters*, the team's dance steps had been cut and new music dubbed in. Miss Yolanda's lines had been cut due to fear of the studio that she would be confused with the star, Miss Swarthout.

Veloce Offer Refused

Veloce offered Paramount \$10,000 to have their roles cut out of the film; but Paramount explained it would cost \$100,000 to recut the film and they had them patched. Despite their unfortunate experience, Veloce and Yolanda are searching for another picture spot, having just canceled their opening at the Cafe de Paris, London, September 11. They had scheduled to open at the Casino de Paris at Deauville, to a producer whose name they will not reveal, and who they say would have made a name for them on the stage. It is this deal goes thru, Veloce and Yolanda will appear in a picture film written by a ballroom dancer specifically for them.

In Case of War, Paris Amusements Will Stop

PARIS, Aug. 12.—In the event of a general European war, Paris is being directly affected, although business is expected to hit a new low, according to a press conference at the War Department. In fact, there wouldn't be any more Paris.

Plans for complete evacuation of the principal French city in case of war, and there would be little chance of its being rebuilt, the War Department is following London's lead in already passing a ruling banning the use of gas in the city.

If, however, Paris is not evacuated, everything will remain open, as in the case with other cities, and the War Department is expected to secure, if any is to be had.

Chicago Cafes Clean to Band, Act Novelties

Three Unusual Special Articles in Next Issue

"YOU ASK ME IF, VAUDEVILLE WILL COME BACK, WELL, . . ."
 by Harry Gouge, producer, Strand Theater, New York.

"HOW I RUN MY SMALL-TOWN NIGHT CLUB," by Tanny Cosgrove, operator of the South Cliff Club, Paris, Ill.

"THE CLUB DATE IS HERE TO STAY," by O'Malley, president of the Entertainment Managers' Association of Chicago.

to star a ballroom team.

George and Janine, another big money team, worked in *Rosette*. It did a rumba-waltz-tango medley, its own creation, but the team was shown mostly in long shots. Now it has signed to work in MGM's *Another Thin Man* with the Waldorf-Astoria Hotel to rush to Hollywood soon. Renee and Alton, rumba team, will also work in this film.

Paul and Grace Hartman, highest salaries in the business today, had featured roles in *25th Street* (20th Century-Fox) in 1937. They had served and will take a leave according to Paul Hartman. It was not until the film was almost finished that he was able to convince the studio that they could dance, too. As the production budget had been expended, the Hartmans' leave was paid for by the studio's accompaniment.

This story recalls another one about the ballroom team and wound up doing its best number in blackout.

Teaching Staff

Dario and Diane doubled for George Hall in a dance sequence in *Solero* (Paramount). Frank V. Director, who has a record of 117 numbers for the film *Rumba* (Paramount, 1933), putting them thru the steps. He had been serving as having the music dubbed in later. This worked so well that the studio dance plan was to teach the studio staff the long shots.

Harrison and Fisher worked in *Moulin Rouge* (MGM) in 1937. They were better to Custance Bennett in the closeup, with Miss Harrison substiting Miss Bennett in the long shots.

Pete Theodore, of the Theodore, is one of the few ballroom dancers sticking close to Hollywood. He has been in many films, mostly in gangster roles and small parts and occasionally as some nice dancing scenes.

Tony DeMarco was Joan Crawford's partner in *The Shining Hour* (MGM) and had a dancing role in *When the Film Finally Reached Theaters*. MGM recently tried to get Veloce and Yolanda for a part in *On Your Feet*, but it failed.

Latest ballroom team to land in a big film was Igou and Caura, now up Hollywood. It was seen in a *My Man* picture in the city of Washington Square (20th Century-Fox).

Mario and Floria were optioned thru the agency in 1937. They had a picture with Mario cast as a Continental spy; but he and Floria had speaking parts; but they were not in it.

Standard and lesser known teams have worked in a lot of shorts, especially for the theater. In fact, they are often complain of the way in which their fancy steps are chopped up. Occasionally, they will be given a few spectacular steps past the cutting room. But most of the time the team will be in a short so that that beautiful detail is lost entirely.

Want More Dough

One team last year did three numbers for the theater in *Let's Get the Actor's* studio. And it was certainly surprised to discover later that the company had optioned the team for a picture. The team then demanded more dough, but didn't get it.

There is a general feeling among many that the visual camera technique of long shots and closeups is not enough for the theater. Another feeling is that the director must offer more before the top ballroom teams will work with a studio's usually-built reputation.

Tough on the Doorman

NEW YORK, Aug. 12.—The St. Regis Hotel is wondering why it should be the doorman of its Maitresse Rouse Room. He is a big husky fellow who says he will not be played and will feature the room's Russian entertainment policy.

Now the room is reopening with a Hawaiian policy and the hotel is sure the doorman won't look well in a grass skirt.

New York

BENIE MACKE, emcee and mimic, now at the Village Hot Club, opens at the Troc, London, September 3 for six weeks and options *Booked Thurs. Charles Tucker*.

ROGALIAN and BEVILLE opened their Cafe Saville at Franklin Square, E. 171 St. They are featuring themselves in week-end floor shows.

THE ARTISTE opened Wednesday (9) at the Monte Carlo, French cabaret. . . BOB PARKER sailed recently on the *Ward* for a week at the *Ward* tour. He recently closed a 15-week run at the Paradise Restaurant.

THE GIGLI specialty and chorus line, played the Will-o-Meer, Union City, N. J., August 11 to 19, and closed on the 20th. . . BOB PARKER, Trenton, N. J., August 14 for a week. . . MARCOLITA, singer and pianist, has opened at the *Ward*, New York. This is her local cafe debut.

Chicago

BOY AND WING write that they are booked for 10 weeks at the Palladium, London, with Jack Hylton's *Band Woppe* and will follow next in the *Ward Hotel* there. IVANHOE CARDINE is gradually tiring his talent budget. Last week Sonia Earnest, six-kettle midget, closed a 10-week run at the indefinite run. . . STEVENS HOTEL, reopened Continental Room September 16 to 20. . . *Ward* is expected to venture picture unfolding September 23. . . BON AIR plans to close its season at the *Ward* and return to the *Ward* at the *Ward*. . . GARDINI, Harrison and Fisher and Peter Higgins come into the new *Palmer House*, about Thursday (24).

Here and There

PIERRE and HENRI CHARLES are booked for 10 weeks at the *Ward* engagement at the *Ward* Bowl, Los Angeles, opening September 7. They will open *Fortnight's* stand at the Beverly Hills Country Club, Newport, Ky., Thursday (17). . . RUBY WILSON, former nanny of the Barney Hupp Org, has returned to harness after several months' layoff to enter the *Ward* at the *Ward* floor show at her husband's *Ward*, Barney Hupp, in Cincinnati. . . *Ward* is expected to close its season at the *Ward* after a fortnight's stand at the *Ward* Club, Kelling, Ia.

THE *Ward* is a fixed hand-balancing team, featured last week at the *Ward*, Lawrence, Mass., are set to open at the *Ward* at the *Ward*. . . SUZANNE AND CHRISTINE are at the *Ward*, Pittsburgh. . . ROBERTS and WITTE closed a 10-week engagement at the *Ward* Grove, Boston.

HACKER and SIDGILL closed a 12-week run at the *Ward*, Los Angeles. Team has just leased a house on the Coast for two years. . . *Ward* is booked at the *Ward*, *Ward* Providence, Rhode, Providence.

Burns, Raye and Martin for Casa

PORT WORTH, TEX., Aug. 12.—Bob Burns has been set for two appearances at Casa Manana, open-air cafe-theater here. August 13 and 14. Allyn Lynard, producer of the revue here, is handling the one-nighter.

At Casa Manana is increasing each week, according to William Monnie, head of the citizens' committee to discover later that the company had optioned the team for a picture. The team then demanded more dough, but didn't get it.

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Chicago Cafes Clean to Band, Act Novelties

CHICAGO, Aug. 12.—Talent trend in local spots leans heavily on novelty bands, says the fall season in. . . A couple of leading hotel-room managers have already notified their bookers that they will not be played and will feature for standard but in all cases fresh stuff. As early as this week the demands have started coming.

Ernest Byfield and Frank Bering, prominent hotel ops, contracted John Kirby and his seven-piece Onyx Club Orchestra, says the fall season in. . . Their swanky Ambassador City's Pump Room is to be a feature for the city's socialites. And booking marks a vital change from preceding attractions. Howard McCoy's quartet, most musical comedy, will finish out the summer.

Byfield and Bering are bringing in another outdoor attraction when Pat Waller comes into the Sherman Hotel's Panther Room tonight. White Court Band has already filled an engagement here, novelty end of this arrangement is the floor show, which will feature white pants. . . Tony Bister, who will top the bill, succeeding band attractions in this jitterbug temple include Harry James and return of Gene Krupa.

Music Corp. of America will again book the *Ward* for the season October 7, according to Managing Director A. S. . . The *Ward* is expected to venture picture unfolding September 23. . . BON AIR plans to close its season at the *Ward* and return to the *Ward* at the *Ward*. . . GARDINI, Harrison and Fisher and Peter Higgins come into the new *Palmer House*, about Thursday (24).

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SEND IN ROUTES

The Route Department (appearing in this issue on Pages 12-22-60) represents one of the most important functions that this paper performs for the profession. It is a listing of the routes of the performers and shows them involved in their efforts to locate you? This can be done only if you send in the information. The Route Department informed of your whereabouts, and sufficiently to be able to contact you.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1344, CINCINNATI, O.

Walton Roof, Philadelphia

Despite the fact that the hot weather has cut into the Jack Lynch revenue, the Walton Roof continues to deliver the show in its own, even to the present budget is considerably less than any show this past season.

Throughout the minutes, the floor trouble is eased by Cass Franklin, who makes an honest effort to build up the show by his forceful application. He has been here for four weeks and is to remain another fortnight at least. His easy, delicate, and pleasing style is more than a passable baritone. Recently for his nightly patrons he is singing of substance in "Two Girls" and "People in the classical note, the song received a hearty reception. He bows off with a robust delivery of "Old Man River."

Standout is the coming of Marc Ballou. He works smoothly, using a number of hats to suit the demands of the script. Giving about a dozen impressive songs in his repertoire, Ballou shines with his "Lionel Barrymore," "Eager O. Robinson," "Fred Allen" and a "Fiddler" from "The Music Man" and characters and then delivers them. In most cases, he uses a speech actually more smoothly, using a number of hats to suit the demands of the script. Giving about a dozen impressive songs in his repertoire, Ballou shines with his "Lionel Barrymore," "Eager O. Robinson," "Fred Allen" and a "Fiddler" from "The Music Man" and characters and then delivers them. In most cases, he uses a speech actually more smoothly, using a number of hats to suit the demands of the script.

The ballroom team of Noll and Nolan work smoothly, capitalizing on their youthful appearance. A brief excursion into sophistication did them little good. Last of all is a good start with "Breakfast" as a background, after which they go into a fox-trot and the Castle Walk.

The Two Ellena click on the strength of their a, rather than their luring creaking notes. They also please in their organly gowns, they deliver a soft show, rumba and close with a quaint Portuguese song to close. They make a return on their personality in full force. Good band.

The chorus line of eight opens and closes the show in well-staged routines. Both are more or less fashion parade openers due to the tune of "Fame" in "My Heart," with the band leader, Joe Trastello, doing the vocals, while the chorus line is done to the "Road to Mandalay," with Franklin chirping. Burmese continues in the latter number as knockouts. Trastello provides an okeh musical background. Helene Heath, Barney Coleman and Sally LaMarr are at the adjoining Tropical Bar.

Sam Bushman is still a p. a.

Joe Cohen

Club Alabam, Chicago

Gene Harris is the veteran guide of the small and intimate, French street cafe, which draws its abode of visiting friends and steady city rounders. Nothing pretentious about the room or engineering bar but a good address at what to have a drink in peace and a well-served dinner for \$1. The male element tops the trade list and floor shows are staged accordingly.

The department is just getting back on its feet here after a full of two or three 1 a.m. curfew weeks. Usually a good time is had, but the club is not a ballroom team support the featured attraction. Current headliner is Ann Ruter, singer-comedian of the old school, who has been here over 30 weeks. This is a perfect set-up for her, and it is a good atmosphere and small capacity of room serving as a suitable receiving combination for her work. She is a top salesman of the line because of songs and never lets up on the spotlight catches up with her. Miss Ruter is now starting to double as mistress of ceremonies, with full show of her, in again. Her act is the bill in a vivacious and sincere manner.

Night Club Reviews

In her own spot she gestated such labels, mostly originals, as "Short Wave" and "The Girl in the Army" and "Warblers; Annabelle of Annapolis, a risque line that is best for later in the evening. She is also singing "I Got To See a Man About a Dog."

When caught only other act was the band, which is led by Jim Harty and Bob's novelty band take over. Chet Robinson is a good piano accompanist for the band. The band is led by Fred. Ordinary stuff.

Dave Uzzell's Trio plays shows and dance act until 1 a.m. when they and Bob's novelty band take over. Chet Robinson is a good piano accompanist for the band. The band is led by Fred. Ordinary stuff.

Around 11 p.m. Bob Haven, Dorothy Dale and Paulette La Pierre, table singers, fill in during intermission. Never cover of variety. Sam Hensberg.

Village Barn, New York

Meyer Horowitz's Eighth street club is staying open right through the summer as smoothly, as it has been off. Nevertheless, Horowitz is giving the customer a good show, an extremely dancing floor and good food (dinner, from \$1.25).

The floor show is pleasing. It has Lou Valero, romantic-type baritone, who also sings and plays. He is joined by Crosby Manningers and certainly seems to please the girls in particular. Chet Robinson is a good piano accompanist for the band. The band is led by Fred. Ordinary stuff.

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Martin's Terrace Gardens, Rochester, N. Y.

Opened again after a disastrous fire a year ago, Rochester's only outdoor niter, is back in full swing to take its place as one of the best places of entertainment and its moderate price.

Alfio the club is on the outside of the city, playing a pleasant and fine food are in a large sense responsible for the crowd.

The management has spared no expense in interior decorations. The club has a seating capacity of 300. Dance music is furnished at the far end of the

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Lewy's State, New York

(Reviewed Friday Evening, August 11)

State's flash layout this week is excellent vaudeville, most of the acts really come over with punch. Jack Haley who can be very funny at times, amused and did his clowning solo with a good deal of success. Marshall and Wyn Murray, The Stuart Morgan dancers choired, Bismuth for the last about 15 minutes.

Wyn Murray and Tom with Jack Benny.

Hollywood Jitters, four youthful couples, opened with one of those unrestrained shagging turns. This one was better, even though, but boring after a few minutes.

Jack Haley following, making his first Broadway appearance in five years. Started throwing gasp immediately, then sang tunes from his legit and pie show. Songs of contrast, were way of being sentimental filler, but as a gag man Haley was in good form. He best laughs delivered when worked with Marshall and Wyn Murray in his solo sessions. Both Marshall and Miss Murray displayed good comedy sense and appreciably aided Haley by clicking very well in their own staging assignments.

Joe Coker, saucy-faced actor, came out for a brief but amusing session with Haley. Coker remained practically dumb through out his dead man puller laughs. Finally did a nut take-off on Al Jolson and followed with eccentric booting comedy.

Everett Marshall, veteran lyric baritone, still has enough vocal ability and showmanship to keep the patrons well for more. Delivery of operetta material, was killing stuff, what with grandly measurable dramatic manner. Tunes which really moved them down was Donkey Serenade.

Wyn Murray, after Marshall, beams a poor piece of program building, but Haley patched this up by clowning and dancing to keep the patrons. A *Lady Is a Tramp*, Sing for Your Supper and others, and had a hard time getting off, particularly after her solo live session with Haley. Murray's arrangements were simple, her vocal quality soaring.

Richard, a young man, came out with one girl and three men, in one of the best in the business. Routine as thrilling and finished, the man handling the girl beautifully. It's a turn that will show to advantage on any bill.

—Ackerman.

State-Lake, Chicago

(Reviewed Friday Afternoon, August 11)

Again a top-heavy quality bill at bargain basement prices. Eight acts in all and some of them stand alone. They blend nicely in the run of things. Harry Stevens, a boy with a Southern accent, is a pleasant asset and keeps the show in fine shape at all times. A good-looking, graceful-mannered chap and admirably different from the smart-aleck school competitors. When his time to do the deed for the show comes, he will be a real stand out alone.

He sings and sings a few songs, most of them in the community-song fashion, acceptable form.

Hal Mankin, musical comedy tapper, opens with a couple of routines, with

Princess and Baby
"PSYCHIC WONDERS"
"LAWYER OFFICE"
SILVIATION 433 Riverside Bldg., Phila.

SUNNY SIDE

Acclaimed as the Outstanding Dancer in Her Particular Line of Endeavor.

Held over RADIO CITY MUSIC HALL, New York.

Think Mr. Eugene Burr, of The Billboard, for your gracious encouragement.

By MARK J. LEDDY.

THEATRES
1270 SIXTH AVENUE
RADIO CITY, NEW YORK

vaudeville reviews

his novel end presented on a stairs containing a couple of drums and cymbals. He produces amusing effects and convinces the audience that he knows how to use his feet and enjoys using them.

Reiter, the man who wrestles with himself, has a shopy set. He uses his assistant, Polly Day, to little advantage and convinces the audience that he knows how to use his feet and enjoys using them.

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swing guitar and Bernie Mattinson drew a huge band with his fancy and flashy drumming a la Krupa. Henry Russell included an instrumental number. The chord organ and tenorized *The Bluebird Song*, drawing an appreciative band.

McCoy tries to provide a contrasting finale with his singing. He is very good for the crowd and it broke out in a swarming chorus.

Planiat Frankie Carle, who wrote *Suzie Serenade*, went over big with his act. He was especially playing with his back to the piano. The Four Heist-Lites (three girls and a boy) were the featured attraction of the evening and the Trumpeters stood up for fancy blowing a couple of times.

The production of a stunner, spacing out the solo specialties, were effective and included a flag-waving one, Mr. and Mrs. The winning military number used a male team twirler. Others were *Beer Barrel Polka* and a toy musical instrument number. Both went over nicely. Staging and lighting were excellent.

His act in *Drat Be My Destiny* (Warner) and *Onie Nelson* (Lad, Harriet Hilliard and Pat Kelly).

Paul Dent.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, August 9)

Eddie Peabody, king of the banjo, is not handling this week and might be termed the attraction of the evening. Peabody does not limit his virtuosity to the traditional repertoire of the instrument, but he plays a few tunes, a bow, then plucks music out of it as he does the banjo.

Frank Conville, comic, appears in a routine with the comedian with his capable partner Sunny Dale.

Bobby Harrison is clever tap dancer, but his imitations of Hollywood dance stars.

A pair of skaters introduced a breath-taking performance of the *Waltz*, which won them well deserved applause.

The *Mersey* is the screen attraction held over from Edward Murphy.

Palace, Chicago

(Reviewed Saturday Afternoon, Aug. 11)

When a real French show comes to a French title) comes along the house manager's usual worry is not business but how to get the show over the house enough to follow. For sheer entertainment few vaude acts excel Clifford O. Fisher's *Fliegende Holländer*, which on its way back from the Golden Gate Exposition stopped over to reopen here in five weeks. The show is particularly elaborate on sets, it goes overboard on lavish costuming, tasteless and overdone. The show is good, individually strong acts. Business was his second show Saturday and will continue that way for the next two weeks.

Twenty girls spoke up the affair, lending to a real French show. The show is particularly elaborate on sets, it goes overboard on lavish costuming, tasteless and overdone. The show is good, individually strong acts. Business was his second show Saturday and will continue that way for the next two weeks.

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usual make-shaming dance offered by Harold and Lea. The girl's routine look amazingly natural and the man handles her with an abundance of grace. The act is well received. The show has the brightest setting in the show, when in the comedy wait number by Albert, Bird and Louella. It comes off and fitting in this atmosphere.

Fred Rankin, the xylophone playing comedian, appeared and was in it in silly fare but clean and productive. He really laughed and had a madley way out in good light.

A terrific rumba scene, with the girls on the floor, in a line, in a non-draped bodies. They were as non-draped for a vibrant and passionate dance. The show is a real treat.

The comedy acrobatics and strong arm work of Franklyn D'Amore and Anthony's good post-act-clowning party. It is dubbed out in a novel manner, first opening as two tramps and later, while the girl is dancing rumba on her partner's head, revealing themselves as a mixed team and at the same time disconcerting to the audience.

A cabinet scene, with the entire company on stage, is the show's final act. It is a good one, with a lot of comedy. The scene has several additional dance and song numbers that produce a colored climax.

On screen, *KKO's Career*, Sam Honigberg.

Rules on Bringing

Costumes, Props

Into Great Britain

(LONDON, Aug. 13.—Customs and Excise Department draws attention to procedure to be followed on importation of costumes and props.)

Costumes and props, including instruments included by foreign artists, require temporary visit to Great Britain. The artist's good post-act-clowning party. It is dubbed out in a novel manner, first opening as two tramps and later, while the girl is dancing rumba on her partner's head, revealing themselves as a mixed team and at the same time disconcerting to the audience.

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Club Dates Lead

Detroit Bookings

DETROIT, Aug. 12.—Bookings for private entertainments and special events for the week ending August 12, 1939, are as follows:

Premier contract of the season is going to Abe Schiller Booking Office for the *Flamingo* at the Detroit Casino on August 12. Show will be headlined by Gene Kelly and his orchestra.

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Vaude Crosses

Big Week on B'way; All But State Roll Up Heavy Grosses; Spitalny, Heidt Going Strong

NEW YORK—Broadway combination house, with the exception of Loo's, did all excellent business last week. State Hall knocked off a gross of \$90,000 with the pic, *From Here to Eternity*, and stage show including Tommy Trent, Danny Ross, Nina Whitney and Nicholas. The Fred Astaire previous week. Miss Hall's take was \$60,000 with *Wings*. Carleton and flesh layout headed by Paul Gerstl. This in turn was a jump over the \$50,000 take with the *Man in the Iron Mask*.

On the past week, all did very well, with Stanley and Livingston's pic and stage show taking \$45,000. The show has been held over. Flash included Burs and Bubble, Lorraine and Rogan and Del. Miss. Roy's previous take was \$40,000. *From Here to Eternity* and *P* & *M* stage show including the Brants.

Paramount past week drew a very good \$44,000 with *From Here to Eternity* and Spitalny's femme cur as pic and stage fare. The show's second week looks like a strong \$40,000. Previous week take was \$31,000 for the second week of *Magnificent Fraud* and Woody Herman. Bill Jones, Jerry Colonna, this bill doing \$35,000 its first week.

Grand, with Eddy Duchin cur and pic, *Del. Miss. Roy*, grossed \$28,000 for the third week, a very strong take. Second week grossed \$30,000, as compared with *Del. Miss. Roy's* previous gross. The show which opened Friday (*The Old Maid* and Horace Heidt's band) should be \$40,000.

Loo's State took a dive with Keith Stevens band and pic, *Captain Fury*, doing \$25,000. Previous gross was \$26,000. Grossing only \$16,000 with *Pate Waller* band and *Insultation to Happiness*. Capital's past week came thru with one of its good grosses, *Four Feathers* taking \$25,000. This film gives way to the *Winged Victory* (R) with which Judy Garland and Mickey Rooney do a P. & B. The house expects to gross near capacity, at least \$30,000.

Loop Back to Four Houses

CHICAGO—The Palace is back in the groove this week, giving the Loop four combo houses once more. It opened strong with the *Follies Berpze* unit, which recently played the San Francisco area, and *HEO's Career*. A better than \$17,000 gross is in sight.

On the same another good combination in Stanley and Livingston and Gene Krupa's cur. Will top \$37,000, which is pretty close to the figure reached by the *Winged Victory* and Fred Evans presentation last week.

The A. B. Marous unit enjoyed a healthy week at the State-Lake (as the reported \$18,000 indicates) and with no help from the screen's *Tell Me, Follies*. Business will drop around \$1,000 during current session, which isn't bad, with an eight-act bill and Metro's *Stronger Than Death* ready to go. Business is expected by *Ernie Young's Follies Internationales* and a double bill with *Miss Maudie* an excellent repeat attraction, but it is mostly due to appearance of Ann (Oomph Girl) Sheridan in *Neughty But True*, presented by return on *The Sun Never Sets* and four acts and girl stage revue.

'Daun-Herman Band Great

PHILADELPHIA.—With a terrific \$22,000 gross in sight, the Fox hit the big time last summer with *Woodie Herman's Band* as stage attraction.

His Ambition

CHICAGO, Aug. 12.—Eddie (Bochester) Anderson has an ambition in life which is keeping his press agents pretty busy.

He wants to meet President Roosevelt, a feat Bill Robinson accomplished last year. The President and Bochester haven't had the pleasure of each other's company.

They were standees at nearly every show the beginning of the week, with his tapering off because of the heat. Others in the first *Bochester* at the Fox stage show and *Boon, Pic, Each Dawn I Die* (WB), which is being held another week. This is being held at the Fox stage show. The show was switched from the Radio. Herman would also have been asked to remain for another week for commitments made by both.

The Carman continues along at an even keel with an estimated take of \$7,000. Stage draws last week included Joe and Jane McKenna, Nellie Arnaut and Brothers and the Stanley, Levine Co. Film: *Circle of Trust, Deceit*.

Classical character of the program at the Fox for week ended August 3 attracted an audience which hasn't been near a vaude house in years as well as the majority of the regulars. The take approximated \$20,000, the best figure since the heat set in. *The Miranda* (R) was on the screen. Only attraction on the stage was the Philadelphia Ballet Co., with Catherine Littlefield in a dance recital titled *Co's Society*. The Carman circuit was estimated around \$4,500, with Mottler and Davis, Morris Rand, Hickey Brothers and Alice, and the Maennens and Abbott dancers. P. Sussanah of the Mounties (20th Century-Fox).

The week ended July 27 the Fox hit its biggest gross of the summer up to that time with \$10,000 drawn by *See-You-Trade-Us*. This is being made the vaude bill, which included Buster Shaver.

PW Suell in Milwaukee

MILWAUKEE.—Paul Whiteman and his Chatterbox band collected \$12,000, almost a business at the Fox and the Riverside Theater here for the week ending August 10. Admission was topped from regular 25-cent prices to 35-55-40 cents for the week. Pic, United Artists-Zenith.

Stardust Revue collected \$5,300 at the Riverside, \$600 below average, for the week ending August 4. In show were Billy Wells and the Four Pops, Nan Rae, Serror Twice, Pat Hazard and Ted Lester. Pic, *Inside Information* (Univ.).

Minneapolis Vaude Oked

MINNEAPOLIS.—Minnesota Theater Booked \$7,000 week ending August 3 with a stage show, including Jack Malatchy's Orchestra, Joseph Griffin, and *See-You-Trade-Us*. Other acts: Gene Fields, B. and J. Severin and Patricia Wynn Co. Pic was *Woman Doctor*.

Ennis Strong in Seattle

SEATTLE.—Palomar, for week ending August 4, grossed \$4,200 as against an average of five grand, with stage show headed by O'Connor Family, Pic, *Hell's Kitchen* and *See-You-Trade-Us*. Home the previous week did \$6,500 with *Ernie Young's Band* and pic, *Mickey the Kid*.

Rooney, Garland Terrific

WASHINGTON.—Mickey Rooney and Judy Garland, in a one-day appearance at Loo's Capitol Wednesday, August 9, registered a terrific box office. All downtown theaters benefited from the overflow crowds which formed lines up and down P street in the early morning trying to buy tickets. Over 15,000 tickets were sold for four shows, and three times during the day the box office closed. Gross for the one day hit \$5,100, which was near the all-time high set by Arnon and Andy in seven shows on *Insaturation Day* in 1933.

Warner's *Earle*, which featured radio's cover comic, *See-You-Trade-Us*, a Betty Orable, closed 25 O's for the week ending August 10—a smash week. *Frank Masters*' band and associated acts filled out the rest of the Earle bill with a main attraction, *Flicker*, Universal's *Evergreen* Father.

Indie Bookers Squawk Against Booker-Agents

NEW YORK, Aug. 12.—Squawk that agents are cutting into booking in order to collect both ways is again being raised.

Situation is nothing new in vaude but becomes more acute when conditions are tough. According to indie bookers, the exhibitor is the eventual loser because he gets cheaper bills and consequent lower grosses. They claim, too, that agents who become bookers are naturally prejudiced in favor of acts they are currently agenting—such a bias often working to the detriment of the exhibitor.

Agents now booking acts include Bernard Burke who is lining up talent for the Orpheum, Memphis, Tenn.; Jack Lindar, with George Goetzler, Elie Weinberg, who books *LeRoi* and Paramount up-state houses; Billy Jackson, who sets talent for the RKO Madison now and looks to have all local RKO houses in September; Lawrence Golde, who doubles as booker and agent out of the William Morris office every year.

Last year agent Herman Citron booked the Fox, Detroit, and Bill Miller and Al Rogers booked the Rivers and Sherbert, Brooklyn houses.

"Drunkard" a Click

SPOKANE, Wash., Aug. 12.—The *Drunkard* was successfully revived last week in the Coxy d'Alain, Hotel's Donkey Boom. The farce opened there a year ago and continued thru the winter, breaking all-of-run records for Spokane. For this reason, the new producers, Leonard Steadley and Virgil Brennan, were a little skeptical as to the success of the revival. Opening week drew capacity crowds of more than 100 nightly.

Magic Liquor Now Legal

HARTFORD, Conn., Aug. 14.—Val Vaitale, who offers a "Think & Drink" act, has been successful in several New England spots in obtaining a special liquor permit to make the drinks he passes over the footlights legal.

The alcohol used in concocting the synthetic highballs and cocktails would have otherwise soaked the act in some spots, he says.

Juarez Niteries Still Operating

JUAREZ, Mex., Aug. 12.—Business was "as usual" at border night spots here and operators were predicting that President Cardenas' prohibition order will never be enforced. Prohibition decree was stipulated for 30 days by Governor Salamanca after strong protests from unions and business men, who charged the city of 40,000 would become dead without liquor sales.

Deadline expires August 20, but chances are no attempt will be made to enforce ban-dry order.

Prohibition order stopped sale of liquor over bars and would have ended careers of about 200 bars and two major clubs operating with floor shows using American acts. Club Tivoli and Lobby Cafe.

Line Girls Popular

CHICAGO, Aug. 12.—Chester Hite is bringing in a permanent line into the RKO Palace after the current run of the *Follies Berpze* unit. Comparative success of the idea last season prompted management to continue with the girls as a weekly feature. Girl lines are also being used by Balaban & Katz in the Chicago and by Jubek, Link & Scheerer in the Central.

FLORENCE MCCONNEL

and MOORE

in her clever
conception of
"The Gay Can-Can"

The team is now on tour with Harry Sherman's Vaudeville Productions.

Miss McConnell is also acclaimed as one of the most outstanding lady club swingers and jugglers throughout the world.

Permanent Address:
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Management: Abe Finberg.



Conducted by BILL SACHS.—Communications to 25 Opera Place, Cincinnati, O.

Hamilton Tenter Gets Away Well

MOULTREE, Ok., Aug. 12.—Ottie Hamilton's Comedians, one-nighter under ownership-management of Ollie Hamilton and Frank (Red) Fletcher, opened here Monday night, July 31, to excellent business receipts. A somewhat disappointing start came just before show time.

Ollie, in black-face comedy, supplies the laughs in the main show, while "Uncle Tom's Cabin" provides the nucleus of mirth in the concert. Letty Lee is also featured in "The Concert," and "The Jangle." Announcements are handled by Hamilton and Johnny Finch, latter also emceeing the show.

New season finds the outfit and personnel considerably augmented. Top billing goes with five comedians who can comfortably accommodate 3,000 persons. Working crew of 15 is in charge of veteran boss-crewman Walter Herr. Eddie McLean is handling the general contracting, and Smith Hamilton has charge of the post-office, tickets, and equipment. Ollie looks after the concessions. Proctor Bowman is sound technician and instructor. Eugene Williams is emcee. He is transported on 10 pieces of rolling stock. Others in the company are Jimmie and Louie, "The Jangle" duo; Eddie and Charles XENA; Ray and Dixie, comedy duo; Eugene and Mabel, comedy duo; Ed Harmon, rumba artist; Mickey Fox, comedienne and dancer; Hanna Miller, dancer; Jack Manning, up-yaer's brass and vocal star. Line numbers are produced by Letty Lee.

Orchestra is headed by Oscar Greenwood, piano leader; Dick Hill, trumpet; Duke Dunaway, trombone; Ray Carroll, saxophone; and Fred and Charlie Cartwright, tenor sax, and Jerry Jeffers, third sax.

Among the victors on the lot at the opening stand were Mr. and Mrs. A. H. Murphy, H. and Grif and Owen Bennett and friends from Atlanta.

contract with a St. Louis station. . . . PHRED and LARRY DUNNING are now managers of a troupe known as the "Theater Players" and are showing theater in Colorado. . . . JAMES TODD FLAHERTY is showing three-night stand in Northern Michigan. . . . J. GORDON KELLY, former trial blazer with Frank North Stock Co., is showing a two-night stand in Kansas. . . . J. GORDON KELLY, former trial blazer with Frank North Stock Co., is showing a two-night stand in Kansas. . . . DWIGHT McLELLIN, former touring leading man, now connected with Blain KROCK, Rochester, Minn., was a recent Kansas City station. . . . ERMA and THELMA GRAY have joined Billy Young's Comedians in Missouri, replacing Mr. and Mrs. Doc Wall. . . . SCOTTIE RAYMOND has begun rehearsals in Kansas City for the Michaels Revue, which opens in Oklahoma in two weeks.

LEON HARVEY, still recuperating at the Park Hotel, Columbus, O., as the result of the recent auto crash which cost him his leg, reports that he is getting better. He says he will be some time before he will be able to get on his feet. He says he will drop him a line. . . . THOMAS WILDE BRIDGIT, of the former Bright's Comedians, is supposed to be making a deal with his tab unit, The Peach Blossom Revue. . . . JAY WALL closed recent engagements in the John R. Van Arman's at Rockland, Me., and currently is taking it easy at his home in Connecticut. Pa. "I was tired," says Jay. "I left of my own accord. I merely felt that I wasn't up to snuff this season." . . . SCOTTIE RAYMOND, however, it was the recession-depression;

maybe it was because Maine was shy of tourists this season, and it could have been here, I had to leave, but maybe the change will be no good." . . . PHIL MAHER, veteran stock and rep player now residing in New York, reports that he was recorded in the *Billboard* several weeks ago, was the son-in-law of D. S. Helmer, veteran comedian, and was the former daughter, Mrs. Elias. They were blessed with a daughter, Olga. Frank E. Long, who later was known as the owner of the Long Stock Co., and Mabel served as endmen with the H. A. M. outfit. Maher is under the impression that he is the only surviving member of the H. A. M. organization. Who knows?

Belfry Players' Tourist Business Is Increasing

LAKE GENEVA, Wis., Aug. 12.—The Belfry Players at their summer theater here have been playing to tourist trade for the season with very outstanding results. The first three plays were given for five nights each and drew turnaway

As the players go into the last half of their season it is planned to have a good variety of plays with the exception because of steadily increasing business. In the repertoire the last half of the season are *Call Me My Day*, *They Chanted April* and *You Can't Take It With You*, which will be presented for August 24, August 16-20, August 28-September 3, respectively.

Bill Sachs Shows

(Communications to BILL SACHS, Cincinnati Office)

Albough's Balto Show Gets Off to Good Start

BALTIMORE, Aug. 12.—Lon Albough, local night club operator, launched a new contest here last Saturday, with 27 acts. The contest is being held at the House in the Floristine Ballroom at New Bay Shore Park, which is reportedly the largest hall in the city. However, Monte Hall, emcee, reports business good. Turn-around came out to be the first night of night performance when Charles Weiss went into

Contestants remaining at the 336-hour show are Peaches McLaughlin and Billie Parker, Warren Lowell and Pauline Jones, Lew Davis, and Ruth Phelps, Jerry Allen and Carol De Wolf, Bob Shuffert and Billie Fryl, Don Showers and Pat Pascher, Skipper Skidmore and Les Goodson, Billie Stead and Maxine Lang, Les and Maxine Sullivan, Jimmie and Minnie Greenal and Joe Natty and Curtis Weiss. Eddie Miller assists Hall with emcee duties. The contest is being directed by Bob Robinson working the day shift. Things are aired three times daily over WJZ-TV. The contest is being broadcast and music is furnished by Howard Anderson and his Knights of Rhythm.

Six and One Still Battle at Decatur

DECATUR, Ill., Aug. 12.—After 1,296 hours on the floor, six couples and one solo act, "Six and One," are still playing under contract, is sponsored by Veterans of Foreign Wars. Bill going on the floor with the following: Fred Hill and Fay Williams, Jack Glenn and Helen Caldwell, Billy Cain and Bobby Clark, Johnny Howell and Pauline Jackson, and Harry Hudson and Margie La Rae. Larry Kendall is solo boy. European-style musicals are being presented and a public wedding is on the schedule. Star now includes Duke Hall, Eddie Brown, Joe Finkler and Dr. Jack Kelly on the stand; Lou Jarvis and Fernie Steele, juggling; Bill McCoy and Jimmy Brown, juggling; Fred and Mabel, comedy, and Red Morton and Ben Kelly, others. Summy Lee and Tommy Corning now have concessions.

VIOLET KAYE, resting up at home in New York, writes that she and Earl Harrington plan to see the sights at the World's Fair. They then will show shortly afterwards.

Rep Ripples

RALPH BATES, one-time rep actor, has a three-people show playing Maine resorts with a dance following the *WATER BURY* show. He reports that he's enjoying his third season with the Harley Steiler show. . . . BRUCE WHITAKER, emcee, reports that a tent show in Missouri is directing homogeneous shows in Oklahoma. . . . MRS. CECILIA ROY is managing the Boye No. 1 troupe at Lincoln, Neb., with Chick handling his No. 2 company on fair dates. . . . THE COOKS SHOW is playing under auspices in Maryland, West Virginia and Pennsylvania. . . . Herma and Virginia York and Charles White recently joined the show. . . . ED F. HAYES has a talent quest show at the New England Hotel. . . . WEBB SMITH is operating a two-day stand show at Maine resorts, featuring "The Waterbury Show." . . . FRED DUNCAN, veteran rep manager, has returned from the field and is now directing the "WATER BURY" show. . . . TONY NEVILL, former repertoire comedian, joined the staff of Station KFAB, Lincoln, Neb., after a year's absence.

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THE BIGGEST SHOWS OF ITS KIND
WILL OPEN IN HOLLYWOOD SEPTEMBER 1, FROM 2 P.M. UNTIL 6 A.M. DAILY
Auspices of American Legion
Up to \$2,000.00 in Prize Money
Sponsors and floor money should be exceptionally big. If you don't make it here you may as well quit this business. Can use a few more Fish Teams that can spirit and entertain. All contestants who have contracts with the American Legion should be by August 25. All contracts must be Danny Brammer; Jimmy Cherry Band, write at once. No collect wires or telephone calls. Use cash mail. This is a tent set up. Scating 5,000.

C. J. WALPERT,
Bristol Hotel, 423 W. 8th, Los Angeles.

MILT Tolbert Wants

Black Face Comedians, one-nighter under ownership-management of Ollie Hamilton and Frank (Red) Fletcher, opened here Monday night, July 31, to excellent business receipts. A somewhat disappointing start came just before show time.

Ollie, in black-face comedy, supplies the laughs in the main show, while "Uncle Tom's Cabin" provides the nucleus of mirth in the concert. Letty Lee is also featured in "The Concert," and "The Jangle." Announcements are handled by Hamilton and Johnny Finch, latter also emceeing the show.

Wanted

Now Attention Proposition for Good Mediums! We are looking for good mediums who can take all in first trial. Write your work, 150 Broadway, New York, N. Y.

John R. Van Arman Wants

TRUMPET, TENOR SAX DOUBLING CLARINET. Can play good Solon Tenor to solo clarinet. Write to John R. Van Arman, 215 Broadway, New York, N. Y.

Wanted

Now Attention Proposition for Good Mediums! We are looking for good mediums who can take all in first trial. Write your work, 150 Broadway, New York, N. Y.

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

An Insider Looks at the Fair

—Eighth of a Series—

The writer of this series is a consultant on the staff of the New York World's Fair who carries out a courier for a frank discussion and analysis of fairment area problems. His aim is only aim—to help the industry solve those problems before a solution is too late. In common with THE BILLBOARD, he feels that the amusement world as large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

No Bull

NEW YORK, Aug. 12.—Still wild bulls and a madador apparently are not among the attractions of the new Flushing Meadows City. Ten days ago Hayden Franklin, the Brooklyn bull trainer, was on a route with two big animals for the Krinsky-managed Wild West Show and rode the fair. A preview was scheduled for expo and NPCA officials and show officials to make a spot for the new act. Since the wise, however, no word whatsoever has been received from either Franklin or his traveling companions.

New Ducat Plan From Operators Sent to Whalen

NEW YORK, Aug. 12.—Still worried about lagging box returns, concessionaires at the World's Fair presented a plan to Grover Whalen, expo head, calling for 41 cents for the week-end day from Monday to Friday inclusive. Under present plan these tickets would be sold up to 3 p. m. and would be good for a gate admission and about half a dozen attractions until closing. Face value of the bargain, as worked out by a concessionaires' committee, is figured as \$2.25. Attractions to be included in the bargain, which have not worked out as yet.

President Whalen said the fair management was studying the plan. "Anything the amusement people think will help them will receive serious consideration if it will not confuse the exhibitor or interfere with our present ticket policy," he stated.

Concise in the way of immediate adoption of the bargain, provided it is approved, is the campaign to have ground admissions sell 500,000 75-cent tickets and an equal number of 50-cent week-end tickets. This campaign is to be launched Monday (14), and will continue until August 28, after which the concessionaires' scheme could go into the works if it is approved. The concessionaires believe that in the Administration Building, Concessionaires' committee has not worked out details covering the plans to be received by each attraction for stubs turned in.

Each fair employee, plus some workers attached to concessions and exhibits, has been given two books of 10 tickets each. For such book sold, exhibitor receives one free, which he can either peddle or use.

Last week-end's inaugural 50-cent gate admission drew up around 400,000 paid entries, with Saturday's 230,000 heaving in another 400,000. The first phase of ticket bargains prevails today and to-morrow.

Francis H. La Guardia took the fair away from Whalen again this week which he hoped to Chicago by plans to have a new fair at New York. The expo before the Chicago Federated Advertising Club in which he stressed the artistic cultural and third phase of the Flushing fests. He also grabbed off prominent headlines as a result of a chain of correspondence with Howard S. Palmer, president New York. New Haven, a Hartford Railroad, probably will give a per cent of the fare. As a result of the mayor's field work, the railroad announced sharp reductions

Subject: Chicago

Confidence Voted by W. F. Concessioners

CHICAGO, July 29.—Confidence in the management of a Century of Progress was voted by members of the Commission on Association of the exposition at a meeting in the Administration Building on Wednesday after they had listened to a statement of exposition policies by Major Lenox H. Lohr, general manager of the fair.

Major Lohr said that the present exposition represented a departure in procedure from previous world's fairs insofar as concessioners were concerned in that each concessioner was permitted to recover his capital investment before making any percentage payments to the fair.

"This plan of action," Major Lohr added, "has prevented numerous closings of shows, rides and other features which have marked previous expositions because of lack of sufficient income during early months when attendance was low."

Attitude of the fair management toward concessioners, he said, is one of co-operation, with the primary aim to make only such regulations as will encourage largest attendance by the public.

(Reprinted from The Billboard of August 5, 1933.)

in excursions leading into the city. Jack Reilly, expo's special events chief, accompanied the mayor on the excursion tour, which found the dynamic chief executive back at work the same evening in the city hall near the Flushing grounds.

New Haven road announced that a plan has been worked out with the fair whereby excursion tickets will include an admission to grounds for 25 cents instead of the established 75-cent price. Total number of excursionists on the ride must be at least 500, however.

Daily Paid 129,000

Official audit unit turned in by Arthur Anderson & Co., World's Fair accountants, embraced the first 67 days' operation, ended July 5 and showed a daily attendance up to that period than the fair has enjoyed since. Adult admissions at 75 cents totaled 4,874,128, children and others at 25 cents amounted to 500,391 and children and others at 10

(See NEW DUCAT on opposite page)

Additional World's Fair News

Labor Middle Takes Fair Show Off WNEW	Page 7
Out in the Open	5
American Recreational Equipment Assn.	37

Paid Admissions

Thru Friday, August 4	12,297,550
Saturday, August 5	2,271,000
Sunday, August 6	1,902,012
Monday, August 7	1,012,500
Tuesday, August 8	1,178,000
Wednesday, August 9	1,200,000
Thursday, August 10	1,038,814
Friday, August 11	905,250
Total	19,221,038

2 Girl Shows Fail To Pass Censors; Cuban Village Free

NEW YORK, Aug. 12.—Two girl shows, scheduled to get under way over the week-end, failed to pass the Amusement Control Committee's censorship board yesterday and will remain dark until presentations are rearranged to conform with the board's stringent standards. R. J. Zouary and George A. Hamdy's Petrina show in Coney Island, first major attraction to come in since the fair took over the big playground and placed in the director's of Maurice Marder and Leon Lohr, was previewed and later nixed by Commander Lammer and his ACE robots. Home Falls' Gaiety of the Garden of Allah Oriental girl show later in the evening, Alida enterprise, produced by Joe Casper and Capt. Harry Daulton, was to be shown in building formerly occupied by 1600 Years Ago, which closed several weeks ago.

Cuban Village, who folded last week following more than a month of exceptionally poor business, is scheduled to reach the fairgrounds in the form of an attraction. Charles and Harry Dalt, operators of the village, have lined up a small show for the stage, and are offering concessioners to ride along on a day-by-day basis.

Over Coln, on the other hand, will continue to keep his Savoy dark until he receives compensation from the Fair Corp. for alleged unfair competition from the Rev. Althea. Althea Savoy had been doing comparatively good business since the fair opened. One claim of the show two weeks ago in present treatment he had been receiving generally from fair management. Claiming that it is not worth his time to entertain continental strife and headaches on a project almost impossible to show a profit, he is understood. Commander Lammer will discuss the Cole situation with the fair executive committee at its Monday afternoon meeting. Cole claims that not only did the fair corporation interfere with operating phases of his attraction, but he bonded to Michael Todd's Hot Mikado after giving Cole assistance which his Savoy would be only attracted to the grounds. Presently colored entertainment of the hot type Braziers were discarded by Dymon of the fair management. Cole's management took over the show. Salvatore Dali, creator of the unusual attraction, and his wife, the artist's wife, Gardner Display Co., William Morris Jr. and several architects who previously had been associated in center of the company is second attraction to fold in the house. Shakespearean troupes giving wry to the fair grounds. Dalt's company manager of the house, was negotiating for a replacement show.

Failure of Big T. Oran's double-ferri show remains in doubt. Fair officials reporting today that there was a possibility show would fold on a number of reasons. Dalt's company has been praised of principals and Sun Worshiper colony has been cut.

Twin Dodgess, 3 Other Rides Gross About 250 Grand

NEW YORK, Aug. 12.—Cy D. Bond, resident manager of the Dodgess Corp., twin Dodgess rides at the fair, announced that the device had grossed \$49,750 as of Monday, August 7. Dodgess operates for 18 cents with an out-of-bag ticket except on Wednesday, kids day, when it works for a nickel.

Bariett Rides, Inc., which operates the Bobbed, Aerial Zorride and Drive-a-Drop, was in the midst of preparing a final figure, but made some indications in advance, however. Sled has been growing about \$1,000 a day since operation on April 30 and was therefore paid the \$100,000 mark when the 100th day was reached on Monday. Zorride has been getting an average daily take of \$500, thus halving the Sled gross. Drive-a-Drop has been good for about \$200 daily, but its late opening, middle of May, puts its gross back compared to the other two. Up to Monday it turned in about \$18,000. Trio has had a handle of approximately \$200,600 up to date, which is figured to be as much as 50 or more away from pre-fair estimates, even tho it represents a terrific showing under the circumstances.

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Aug. 12.—Traffic here and a humidity has not its effect on inside shows and restaurants. Outdoor activities, as well as fast rides and pedestrian thrills, are the favorite. Lake View and memory hits the high spots. . . . John Kingling North visited on Monday while on his way from Havana to the circus in Western Canada. . . . Moo Oale took his first flight from Havana to New York in Chicago where he will be in the permanent band-book of his. . . . Music Corp. of America issued its first record on Saturday, when an RCA band, Guy Lombardo, opened the five concert season.

Mrs. Lew Dufour back to the battlegrounds following a short illness. . . . T. W. (Slim) Kelly, who operates Matur's Mistakes for Dufour & Rogers, spent a few days on Mid Lindemann's World of South Shows. . . . Almon H. Shaffer hopped to the Vermont lakes for a day and a half early this week. . . . J. W. Eshman, the British sidekick, will sell his Meteor Speedway after close of the fair in October. He's the first concessioner who has indicated definitely that he wants no part of a '40 New York expo, should it be decided to continue the fair for a second year. . . . William Tomney has succeeded Dick Owen as tub thumper for Old New York.

People and Things

Orat J. Derany, one of the most versatile in the industry, is dispensing delicious Italian eats (pizzeria) in the Winkler & Keenan Winery, transferred from the Casino.

Bert Witcox, one of the talkers at Esplanade, is making cards in the Green Actors' Guild, American Federation of Radio Artists, Actors' Equity Association and the Actors' Guild. . . . The American Variety Artists, but has never been a member of the American Federation of Actors. . . . The executive committee of the AFL in Atlantic City has been in a row because of the life he has been one symbol after another.

Harry Spear, blue-coated eagle of Old New York's Bowling Green show, sells the dance finale by Chester Kelly, Can Can Girls the "Death of the Opera Chorus." We thought you'd like to know.

Leo Casey, expo's public relations chief, is seriously considering plans to send out memoranda in behalf of the 1940 edition, about which little has been said lately. Incidentally, the country will be divided into half a dozen regions which the field men will cover with their reports.

That trio over in the Boothouse was Lew Dufour, in special attire, Traver building with Commander Howard M. Lamson, U. S. Navy, retired, and Amusement Control Committee.

Newspaper clippings from various parts of the country indicate the existence of a special and perhaps important type of admission, that is, the 50-cent or 75-cent admission price. Several editors remarked that this set-up is made to cater for the metropolitan area and is prejudicial to the interests of out-of-towners. These editors argue that if the 50-cent or 75-cent admission price is set, out-of-towners would attend. Concessions questioned on the subject feel the same way about it.

It's about time that the ability of Ray Batty, director of special exhibits, is revealed in a definite way. He regularly has performed admirably and intelligently in the past. His department of operation, Capt. Batty's function began long before the expo and his work continues right along with no visible let-up. When Mayor Fiorello La Guardia placed to

Chicago for a pep talk about the fair this week, the captain went alone. We think that fact should not go unnoticed in show trade circles. He received little publicity for his visit. He was in the show for himself and kept stepping along showing "treasures" to the 15 W. 42nd St. office of the Flushing fairs who have faced without his services. We hope this time with his returning to Chicago, will not embarrass the modest captain.

Walter Dave Wahl, the comedy sardap, replaces Willie, West and McEnty on the show at Aqueduct. Another turn is off to fulfill engagements in Europe, with the Palladium, London, first stop. Hunt Davis, concession department, off to the Plattsburg army maneuvers next week. . . . Shannon O'Keefe, fern talker, joins the NTO restaurant this week, after not quite a week at Merrie England. . . . Al Shorfer, who has been a success in Matur's Mistakes that he was forced to relinquish, The Billboard, sale on the way, will all be taken up these days. The cow with its heart in its neck passed away.

Yours for a Song, hit originally from Aqueduct, has been officially accepted as the theme song of the fair. The song, written by Billy Rose, Dana Sussan and Ted Koehler, is only fifty number to come out of the expo so far.

A note from Billy Tomney, newly appointed publicity drummer of Old New York: "Few potential midway customers get past the three gates of Old New York without paying their 20-cent ticket. . . . The third-man of Almon H. Shaffer's four talkers at the midway, Shaffer personally engaged his outside staff. . . . The boys are Marcia, Kravitz and Bob (Red) Marcell. They are the previous and new judges of the show. . . . The boys are mainly girls in the cash counters. Many fans talking to the boys. . . . Thony Kline, no mean speaker himself."

Yates, with this week offering a 25-cent number at Esplanade, tonight held the headline spot at Crystal Palace, which was vacated by Lena Berpe, the day dance and age act. Yates is doing a nude dance similar to the Berpe routine but utilizing cakewalk instead of dance.

NEW DUCAT—

(Continued from opposite page)
Total number of admissions for the first three weeks for these brackets was \$3,931,900. Single season admission tickets at \$15 brought in another \$28,900.50 and other sales amounted to \$480,480.39. With deduction of \$1,622.03 for "cashless" over-rides, the net amount was \$4,419,659.36 covered by the audit was \$4,370,815.45. Period brought a daily paid average of 120,000.

Announcement of figures since July 3 resulted in a loss of statistical doubt as to the accuracy of the information in relation to previous figures.

Paid admissions for the first 100 days, August 10 at 9 p. m. totaled 9,500,408. These admissions included entry on every ticket form. Free passes were by far the largest item, totaling 1,000,000 for an average daily gross attendance of approximately 171,000 and daily net paid of \$77,000.

Beginning Monday the flame and fireworks show at the Lagoon of Nations was set off at 9 p. m. and continued thus giving the amusement area a half hour's break in diversion of traffic to the Casino.

Tommy Dorsey and his ark succeeded Guy Lombardo's ark today in the Fountain City bandstand, with Frankie Marshall and Bobby Hackett replacing Louis Prima and John Kirby. These free concerts by the ark are expected to lure more traffic to the midway.

Charles C. Owen, erstwhile proposition for the fair, is making an effort to satisfy these participants.

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO
February 15 to December 2

Expansive To Hold Lots of Grosses For Demolition

SAN FRANCISCO, Aug. 12.—Concessioners and exhibitors are set to go into discussions with expo officials regarding demolition charges. H. C. Boroff, expo secretary, has informed fair participants that they will be required to file a faithful accounting of receipts by an insurance company and in amount fixed by the expo management. Participants, he said, must also file a copy of a trust account a certain percentage of their gross receipts, which are to be held by the expo, until the completion of demolition. Receipts are then to be returned to the participants, provided they are satisfactorily handled, he said.

Boroff recommended that the participants adopt this procedure so that demolition could be started immediately and proceed over the remainder of the fair's operating period. The accounts, he added, the expo would not be large. He said a survey of concessioners' property would be conducted early in the month. Recommendations made more than a month ago that the Concessioners' Association, Incorporated, also propose charges against operators caused Elmer H. Post, CA president, to ask for time to study the plan. Boroff said, however, that regardless of what procedure is approved, the demolition charge is compulsory and a part of every participant's contract with the fair.

Cavalcade Top Pay Shows
Expo had the biggest work day of its history, according to figures Tuesday. Paid attendance was 53,877. Monday's was 43,101, which were larger Berge and the Cavalcade. Boroff said that the show "repeats" it is estimated that the set played to nearly 500,000. Four shows were given each day.

For the period, July 15-31, Cavalcade of the Golden West outstripped all other paid performances, grossing \$61,000. Other top attractions and grosses during the period were Chinese Village. (See Box TO HOLD on page 47.)

Exp Contract With AFA

SAN FRANCISCO, Aug. 12.—Cass of Police Berpe was notified on Monday that the expo management would continue to count on AFA's services until the American Federation of Actors until the American Federation of Labor executive committee had approved the proposed disputed theatrical situation. Notices to this effect, signed by Col. Allan Wright, president of the AFL, were being distributed morning news backstage in California Auditorium.

Previously John O'Connell, secretary of the San Francisco Labor Council, told expo officials they must recognize the contract with AFA until a decision is made to count on AFA's actors' union is reached. Jack Mills, AFA branch representative, said that the AFL executive committee had approved that how the entire union of 80 were members of the union.

In bitter mood, however, appeared many of the professional folk ranging down coast of the major entertainment city to one-man show on the Gayway. Cavalcade of the Golden West five members were dropped. . . . In addition to the American Guild of Variety Artists instead of the AFA. Mills discounted reports that the workers were to be paid \$100,000 pending final settlement. Producers, particularly of the Police Berge show, are to be situated in a neutral position.

PAID ATTENDANCE

Previously reported	5,300,697
Thursday, August 3	41,838
Friday, August 4	35,473
Saturday, August 5	60,198
Sunday, August 6	50,850
Monday, August 7	45,101
Tuesday, August 8	38,877
Wednesday, August 9	51,637
Total	6,326,521

Outdoor Showmen To Be Given "Day"; Brown Is Chairman

SAN FRANCISCO, Aug. 12.—Outdoor Showmen's Day the expo has been set for Thursday, September 7, sponsored by Pacific Coast Showmen's Association and Monday, August 14, at the fairgrounds. An organization meeting this week, J. Ed Brown, who handles the midway problem, will be the main attraction. A chairman of the committee arranging details. Other committee officers are Frederick Winkler, concessionaire, and Frank Zambrino, treasurer. Assisting them in charge are Neal Miller, Ed Smith, Walter Lee, Harry Taylor, Frank Dave Morris, Betty Levine, Art Balcher and George Davis.

John Ed Brown said that a ticket-selling campaign is under way and that plans are being made for special shows and other attractions.

Scotch Village to Receive

SAN FRANCISCO, Aug. 12.—Scotch Village now being operated jointly by the San Francisco public administrator and receives appointed by a referee in bankruptcy. Receiver, chief of work is Don Nicholson, contractor who built the spot, are creditors who made their claims. The village, which was originally operated by the Village, departed for their native land. Administrator, Nicholson and associates are trying to stabilize the attraction.

Gleanings

By WALTER K. SIBLEY
SAN FRANCISCO, Aug. 12.—For Outdoor Showmen's Day on September 7, among other attractions to be provided for showmen and their friends will be a complete show to be furnished gratis to the exhibitors. The contract that they carry at the Music Box, where she is currently appearing. This fine gesture should help raise quite a sum for the Pacific Coast Showmen's Association and the Showmen's League of America build and sell fund. Performances will be in charge of the showmen. The contract by the exposition. On behalf of S.A. Bally, I thank you, and Eddie Brown, who is the showman. The showman, Louis Lurie, capitalist of San Francisco, formerly a Chicago reporter, gave a party to the showmen. The party was held on long ago, J. Ed Brown and Frank Zambrino, who sold papers on the streets of Chicago. In Lurie's case it's about an Oliver Optic story, from the streets to one of the richest and best-thought-of men in all California. The other two fellows haven't done so badly, either. Among guests were H. C. Boroff, executive of the fair, and the City Manager, with concession division, Amusement Manager Art McChrystal and Neal Miller of Scooter fame.

Henry Baker, ex-promotion manager of the fair, is making the City Manager Theater and Setup Milano, which is playing at that house. Eddie Brown, executive of the fair, is making the City Manager one-sheet advertising the fair, advertisement. (See GLEANINGS on page 47.)

WANTED TOPNOTCH HOROSCOPE WORKERS

For New York World's Fair. Contact immediately.

RAY "POP" DUNLAP ENTERPRISES

1560 Broadway, Room 312 RAY ROGERS, Get to Work With Us. New York City

With the Circus Fans
By THE RINGMASTER
CWA Secretary
WILLIAM H. JUDG
28 Market St.
Newark, Conn.
Contacted by WALTER ROSENBERG
100 West 11th St.,
Cincinnati, Ohio, U.S.A.

ROCHELLE, Ill., Aug. 12.—Mr. and Mrs. F. B. Maynor, Major Joe M. Ganey, Walter M. Buckingham, of Norwich, Conn., and his girls, Mr. and Mrs. J. C. O'Connell, of New York City, braved a cloudburst and started for Rockville, Conn., to attend Eddy Hays' Circus Contest at the lot, they were joined by President and Mrs. William H. Judg and his wife, Charles Davitt and Joseph Gosh, both CPA of Springfield, Mass., Charles Hunt, manager of the show, extended every courtesy. Due to a very early start, just at matinee time the show lost it, the first performer lost his season, which Mr. Hunt said had been very satisfactory.

Dr. H. H. Conley, of Park Ridge, Ill., spoke on the circus for the Kiwanis Club of city August 12.

Cint Beery, a past president of CPA, is recovering slowly at his home at 2200 Wayne avenue. He is now able to sit up and would appreciate hearing from his friends among the circus fair and show circuses.

Mr. and Mrs. Burt L. Wilson left Chicago August 12 on the N. B. North American for a trip to Buffalo and return.

F. E. Lanley, Crumston, N. J., caught the K. of C. outdoor circus at Woonsocket August 8. Acts on program were the Flying Lizards' Circus, Frank Donnagans with Jimmy Millette, Dobs Troop, Ralph Reno, Great Wolandi, Frank and Alma, the barrel jumpers, and Fred Delma and his lions.

WHEN BARNETT BROS.' Circus was in St. Louis M. Lloyd Kettley, 16 years legal adjuster for the Eastern Circus Corp., and Jethro Almond, accompanied by his wife, Ethel, former equine trainer; their son, Lloyd Jr., and Virgil Frederick, of Sears-Robinson Co., whom they met in St. Louis, were guests of Charles LaBrid and family and visited with Leo Powell.

Favorite Outdoor Performer Contest

See Coupon This Page

The First 50 Leaders (1,000 or More)

1. "Hazel Stark" 3,384
2. "Bob Kyle" 2,564
3. "Marjorie Bailey" 2,082
4. "Four Jacks & A Jill" 1,981
5. "Aerial Apollo" 1,971
6. "Frank Cushing" 1,913
7. "Huey Cuffin" 1,852
8. "Wilkes" 1,495
9. "Dime Wilson" 1,491
10. "Speedy Phoenix" 1,378
11. "Flying Valentines" 1,620
12. "Dorothy Herbert" 1,301
13. "Blood-and-Salmon" 1,159
14. "English Hacks" 1,165
15. "Edna Curtis" 1,055
16. "Henry Clark" 1,035
17. "Flying Babes" 1,031

(1,000 to 1,999)

18. Mary Gordon 2,691
19. "Fussell" 2,610
20. Harold Barnes 2,549
21. "Stratophane" 2,460
22. "Oscar Roberts" 2,457
23. Maximo 2,454
24. Flying Babes 2,446
25. Dave Geyer 2,352

Complete list of divisional leaders and other information will appear in the Fall Special Number (next week's issue) dated August 16.

26. Sherry Hight 2,322

27. Flying Valentines 2,301
28. "Wally Bathers" 2,243
29. "Dorinda Waters" 2,223
30. "Babe Stone" 2,214
31. Verneta Byrd 2,188
32. Pete Casserly 2,144
33. Clyde Beatty 2,102
34. "Wool Billy" Elephants 2,074
35. Buddy Dunn 2,070
36. Bert Nelson 2,017

(1,705 to 1,999)

37. Zeechini 1,948
38. "Joe Jackson" 1,941
39. "Black Brothers" 1,877
40. "Carver's" Diving Horse 1,865
41. Walden 1,863
42. Terrell Jacobs 1,850
43. Virginia Senior 1,837
44. Frank Shepard 1,836
45. "The Three" 1,825
46. Mickey King 1,807
47. "The Three" 1,795
48. Hazel Carter 1,791
49. Otto Griebling 1,726
50. Ethel Jensen 1,705

Others in the 1,000-point class are "Haf-fenach, 1,668; DeCarlin, 1,673; Colinhai, 1,526; DeCarlin, 1,513; Queen, 1,563; Emmett Kelly, 1,517; Cox Colleen, 1,489; Charles Lesterly Troop, 1,486; Gace Darling, 1,470; Arthur Brown, 1,448; McCall Circus, 1,427; Dorothy Taylor, 1,361; Ed and Jenny Knoey, 1,357; Helen Christman, 1,321; Jimmy Green, 1,320; Smith's Diving Party, 1,239; Captain Max, 1,254; Bee Star, 1,223; "Marlo and Lafer, 1,232; Bits and Duns, 1,232; Charred Gardner, 1,233; Rudy Badgoff, 1,181; Sol Solomon, 1,176; Mild Taylor, 1,155; Jack Smith, 1,145; Andy Wolandi, 1,121; Perles Patterson, 1,110; Australian Waters, 1,110; Nellie Troop, 1,107; Billieki, 1,078; Myrtle Foster, 1,047; American Eggs, 1,015. Leader in own division.

RINGLING-BARNUM received quite a donation in the "So What" column by Paul Light, in the St. Paul Dispatch of August 2. Light, in reality Howard Koch, one of the column's organizers, has a circus background, and circuses as a whole come in for a considerable amount of space in his column.

OFFICIAL BALLOT FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saine & Sinners Club of America (Dexter Fallowe Trust), Circus Fans of America, National Showman's Association and Hollywood Trophy Co.

Balloting is open to any person in, or entering 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 TROUPE.

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

The Billboard is the final judge of all ballots, and decisions made by it are unchangeable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of no 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 PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

15 Years Ago
(From The Billboard dated August 16, 1924)

John Ringling sold a tract of land in Florida known as Ringling Point to L. Carlisle's estate for \$30,000, and Richard Ringling sold his estate to Saraeta man. . . Sammy Murphy was being the billposting for the new Looe State Theater, St. Louis. . . Robbins Bros.' Circus engaged 15 Indian chiefs, with their wives and dependents, at Valentine, Neb. Harley Smith, wrestler, suffered a fractured collar bone during match at Union, Neb. Mr. and Mrs. Elmer Myers, of the Gollmer Circus, joined in Central City, Neb. July 29, he as tickle and the other a shooting turn in the concert. J. McConnell joined the advance car in Central City.

Charles Harris joined the Robbins show at Orlesley Center, Neb. . . Kid Carter, boxer, joined the Spauld circus at Danbury, Conn. . . assistant to Tommy Muller, boxer and wrestler. Carter was with Muller on the Apollo show in 1921. . . Bayville Brothers left the Honest Bill Show to play 10 weeks of fair bookings. . . J. J. Bingham, for many years bandmaster with the Purple-patch-Bella Bros.' show and the Ringling Bros. Circus, is the director of the Municipal Band in Pittsburgh, Kan.

Bella-Photo Circus won a victory in a clash with Norfolk (Va.) fair officials over legislation governing advertising a circus 30 days prior to the fair. The circus was allowed to advertise and bill the town despite the ruling. . . The Aldrich, ticket seller, and Tillie Maty were married August 6 at the City Hall in St. Louis. . . The Aldrich and the Coker light-wire and iron-jaw act with the Hobbs-Morfin Circus, and Florida Matilla, of the Lucky Sixteen, iron-jaw act with the same show, were married August 7 in Chicago, Ill. . . Va. . . Albert Hickey, owner of Hickey's Comedy Show, died July 24 at his home in London, Eng. . . He was the son of James Hickey, also well known in circuses. He was once featured on the Barnum & Bailey Circus as manager, and as a member of the Roland Troupe of riders.

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Frolexland Is Prepped By Conklin

TORONTO, Aug. 12.—General manager of the Canadian National Exhibition's Frolexland, J. W. (Pat) Conklin, arrived in Toronto today, accompanied by George Bischoff, front builder and designer, and immediately began laying out the 1939 amusement. By Thursday night five tops were in the air and several new fronts were completed and started in the Collins season. Conklin's Manager Conklin will present 35 pay attractions, including Snyder's Watering Show, Miner's Midlets, managed by Mrs. Ida Rose; Minaky's Oriental Polka; Myrtle Temple, Ralph Boldie; Back to Nature, Shirley Lyman; Jack Boala's Round-up; Land of Dance Artists and Models; White Woods; Seminoe Indian Village; Harry-Ce-Round; Cotopaxi; Dardanis Africa; Trip to Mars; Over the Rapids and Bone, Harry Hillon; Rocket Ride and Rail-or-Flyer. Kiddy section will have 14 rides, including three new ones. Maya Tropical Exhibit, presented by Oatschi Entertainment, International Building. Dance Casino will be air conditioned under canvas with a 100 by 200-foot FROLEXLAND on page 31.

Attendance Mark Set by Pa. Annual

SELINGSGROVE, Pa., Aug. 12.—Estimated attendance of 121,000 set a record for Selingsgrove Night Fair and Carnival and in preparing a new law. Midway refused somewhat due to expense incident on preparing a new law. Midway was good, especially on Saturday, when receipts exceeded any previous night in the fair's seven-year history.

Pay sets were Prejay Higgins, High Over, Aldora, Settlers, Three Bicycles, aerial gymnasts, and Connelly and Betty comedy chair and table. Shows included Mrs. Broadway, Mrs. Feathers, Mrs. Rose Marie and John Stead, singers; Steve Graham, Polka and Minerva Show, Mrs. Mamma Miller, Joe Hillon's Athlete Show, Willie's Slide Show; Orest Pa. horse, Valley City and Country Gentlemen and Hoffman's Monkey Circus and Arcade.

Bathhouse's rides were on the midway (See KIDNEY DRAW on page 35)

Hamid in Russell Tribe

LEWISTOWN, Pa., Aug. 12.—City officials, fair executives, townspooples and showfolk joined in memorial services on July 31 for the late Samuel B. Russell, founder and secretary, who died last winter. George A. Hamid, president of the financial and operation responsibility of the fair after Russell's passing, paid his respects to the late founder, who was a man "who had his heart and soul in the Mittin County fair and sacrificed himself for the county and the Pennsylvania State Association of County Fairs."

VALDIE, Tex.—Charter was granted Southwest Texas Live Stock and Agricultural Exposition, with headquarters here, which begins on August 25. George C. Jolley and Joseph W. Watson.

Solution to Dull Moments

By William H. Finkle

Watch for This in the Fall Special No. of The Billboard

Dated August 26



FRANK J. CLAYPOOL, Muncie, Ind., whose death on August 7 ended more than 25 years of service to the field of fairs. He came from a family which had been interested in fairs more than 50 years. He was an incumbent member of Indiana State Fair board, a former president of the body, former president and secretary of Indiana Association of County and District Fairs and former head for many years of Muncie Fair. Harness racing was one of his hobbies. Details in the Final Curtain in this issue.

Better Draw Made By Mifflin County

LEWISTOWN, Pa., Aug. 12.—Aided by ideal weather, Mifflin County Fair on July 31-August 5 was one of the most successful staged here, reports Harry E. LaFevre, secretary of New Jersey State Fair and assistant to George A. Hamid, director. Paid attendance Hry Priddy was \$7,822, an increase over last year's, with grand-stand show drawing \$2,301. An innovation was an advance sale, which disposed of more than 8,000 tickets. General admission was raised from 25 to 35 cents for adults and admission for children was raised from (See BETTER DRAW on page 35)

Young Attaches Act's Salary

CHICAGO, Aug. 12.—Ernie Young, Theatrical Agency, filed a salary attachment this week against the Dixi Antelope, a foreign jet playing a Baltimore vaudehouse. Young states that he had signed the Antelope to a seven-week pay-play contract at \$600 a week to play fairs. He says they notified him recently that they were selling the Dixi Antelope September 19 and could not play the time contracted.

In Front of Grand Stands

AFTER playing in Bolon, Ia., Roberts and Co., magicians, went to Pulaski (Tenn.) Dairy Festival and Fair, August 16-18.

FOR 19th annual Adams County Free Fair, Hastings, Neb., Wils Barn Dance, Graham's Western Riders and fireworks will be contracted.

KLEIN'S Attractions will furnish acts for West Alexander (Pa.) Fair, to include Arnold's Burghard Phonic; Curran and Crowley, comedy acrobats, and Barney Aronson, tight wire.

ATTRACTIONS at Berlin Fair, Maine, Meib., booked by Qua Fun Agency, will include Quo Fun Jubilee Revue, Boone County Jubilee and Pine Ridge Polka Fairs, says Mrs. Harvey E. Watson, secretary.

KENFIO Valley Barn Dance did equity business at Muncie (Ind.) Fair on August 12. Kenfio's secretary, General Manager Bill McCloskey, Cincinnati, Barn Dance troupe did not play Richland County, Va., fair, August 15-20, as was erroneously reported.

GREAT ROCKEF, averted, reports his season of fairs started on August 9 and that he is booked thru November 2. He

Regina, with Increased Gate, Will Mark Up a Good Surplus; Class A Members Attend Meet

REGINA, Sask., Aug. 12.—With attendance reported at 119,758, an increase of 4,500 over last year's, Regina Provincial fair on July 31-August 5 will assure a good surplus, officials said. Grand-stand attendance was given as 50,000, an increase over last year's of 300. Live-stock entries were up 23 per cent.

On the opener, Children's Day, cut gate and grand-stand figures below those of last year's but daily increases were shown reports the week. Early midway business better than last year's, was an early report from Carl J. Sed-

may, general manager of the Royal Amusement Shows, and president of the Amusement Corp. of America, of which the show is a unit.

Visitors included Mrs. Johnny J. Jones, Johnny J. Jones Jr. and J. C. (Tommy) Thomas, general representative of the Johnny J. Jones Exposition; Gardner Wilson, press representative of Hingham-Burying Circus, Mt. Vernon, of Barnes-Carruthers Fair Booking Association.

Overays of five bicycles on opening night and an automobile on each of following nights apparently helped grand-stand attendance. Before the grand stand also were Royal Canadian Mounted (See REGINA, WITH on page 31)

Great Falls Claims Record Advance Sale

GREAT FALLS, Mont., Aug. 12.—Believed to be a record never equaled by an annual of its type, North Montana State Fair opened here on Monday with an advance sale of 125,000 tickets almost half as large as the total ticket sales last year, when the fair management had a record of 225,000 in the nation in attendance. Last year's total from general admissions was \$100,000, an advance sale Monday afternoon was \$26,421.50. A sale of strip tickets, five for \$1, each ticket sold for 20 cents. The advance sale, which cut 50 cents after the fair's gates opened, brought the advance buying.

DePue Praises B-C Revue

CHICAGO, Aug. 12.—M. H. Barnes, president of the Barnes-Carruthers Fair Booking Association, received a wire on Friday from Harold P. DePue, manager of the Barnes-Carruthers Fair, Great Falls, stating that the Barnes-Carruthers show was the best grand-stand attraction he had seen in 12 years. Barnes said the first four days, said DePue, were equal to the entire six days' admission.

Ky. Annual To Be Revived

LEXINGTON, Ky., Aug. 12.—Miss Grace Fair here is to be revived under new management after a lapse of several years, reports Morris Miller, manager of Miller Bros. Shows, booked at midway attraction. Press acts and fireworks have been booked by secretary Raymond Gentry, and several buildings have been erected at cost of \$105,000. Fair will start on August 15, with seven days scheduled daily. Premium and race purses will amount to about \$60,000.

Carion Babe LaMont, mistress of ceremonies and press representative, and Kenny Bird, former burlesque comedian, at rigging man.

CART OF George A. Hamid's Winter-garden Revue, which played Booneville, Tenn., Lynch's Aug. 12, included Johnny Whitaker, emcee; Ruth Richmond, prima donna; Thelma Curren, comedienne; and Harry Top O'Kirk, rumbolling; Gregory Raymond, novelty musician; Frying Comets and chorus.

SECRETARY Frank H. Kingman, Brockton (Mass.) Fair, has contracted J. Y. C. Attractions, Cincinnati, to include Johnny Whitaker, emcee; Ruth Richmond, prima donna; Thelma Curren, comedienne; and Harry Top O'Kirk, rumbolling; Gregory Raymond, novelty musician; Frying Comets and chorus.

HARKER 'NOCES' CIRQUE, under management of Bill Noonberg, has been a big draw at fairs played so far this season, said advance agent J. C. DePue, of the Quo Fun Jubilee Revue, Boone County Jubilee and Pine Ridge Polka Fairs, says Mrs. Harvey E. Watson, secretary.

TWO NOVELLOS, long with Hingham-Burying circus, in Herring, Long Island Falls of the New York World's Fair to open their season of fairs, which begins on August 25. Act, balancing ability and trained crew, appeared in the Village Green of Herring England eleven weeks.

Iowa State Books Four Name Bands

DES MOINES, Aug. 12.—Iowa State Fair here is expecting increased attendance as a result of booking four name bands to appear for standing in long-long tent. Bookings mark the first time the fair has contracted name bands which will augment its large grand-stand program and array of free acts.

First to appear will be Don Bestler, booked for two nights; Cliff Williams, two nights; Alby Lyman, one night; and Paul Whitehead, for final three nights. An array of auto racing has been added, making three in all. Horse-race program, with \$8,000 in purses, has been cut from four to three days. Two Thrill Days have been scheduled, featuring Jimmie Lynch and Dick Grasso.

Northern Wisconsin Shows Upturn in 1939 Attendance

CHIPPEWA FALLS, Wis., Aug. 12.—Despite some rain and threatening weather, Northern Wisconsin District Fair here on August 1-6 had best attendance in several years. Grand-stand attraction the first five days was the revue, America's Songs, which was raised out of the first night. Concluding the grand-stand show was the WLS National Barn Dance Company.

Capt. Earl Barrow, free act, sustained a cracked collar bone on August 2 when wind carried him during his multi-ballet association into electric wire before clearing the grand stand, and a fractured jaw was sustained by Carl Doran, motorcycle racer, when struck by a mailer during an auto polo game.

GREENVILLE, Miss.—Latty Pryor, Dingwood, was elected president of the Greenville Fair and Association when it was permanently chartered and organized. Gus Blanchard, Shelby, vice-president; and Crosby, Greenville, secretary-treasurer.

Improved California State Expects Tilt in Attendance

SACRAMENTO, Calif., Aug. 12.—Officials of California State Fair here are expecting increased attendance at the 150th annual as a result of expenditure of about \$1,000,000 in new buildings and ground improvements and changes in operating policies. Principal structural addition is a 4-R Club building. For the first time in years, an upper level will be added on the grounds, permit to conduct a cocktail lounge having been issued at the July meeting of directors.

Secretary-Manager Robert H. Mueckler and the publicity staff, headed by Kenneth Imaker, are mounting a heavy advance publicity campaign, utilizing billboards, quarter cards, pamphlets and other mass mediums. Extensive night-stand show and fireworks have been booked. Afternoon program will include feature brass and marching bands. Stewart Mays, appointed by Governor Olson, is new chairman of the board of directors.

Waynesburg Draws Heavily With Program of Free Acts

WAYNEBURG, Pa., Aug. 12.—Playing up free acts schedule, 28th annual Waynesburg Fair closed its most successful season in its 100th year on August 10. Crowds were largest in several years and with exception of the 1918 exhibit, when the weather was ideal, free acts were Great Peters, Bertie Willis' Dutchmen, Arthur Miller and his Potshogboys, with Patsey Belle singer.

Racing program was better than anticipated. The earliness of the fair provided a large number of agricultural groups, livestock exhibit was of exceptional quality, the not the largest ever held here. New feature was a coon-dog dog trial.

Budget Bigger in Memphis

MEMPHIS, Aug. 12.—Directors of Mid-South Fair here approved a budget of \$73,240 for 1939, an increase of \$4,000 in 1938. The 1939 annual expenditure over last year's, President Raymond Sumner said, sum of \$11,565 is set up for the 1939 season. Increase would have been much larger except that last year's acts were expanded by a large sum for business and pleasure. Directors approved plans for a new building for county junior live stock. Practically all new shows have been booked, including Frank Orout, show chairman. H. L. McGeorge was elected a director, succeeding the late Dr. G. W. Polk. A rodeo will be featured.

Lawrenceburg, Ind., Fights Bad Weather to Even Break

LAWRENCEBURG, Ind., Aug. 12.—A big early start enabled Dearborn County Fair here on July 24-29, operated by the American Legion Post, to break even in the face of a rainout on the last two days, said Secretary Leonard H. Hays. Directors night-stand attendance was breaking records.

Paul Baum's Circus and Red Devil Drivers presented changes of program before the grand stand, making a show with circus and pulling. The Thrill Show Saturday night, despite a mucky track, to an overflow stand. Prize fights and racing program were canceled. Displays were presented by Cincinnati Fireworks Co.

Rhode Island State Preps

KINGSTON, R. I., Aug. 12.—Reorganizing Rhode Island State Fair here is preparing for the 1939 annual work on grounds has been under way for the past two months. Hosts of last September's hurricane have been removed and the large building formerly housing the show has been repaired and will be used by 4-R Clubs. Manager A. N. Puckham is carrying on an extensive advertising campaign. Rodeo, horse races is being enlarged.

Annual TAF Meeting Is Set

DALLAS, Aug. 12.—Officials of Texas Association of Fairs announced that the 1940 annual meeting will be held in the Adolphus Hotel here on September 3-5. Chas. L. Foy, president of the Dallas County Fair, Denton, is program chairman.

Shows Pull at Thief River

THIEF RIVER FALLS, Minn., Aug. 12.—Fennings County's first attempt on July 21-August 6 at a five-day fair proved highly successful, grand stand being packed each night for Ernie Young's Feller Interests. On Tuesday rain interrupted and Wednesday a hot high wind swept the grounds. Good crops resulted in fiver spending there several years. Fairly a Little Shows were on the midway, special days, featuring nearly 4000 people. Special delegations headed by packed. Flash Williams' thrill show backed the grand stand on closing afternoon.

FROELAND

(Continued from page 32)
foot floor having capacity of 7,500. The Arlo Shaw, Tommy Dorsey, Guy Lombardo, Glen Gray and Benny Goodman bands have been booked.

New lighting pylons are being installed throughout grounds and several old buildings have been repainted inside and out, including the press building. General Manager Edwood Hughes is optimistic over 1939 attendance prospects because of the positive increase in inquiries over last year. Practically all exhibit space had been taken by June.

The poster program will be presented on a 1,500-foot stage in front of the grand stand by 1,500 people. Director of publicity Fred Wilson said special writers and radio continuity men have been employed and the new evening publicity. Advertising appropriation has been increased 14 per cent. The poster program, which broadcast direct from the grounds, programs going out over a Coast-to-Coast network, WGN, W. J. Conklin and Jack James left Vancouver Tuesday by plane and arrived here Friday.

REGINA, WITH—

(Continued from page 32)
Police ride and Saskatchewan farmer radio talent search elimination contests.

No Changes in Loop

Tentative 1940 dates were set at a meeting of Western Canada Association of Exhibitions on August 4. Regina directors are making no changes in the plan that Regina Exhibition should follow Brandon Exhibition and thus be second in the circuit, but Calgary directors objected because its Stampede dates are always held in with rodeo dates in the morning could not be changed conveniently.

Attending the meeting were: Calgary, J. C. Yule, grand director of exhibition; E. L. Richardson, general manager; A. H. McGuire, N. J. Christie, C. M. Harkin, Edmonton; Fred Goop, president; Percy W. Abbott, managing director; Saskatoon, A. F. Munroe, president; Ed W. Johns, secretary-manager; J. H. Warren; J. A. Dalt, president of the association; and A. M. McIntyre, Brandon. Directors: J. E. Battie, manager; A. C. Buckingham, W. A. Cameron, J. S. Laughlin, W. W. Kahlweil, Regina; Kate Andre, president; Don S. Ederkin, manager; Walter McIntosh, J. F. Lumley, James Grassick, Fred Johnson, Calgary.

BETTER DRAW

(Continued from page 32)
10 to each. Charge of 25 cents was made for auto.

Art Leves Show on the midway drew thrills and did good business. Lucky Teter's Hell Drivers were special grandstand attraction on Wednesday, and racing ground for the same day in 1938, and repeated Friday afternoon. Night review, George A. Hamlin's Fantasies of 1938, a musical comedy, attracted more than 100,000 people. Chat included: Canning Company, Laddie LaRue, Karamazov Troupe, Laddie LaRue, DeCosta and Lenore, Bobby Whaling and Bob Foy's emcee. Longman played the show. Added attraction was played the show. Added attraction was playing the show. Added attraction was playing the show.

Three times usual grandstand crowds were reported for Urbans (O.) Fair on August 9 and 10 and the rodeo unit with Fairy Taylor's stock went to Portland (Ind.) Fair and the circus unit to Wilmington (O.) Fair. Milton (Mich.) Fair was played on August 11 and 12, with Zanoville (O.) Fair to follow on August 14 and 15.

ATTENDANCE MARK

(Continued from page 32)
and sponsor (In.) Fair, Detroit, Charles Agus, front center; Sam Wilmer, manager; E. J. Evans, pitch-tilt-you-see; John Leonard and J. J. Magagnola, Evans, shooting gallery; B. E. Feltshoff and John Baker, drinks; Freeman Poeler,

BILL BLOMBERG PRESENTS BARKER BROTHERS CIRCUS AND RODEO

35 PEOPLE—10 TRUCKS—88 ANIMALS

INDIANS, COWBOYS, COWGIRLS, ROYAL COSSACKS, CIRCUS ACTS, BUCKING HORSES, STEERS, RIDING ACTS, TRICK RIDERS, TRAPEZE ACTS, A COMPLETE TWO-HOUR SHOW, STREET PARADE.

NOTE! This show carries entire tented equipment, stables, calliope and makes a beautiful appearance on your infield . . .

FAIRS! Have a few more open dates. Open August 26 to 29, Michigan territory. Also September 17 to September 27, Illinois, Tennessee, Arkansas territory. Also October 16 and later, Southern dates . . .

Pres. Triplett, Osgood, Ind., Fair, says: Best in 20 years. Secy. Yoder, Urbana, O., Fair, Faint over played. "Play this show and triple your receipts."

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SOME TIME OPEN DURING SEPTEMBER, OCTOBER THE FOUR SENSATIONAL STARS

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

EDDIE VIERA 1940 dates, Cincinnati, O.

RHODE ISLAND STATE FAIR

6 DAYS	SUPPORTED BY STATE	6 DAYS
6 NIGHTS	APPROPRIATION AND ONLY AGRICULTURAL AND INDUSTRIAL FAIR IN THE STATE OF RHODE ISLAND	6 NIGHTS
	AUG. 30 thru SEPT. 4, 1939	

Ideal Location. Center of Thickest Populated Area in the Nation. We have decided not to contract a carnival—we are putting in Independent Bands, Shows, Luge, and a variety of other attractions. Address or write to: A. N. PECKHAM, Manager, Kingston, R. I.

WANTED ACTS

ANIMAL ACTS, ROYALTY ACTS AND SENSATIONAL ACTS FOR FREE ATTRIBUTES. Animal Litteries, Full Descriptions of Acts, Salary, the WASHINGTON PARISH FINE FAIR Fair Gate, Free Insurance, Full Descriptions of Acts, Salary, the FRANKLINTON, ILL., OCTOBER 11-12-13-14 Address: W. J. WILLOUGHBY, Mgr., Box 1165, Bephtala, La.

dent game; Wagnellner, Wentzel and Wynn, pop corn; Joe Ogella, novelties; W. H. Heam, ice cream; Johnny Howe and Alfred Sparrow, palatistry; Jack Cullinan, auction; D. Welch, jewelry; Tom Tracy, hoop-la; Temple and Ehrlich, penny-pitch, and Heintzelman, balloon game.

GRAND STANDS

(Continued from page 32)
night. Three times usual grandstand crowds were reported for Urbans (O.) Fair on August 9 and 10 and the rodeo unit with Fairy Taylor's stock went to Portland (Ind.) Fair and the circus unit to Wilmington (O.) Fair. Milton (Mich.) Fair was played on August 11 and 12, with Zanoville (O.) Fair to follow on August 14 and 15.

WE FURNISH BETTER ACTS FOR LESS
Large and Small Shows, Best and Sensational Acts, Double Exhibits, Attractions, Bands, Sides, Sideline Amusement Service, Sideline Elmont Amusement Service, St. Louis, Mo.
Kaaka, Elmer Wagnellner, clarinet; Tom Bussey, clarinet; Carl Fry, Stan Hemphill, Douglas Hoffman, saxophones; Ralph Perry, Elmer Simlar, Dittus, Clarence Hoyt, Jack Donahue, M. F. McDermond, Horst Frank Isaacson, B. Carter, horn-tones; Emil Molina, J. Robert Forbes, C. Burmeister, trombone; Phil Peters and E. H. (Tommy) Heintzelman, drums.

COVINGTON FREE FAIR

COVINGTON, IND., August 26 to September 2. WANTS Shows and Concessions. Gooding's Rides Booked. Address GEO. P. SCHWIN.

Rain Mars Clark Combo's Opening At Murrefresboro

MURREFRESBORO, Tenn., Aug. 12.—Recently formed I. J. Clark Combined Musical Combo, of Clarksville, Tenn., opened its first show last night, under American Legion Post auspices, to rain and poor business. Reported by Robert Doepker, Murrefresboro being used by the new organization has been leased by Manager T. J. Clark from the former Hubert L. Kline Showers.

In addition to Manager Clark, staff includes Whitley Gerald, general agent; Mrs. Gerald, business manager; Heberich, legal adjuster; Buster Call, secretary; Mrs. I. J. Clark, treasurer; Tom Hamilton, pianist, and Art Pettit, radio experimenter and electrician. Manager Clark plans to play one more spot in Tennessee before going into Georgia for fair dates.

Zeiger Folk Frolic At 4th Annual Picnic

MIRROULA, Mont., Aug. 12.—Annual picnic for members of the Zeiger Folk Frolic was held at Greenough Park here on August 6 and proved highly successful. Joe Blinn was awarded the grand prize, with winners in other events as follows: Walter Morgan, guessing beans in jar; Robert Zeiger, guessing eggs in basket; A. Trout and Penny Wilson, footpuck hunt; A. L. Brannard, shoe race; Richard Lampe, potato race; and Hugh Warren, standing broad jump. Luncheon was served at noon, cafeteria style.

Winners in other events were: Mrs. and Mr. B. E. Hughes, Mr. and Mrs. Dime Wilson, Mr. and Mrs. E. A. Tignor, Mr. and Mrs. Frank Hildebrand, and Carlton Lawrence, Mr. and Mrs. O. E. Wilson, Mr. and Mrs. Frank Howard, Mrs. B. E. Gillenwaters, Mr. and Mrs. Mack Schuler, Mr. and Mrs. Ralph Scher, Mr. and Mrs. E. A. Trout and Mrs. Bill, Mr. and Mrs. Perry Davis, Mr. and Mrs. Clark Martin, Mr. and Mrs. Eddie Shivers, Mr. and Mrs. O. E. Montgomery, O. O. Hutchinson, Mrs. Frank Duino, Richard Lampe, Hugh Warren, W. H. Dayton, Edward O'Connor, Julius Orsbrant, A. B. Buck-Edward Carver, Ray Wilson, Linwood Johnson, Earl Speer, Violet Dixon, Betty Fleming, Sheila Phillips, Harry Smith. (See ZEIGER FOLK on page 10.)

Mary Gordon Is Injured In Fall at Lenoir, N. C.

CHARLOTTE, N. C., Aug. 12.—Mary Gordon, 24-year-old trapeze performer with Eric B. Hyde Shows, is in serious condition in Charlotte hospital as a result of a 40-foot fall just before her performance in Lenoir, N. C., Monday night. She sustained a fracture of the spine, two broken vertebrae, causing complete paralysis from the waist down. Her mother, Mrs. M. J. Gordon, arriving at the scene with a fellow performer, Grace Darling, slipped on wet rigging. The fall occurred at the height of Frank H. Cushing and Buddy Dunn, male members of the troupe. It is believed the fall would have been fatal. When Cushing as the girls climbed the pole, the man realized what was about to happen and rushed to the foot of the pole in an attempt to catch her and break the fall. Cushing was knocked unconscious by the blow to the fall, the accident was reported. Miss Gordon was treated at a Lenoir hospital and later was brought here, where she remains in a hospital, who described her condition as "very serious."

Unusual Applications of Sound Systems

By Harry Puro

Watch for This in the

Fall Special No.

of The Billboard

Dated August 26

Heller in Blowdown At Roebling, N. J.

ROEBLING, N. J., Aug. 12.—Heller Amuse Show, which closed here last Saturday was marred by a blowdown on August 9, which did considerable damage to the show and caused loss of one night, reported Manager Harry N. Heller. All regular Friday night shows, and shows closed to highly satisfactory act, joined in West Chester, Pa., and was popular, as was the Heller Amuse Show, which was managed by Billy Heller and Kotch Brothers. Personal remains almost the same as last year. The show is now making preparations for the fall, which get under way late this month.

Galler's New Unit Chalks Fair Start; Line-Up Announced

PHILADELPHIA, Miss., Aug. 12.—Golden States Shows, recently organized No. 2 unit of General Manager J. J. Galler, opened its first show at Neshoba County Fair here Saturday night to fairgoers who were highly complimentary to previous years for the fair, reports Key Chalk, Harris, Hoo, Thursday. All members of the Chamber of Commerce of Meridian, Miss., visiting, proved the best day. Chamber of Commerce of Jackson, Miss., visited on Wednesday, bringing the Roman Cowboys from sixtion Chalk, Harris, Hoo, Thursday. All visitors included General Manager Joe Galler and his nephew, Charles Savage, and Mrs. W. H. Sanford, fair secretary, co-operated.

Line-up includes J. A. Grantch, manager; M. G. DeLoach, promoter; Key Chalk Harris, carpenter and pop-corn stand; Sammie O'Hara, electrician. Bands: M. G. DeLoach, M. G. LaPerle and Pinky Maddock; Chairplane, J. W. Western; Kiddie Ride, Fletcher Hester; M. G. DeLoach, M. G. LaPerle (Wimpy) Wilston; Moutain Lighter, photo; June Lighter, cotton candy; M. G. DeLoach, M. G. LaPerle; M. G. LaPerle, fishpond; Pearl Johnson, ball game; Mr. and Mrs. E. A. (Banan) Frank, one each; E. A. (Banan) Frank, one each. (See GALLER'S NEW on page 45)

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Eric, Pa., Date Good For Hutchens' Museum

PAINEVILLE, O., Aug. 12.—Following a stand in Erie, Pa., where it chalked one of its best weeks in many years, Hutchens' Museum, Erie, Pa., was encountered near and poor business here on Monday and Tuesday. Allen Aiken purchased a new truck from the Ohio T. Hutchens took delivery on a new line of banners. Equipment has been purchased and all are awaiting opening of falls.

Mrs. J. B. Brass had her baggage checked in and she was waiting for someone to broke into her car while she and her daughters were attending a party. She was in the car on Sunday to spend a few days on the unit with her husband.

AFA and Fairs

Fair organizers throughout the country have received letters from Paul Sander, organizer for the carnival division of the American Federation of Actors, asking them to book only carnivals which have signed with the AFA and stating that if "unfair" carnivals are booked "all legal means" will be used to prevent them from playing.

Sander's statement was taken by many secretaries to mean that any fair using a carnival not signed with the AFA would be picketed. Sander, questioned by a representative of The Billboard, stated that in spots where it was felt the union was sufficiently strong, carnivals on the "unfair" list would be picketed. Inference gathered from the letter is that any carnival not affiliated with AFA would be considered "unfair" which would place more than 95 per cent of the carnivals on the "unfair" list.

However, in a form letter sent to city officials and others throughout the country on carnivals are specifically mentioned as being "unfair." Of them the letter states: "These shows have been the spearhead for every assault on labor. They have refused their workers the right to organize. . . Do not sponsor any carnival without the union."

A number of fair men have expressed the opinion that unionization is a problem for the union and carnivals and that they think it is unfair to hold the union in any way over the carnival. They think if he had written the fair that unless they played carnivals signed with the AFA they would be picketed, his answer was evasive. On the question of organizing the employees of the carnival division, Sander admitted that he had written the union that it would be impossible to go to the employees direct and organize them. It is not thought likely that any fair will be picketed.

Wires of Grief Pour Out After Hennies' Death

GREAT FALLS, Mont., Aug. 12.—Death of Orville W. Hennies, associate head of Hennies Bros. Shows, as he was stricken here with a heart attack at 10 a.m. on Tuesday shocked outdoor showmen and sent up to Thursday hundreds of telegrams of condolence had come from all parts of the nation. The funeral was at North Montana State Fair here, and his brother-in-law, Harry W. Hennies, was nominated from Denver.

Mrs. Daley Hennies, mother of the brothers, flew here from Denver with Harry and Mrs. Rose Hennies and Harry's personal physician, Dr. H. F. Herrington, who had been treating Harry for a heart ailment. The family and friends accompanied the party and aided in funeral arrangements.

After brief rites in the W. H. George Chapel here Thursday morning the body was taken to Kansas City, Mo., for final services today in rooms of the Heart of America Showmen's Club. Members of the Harrow-Curry Shows stand-stand show at the fair attended services here, and Fred H. Kressman, manager of the unit, sent many short notices to the chapel.

Messages came from heads of rival shows, show editors and publishers and officials of fairs and expositions. A final tribute from those who worked with and for him was given Thursday night at 10 o'clock when all midway lights were switched out and for one hour there was absolute silence throughout the fair.

Wallace Showfolk Hurt

NORTONVILLE, Ky., Aug. 12.—Mr. and Mrs. Alva Frank, corn-game operators with Wallace Bros. Shows, were injured here Sunday night when one of the tires on their car blew out, causing it to skid and overturn. Frank and Mrs. Walter B. Fox, passengers in the car, were bruised and shaken up. Mrs. Fox also sustained knee injuries. All were treated by a local physician before proceeding to Hopkinsville, Ky., where the car was repaired this week. The truck's new trailer was demolished.

Clark in Reno Hospital

RENO, Nev., Aug. 12.—Arenie B. Clark, owner of Clark's Greater Shows, is still in St. Mary's Hospital here suffering from brain and internal injuries sustained on July 30 when a car in which he was riding overturned. Physicians report he remains here for about another month.



ORVILLE W. HENNIES, co-owner of Hennies Bros. Shows, as he appeared less than 24 hours before his death on August 9 at North Montana State Fair, Great Falls, he posed for Al Raymond, of The Great Falls Tribune, to demonstrate how a "real trailer" would perform.

Storm Damages Strates' Tops in Lockport, N. Y.

LOCKPORT, N. Y., Aug. 12.—A violent wind and rain storm which struck Niagara County Fair grounds here Tuesday night blew down several tops of the Strates Shows on the midway. Duke Show top was torn to shreds and damage was estimated at \$500 by owner James R. Strates.

Rain and wind also damaged stock in several concession tops when shaves gave way. Quick efficient work on the part of the show's employees saved the midway from further damage.

R. & C. Scores in Elkhart Mrs. Shelley Given Shower

ELKHART, Ind., Aug. 12.—After getting off to a poor opening here on July 21, R. & C. Scores' show closed on Wednesday. Rubin & Cherry Exposition played to good results the latter part of the week and continued the stand on August 6 to satisfactory business under Elkhart Building and Trades Council auspices. A new line of premiums at the new lot situated on Durand road, three miles from the city limits. Location was a good one, but lot was small and parking space a problem. Organization came here from Racine. (See R. & C. SCORES on page 49)

New Series of Legal Opinions

In the next issue will appear the 10th of a new series of legal opinions. It will be titled New Amusement Contr'act Law. One of these articles appears in the last issue of each month. The author, Leo P. Parker, is a well-known writer and lawyer.

ONE OF THE HIGHLIGHTS OF the present tour of Dodson's World's Fair Shows has been the success of Lenoir, N. C., and promoter on Gay Puro, all-union show. In her first year as a union head of her own show, she has been a constant all-top-money petitioner against some roughly tough opposition. She is now in the position of a national director of Dodson American Legion Post Concert Band. Photo by Ray B. Jones.

Pellon. Guests included Irene Brooks, Mr. and Mrs. Clio Quina, Margaret Lowden, Carl O'Mar and Tinker Quila.

COLORFUL MINISTRIES on Cumberland Valley Shows, under direction of William F. Coates, include the Howard Williams, band leader; Dick Nelson, comic; Blithy Conzales, talker; Mrs. M. E. M. Morris, girl, and Thomas H. Smith, musician.

HAVING CLOSED with the E. Hyde Show, Mr. and Mrs. Jack (Fritz) Barton are with Max Gruber's World's Exposition Shows, where Fritz occupied the position of trainmaster. Mrs. Barton plans a vacation before starting the fair tour. This is their sixth season with Gruber.

The average committee is impressed of course, by nose and shrimon but have a feeling that it is a hard week's job.

"While passing thru Emporia, Kan., recently, I saw Madam E. Rose Ellis closing her poultry stand," recalls Frank Macka. "She's working from her trailer, which she purchased recently but has added new business and lighting fixtures."

"MET the newtwos, Mr. and Mrs. Leo M. Histry, here recently," writes Louis Brown from Washington, D. C. "They came to the front of the Histry, while Histry is owner-manager of the Histry Gay Way Shows and formerly operated Cumberland Valley and Orange State shows."

HAVING CLOSED with the B. & V. Show, Princess Nadja has her French Circus on the Heller Acme Shows. Rosebud includes Marie, Dumbah, Toot, Viola and Kitty Gordon. Frank Turner handles the front. Unit, preparing for southern fairs, has added new drops and costumes.

REPLYING to Francis J. Bligh's recent query as to what had become of such old printers as H. L. (Sweeney) Bush, says William G. J. Page Exposition Shows. Bush writes that Davis died last year. Bush is handling the front of the Circus Red Show in Dallas.

SUGGESTION for those going for a manager who makes those "vee'd jumps" across blue states: "I've Been Working for the Railroads."

"SOME WEEKS ago in one of our show letters we erred in reporting as to who built the Variety Circus on the shows," writes William H. Whitmore, secretary of Bantley's All-American Shows. "To set the record right, the front was planned by Bantley and built by Frank Strand. Some painting was done by artist Glenn Kishka."

OFFICIAL STAFF of Rocky Mountain Amusement Co., which played Duluth, Wis., recently include: J. J. (Fitz) General manager; Allen Lippe, banners and advance; Jack Lippe, secretary. Others on the staff are: Bill (Fitz) Winter gallery; Glenn Sommer, lead gallery; C. W. Brock, cookhouse; Carl Sampson, Ten-Cub entertainment; room; chaperone.

"All showmen to showmen," writes a Duluth showman, "never sling mud in his face; it may splash and hit you in your own."

BABY RUTH PONTICO, fat woman on the Royal American Shows, says she had a bad cold. (Back.) Star-Sherman when shows were there by collecting a bed for 17-year-old sister who was ill. She is 10 feet in length, built especially as an office for John H. Marks, owner-manager. With entertainment, room, chaperone, and leather; plenty of space for Nick Spick, secretary-auditor; insurance; and a lot of other things. One of the office wagons is being rebuilt in modernistic trend as headquarters for Management Men, by Bill (Fitz) Winter and Press Agent Walter D. Nealand.

Or Badminten Court?

While Marks Show trouper were admiring the new office wagon on which Designer Graywood and Master W. W. Sims are applying the finishing touches in Martins Ferry, O., Al Palmer, manager of the Kravy Krazy Show, is in the "chaperone and mingling pool." New wagon is one of the most palatial ever built and cost more than \$1,000. It is 10 feet in length, built especially as an office for John H. Marks, owner-manager. With entertainment, room, chaperone, and leather; plenty of space for Nick Spick, secretary-auditor; insurance; and a lot of other things. One of the office wagons is being rebuilt in modernistic trend as headquarters for Management Men, by Bill (Fitz) Winter and Press Agent Walter D. Nealand.

the Battiford (Bask.) mental hospital. She also purchased other articles of furniture made by the patients.

M. R. NUTTIN, general agent of the Conkila Shows, arrives from Toronto; "Owner J. W. (Fritz) Conkila has a large staff and crews working on fronts for the Canadian National Exhibition here. Frank Conkila returned to the shows recently and I'm handling five fair dates which opened in St. Hyacinthe on August 5.

F. W. PRATT, The Billboard agent on Fassel's United Shows, was tendered a dinner in the Midway Coffee Shop by Manager George Hestman during the stand in Centerville, Ia., in celebration of Frats's birthday anniversary. Personal presents from Frats with gifts and flowers, and music was furnished by the Belmont Colored Orchestra.

SEVERAL changes have been effected in personnel of the San Lawrence Shows. M. H. Morris, who resigned as manager, will be succeeded soon. Mr. and Mrs. E. M. McIntyre, formerly with W. O. Kana Shows, and children, joined with their cookhouse, roster of which includes George Speedy, waiter; Bill Richardson, griddle; and Charles Kautak, kitchen.

THE BOSS had a long conversation with some men in the office wagon but, as he sent me on an errand, I could not find out just what it was all about.—Leo Steeg.

good results in New Haven, Ind., but cold and rain prevailed in Hoagland, Ind. Letter dated was taken off streets this year in favor of a lot, but sponsors plan to return it to streets next season. Jack Lenton and Johnny, who have been with the shows several weeks, report high results with their long-range shooting gallery.

A TALKER on the Royal American Shows at Rock Creek got more than he bargained for when he called a younger one the holly to help him. No sooner had he begun reading the platform than the title led him to cry, "That's my brother up there," he sobbed. The talker called him a fool. But the same thing happened to some more well four brothers were up on the platform. And the speaker was stuck for four more minutes of awe!

JOHN ROBINSON elephants are preparing a big drawing card on the Marks Shows as free attraction and are getting plenty of publicity in newspapers, reports Walter D. Nealand. Daily parades on downtown streets are staged and two of the bulls are used on the midway for elephant and monkey which has making a hit with patrons. A special railroad car is used to transport the herd, and Charles George T. Robinson, managing the act, assisted by Charles Hansen and Fred Hilly.

SOCIAL activities on the United American Shows during the engagement in Rock Creek, Wis., included a party in celebration of Betty Jean Harrison's seventh birthday anniversary. She, the daughter of Mr. and Mrs. Frank Harrison, among children attending were Bobbie Nease, Jackie Allen, Ruth Rhoads, and George Starnitz, Cecil Jim, and Ronald Allen; Patricia Mae Harvey, Edna Morris, Marianne Vernon and Nancy Brown.

SOME managers very smart as little about the show business. Some newspaper agents allow how they are getting to get out of these hotbeds to hear on Saturday night.—Sanctuary Sign.

REMEMBERING Buckeye State shows in Natick, Mass., George Hestman drove 2,000 miles on a trip thru Missouri and adjacent territory visiting friends and checking on conditions. He said the Buckeye contingent planned to return in attendance during the fair season. He showed up at the fairgrounds in Natick as they were a year ago, they see much better than anywhere I've been—.

AGENT on the Fair at Home Shows, Thomas Parker, recently made a flying trip from Cleveland, Mass., to Tampa, Fla., where he visited his wife, who was ill. While there he also visited the office of the Sphinx Theater and was entertained by Jesse Clark and Vincent Wade, of the Tampa Theater. Later he was the guest of Mr. and Mrs. Berrie Boardman, a chicken diner at their home. Boardman is one of the Florida attorneys for the show. Parker rejoined the shows at Bennington, Vt.

AMONG visitors to Cettin & Wilson Shows at Kent-Gusar Fair, Harrington, Del., were Charles Sawyer and party, of Reading, Pa.; A. A. Grady, of Towson, Md.; J. J. Fickes and party, York, Pa.; Mr. and Mrs. George A. Hamid and Executive Secretary John M. H. N. J. and Milton County, Pa. Lewis also. Pa. Mr. and Mrs. Mill M. Morris also were with the act. Lasky Peter and Manager Towell.

BY JUMPING from show to show, staying each time as long as the privilege can be stalled, a concession operator an eccentrics who stays all of overhauling with which to start the job soon.—A. H. (Bill) New.

OWNER C. A. AND MRS. CULLEY VEINON, United American Shows, are mourning loss of their pet canine, Big Dog, who was killed by a truck. Big Dog was "Old Cal" who was known to thousands of showfolk," says Cullley. "I'm sorry the loss of my dog. When his organization became motorized she was as much interested in his movements as the dog and his owner. She was 14 years old, 13 of which had been spent on the shows. I miss her as I know you miss your dog. I know that another can never take her place. We buried Old Cal on the regular showgrounds at Green Bay, Wis., because

MAYBE some of these stern and elderly managers showed on the sack sites of our fair would trade places with P. D. E. or Henry Ford, but I doubt it.—Cocolet Felce.

NOTES from Thomas Amusement Enterprises by Bud Smith: Shows chafed

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ATTENTION, SUBSCRIPTION SALESPERSON—If you work 4418 Rockwell and north of Moon-Duane. Low price for proposition. **AMERICAN POLITY JOURNAL**, Los Angeles, Cal.

SIC PROFITS SHOWING OUTSTANDING Christmas Card "Blue Bird" \$100 per 1000—assignment sells for \$1.00. Pays you 50c over other popular assignments. "Personal Address" \$1.00 per 1000 up. Free sample necessary. Free sample offer. **CHILTON CRITTINGER**, 147 Essex, Dept. 58-C, Boston, Mass.

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RASTROON BOOKS—KIND MEAN LIKE YOU. For \$2.00. Free 5c. **GENERAL MERCHANDISE CO.**, 210 Fifth Ave., New York City, N. Y.

LOIS'S PRAYER, TEN COMMANDMENTS, 100 for \$1.00. Free 5c. **DEALER'S REPRESENTATIVE**, 27c. **REPRESENTATIVE**, 30c per 100. **GOVERNOR MANUFACTURING CO.**, 3031 E. 12th St., Phoenix, Ariz.

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ALLIGATORS, SNAKES, LIZARDS, TURTLES—100 Large Alligator Hamsters, Snails, 5000. **BOSS ALLEN**, Silver Spring, Md. Wire via Airtel. au19

ANIMALS, SNAKES, DRAGONS, GILA MONSTERS, SPOCKS, CANT HORNED TOADS, PARAKEETS for Connoisseurs. Also, Mexican jungle novelties. **WESTERN NOVELTY CO.**, 600 San Francisco St., El Paso, Tex.

FOUR SNOOKUM BEAR CUBS—10 WEEKS and cage and collar stamp. \$15.00 each. \$10.00 cash. **balance C. O. D. BOONE PARK CO., INC.**, Lexington, Va.

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FOR SALE—MILLS EXTRAORDINARY SIDE Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

FREE GAMES AT 349.50 EACH—SPOTTIN' Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

FOR SALE—MILLS EXTRAORDINARY SIDE Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

JENNINGS CIGAROLAS—USE ONLY NEW Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

KEENEY'S TARGETS, 547.50 TURF CHAMPS Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

ROUTES, MAKING MONEY—8 DIGGERS WITH Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

ROWE 7-COLUMN 1-CENT GUM AND MINT Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

REBURG RAYOLITE, LIKE NEW, \$65.00 EACH Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

325 BOTTLES ROTARIOS, UNCONDITIONALLY Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

WANTED—LATE MODEL COUNTER GAMES Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

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Advertiser's Name and Address must

be counted when figuring total number of words in copy.

1 1/2" BALL GUM, FACTORY FRESH, 11 90X: 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

15 BINGOS, 15 BLUE BONNETS, \$4.50 EACH; 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

40 STEWART MCGUIRE MERCHANTS, 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

500 Lb SNAKES THREE COMPARTMENT VEND- 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

1938 GINGERS, PENNY AUTOMATIC PAYOUT Machines. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00 SHOES, 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

MINKETS SUITS, 30.00; CLOTHOPHANS HULAS, 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

WANTED—COSTUME MAKING AND WARD- 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

FOR SALE—SECOND-HAND GOODS 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

HOLCOMB AND HORE POPCORN MACHINE 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

COMPLETE PORTABLE RINK, 49x12, EXCEL- 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

CORN POPPING PRESS, ALL-ELECTRIC, 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

PENNY ARCADE—OVER 75 MACHINES, 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

POPPERS—KINGNEY FUMEL METAL, WITH 1000s. **1000s** **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

1000s **LAKE RESORT** (Furnish, Bathing Beach). Exceptional proposition for quick sale. Details on request. **BOON CASPINE**, Billboard, Cincinnati, O.

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AT LIBERTY
CIRCUS AND CARNIVAL

AT LIBERTY - DOC, PONY, MONK OR COAT
Trainer. Years of experience. Sater and
... MIELE TROUSAD, Dumont, Ill.

AT LIBERTY for Indian Circus Dates in Syracuse
... W. H. De La Haye, 1512 N. W. King,
and Columbia, Chicago, Ill.

AT LIBERTY
COLORED PEOPLE

VAUDEVILLE UNIT - Colored. Week dates.
... WPA THEATRICAL GROUP - Colored. Produced
... ACTA BURK, 330 West Lake,
Chicago, Ill.

AT LIBERTY
DRAMATIC ARTISTS

YOUNG, ATTRACTIVE JUVENILE - PLAYS
... WILLIAM - 81-Ten-10 actor at Shreve
... W. A. Harrison, 200 West Harrison,
Chicago, Ill.

AT LIBERTY
MISCELLANEOUS

EX-SERVICE MAN - MEMBER OF LEGION
... MISSOURI - 81-Ten-10 actor at Shreve
... W. A. Harrison, 200 West Harrison,
Chicago, Ill.

AT LIBERTY
MUSICIANS

TENOR AND CLARINET -
... CHARLIE WILLIAMS, 915 First
... JACKSON, Miss.

AT LIBERTY - RHYTHM GUITARIST, POWER-
... CHARLIE WILLIAMS, 915 First
... JACKSON, Miss.

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... CHARLIE WILLIAMS, 915 First
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... CHARLIE WILLIAMS, 915 First
... JACKSON, Miss.

TROMBONE - ARRANGER - TONE, RANGE,
... LES NICHOLS,
527 Columbia Blvd., Dallas, Tex. au19

TRUMPET PLAYER - DOUBLE STRING BASS.
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

TRUMPET - READ, FACE EXPERIENCE. BILL
... J. W. DAVIS, 150 N. Princeton
Columbus, O. au19

1ST TRUMPET - 22. EXPERIENCED. DAN KING ST.
... J. W. DAVIS, 150 N. Princeton
Columbus, O. au19

ACCOMMODION - Available immediately. Will
... J. W. DAVIS, 150 N. Princeton
Columbus, O. au19

ALYX SAX, TENOR and Clarinet. Headliner
... J. W. DAVIS, 150 N. Princeton
Columbus, O. au19

ALYX SAX, CLARINET - Headliner. Will play
... J. W. DAVIS, 150 N. Princeton
Columbus, O. au19

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ALYX SAX, CLARINET - Headliner. Will play
... J. W. DAVIS, 150 N. Princeton
Columbus, O. au19

AT LIBERTY - BALLOON ASCENSIONS FUR-
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

BALLOON ASCENSIONS - WITH ONE OR MORE
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

FOUR HIGH-CLASS ACTS - WORLD'S GREAT-
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

YASBE THE GREAT - POSITIVE! THE HIGH-
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

LADY VENTRILOQUIST FOR HOMECOMING,
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

THREE ACTS - AERIAL AND PLATFORM.
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

WESTERN NOVELTY - THE DALTONS, CINCIN-
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

AMERICA'S FOREMOST - Oudine, Ohio - Cin-
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

AT LIBERTY - Headliner. Will play
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

ATTENTION, SECRETARIES - Love of all
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

CHARLES LA CROIX - Original Duet
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

DENVER'S ANIMAL CIRCUS - One Day
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

DOUBLE DOG BOY - Buddy, well
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

FRED AND MARIE GUTHRIE - Fine
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

NOVELTY AGE SEVEN - Performing
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

PANAMA'S FAMOUS BROTHERS - One
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

THE CLAYTONS - Five Different
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

TWO ACTS - Headliner. Will play
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

TWO DIFFERENT Trained Animal Acts -
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

TWO FIRST-CLASS Five Attractions -
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

AT LIBERTY
PIANO PLAYERS

PIANIST-ARRANGER OF A. B. BILLY!
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

PIANO MAN - READ FACE. SINGLE SOBER.
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

EXPERIENCED PIANIST for Booth Show
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

EXPERIENCED PIANIST - Good reader, will
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

PIANIST - Available for location after August 19.
... D. E. RUTH'S BALLOON
CO., 102 W.
Columbus, O. au19

REAL VAUDEVILLE PIANIST at Grand Hotel,
... CARL WHYTE, General
... 1554 Broadway, New York.

AT LIBERTY
SINGERS

TWO YOUNG MEN DO HARMONY AND
... CARL WHYTE, General
... 1554 Broadway, New York.

AT LIBERTY
VAUDEVILLE ARTISTS

MARIORETTE SHOW - Buy 10c, 45 cents,
... CARL WHYTE, General
... 1554 Broadway, New York.

CRAFTS
(Continued from page 44)

parade band from Cleveland Curries
... CARL WHYTE, General
... 1554 Broadway, New York.

show Friday night at the American
... CARL WHYTE, General
... 1554 Broadway, New York.

Anna, and Electrician Frank gave a
... CARL WHYTE, General
... 1554 Broadway, New York.

show Friday night at the American
... CARL WHYTE, General
... 1554 Broadway, New York.

show Friday night at the American
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show Friday night at the American
... CARL WHYTE, General
... 1554 Broadway, New York.

Expected To Be Best for H-M Show; 4 Towns Are Booked

MIAMI BEACH, Fla., Aug. 12.—Bob Morton, of Miami-Morton Circus, who was to leave here August 7 on an extensive booking trip after vacationing three weeks, reports 1939 was the most successful year in the organization's five-year history and that from indications the 1940 season will surpass this year. Shrine dates have already been booked in Toronto, Philadelphia, Baltimore and Memphis.

Big cities only will be played, he said, as the show has been enlarged to such extent that large halls with big seating capacity are necessary for the show to be sized. Negotiations are being made for several well-known acts, including Universal Circus, and a number of innovations in exploitation and presentation are planned.

Manager Mackey reports his new Morton Apartment Hotel here was recently completed and that he will donate two weeks of free space in the hotel to 50 members of the National Showmen's Association who sell 200 books of tickets in the USA Centennial Fund drive.

Sponsored Events Veterans, Lodge and Other Organisation Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25 Opera Place, Cincinnati, O.)

Big Three-Day Draw Assures Success for Youngstown Police

YOUNGSTOWN, O., Aug. 12.—Opening Aug. 7, Police Commissioner Ambrosio's outdoor promotion ever attempted was, with an assured success at midnight when paid attendance, including Wednesday night's, totaled more than 10,000, said Sergeant William Davis, general chairman. Show was produced and directed by C. A. Klein, of Klein's attractions. It was believed Wednesday night that the week's paid attendance would exceed 25,000. Committee reported that 22,000 tickets had been sold by midnight. Wednesday night's crowd topped the 6,000 mark, with reserves lined.

Circus was presented in South High School stadium. In addition to some 10 standard circus turns, three high acts were added to the program, which ran two and one-half hours. General admission was 50 cents. Reserves seats were \$1, with children's tickets going for 25 cents. Illumination was well lighted, and brilliant illumination of rising added much to the presentation. C. A. Klein did a capable job as equine steeple chaser and announced when Edna Woodhouse directed the band. Exploitation was confined to 36 billboards, radio and The Youngstown Videofactor. Show will likely become an annual event, said Sergeant Davis.

Includes an annual event, said Sergeant Davis.

Program included Bedell, Musketeers, Arness and Conner show, comedy acrobats, Capt. Jimmy Hammit's Military Parade, Harold V. Kelly, comedy duo act Myrtle Monke, Grace Rooney and Marian Whitcomb—swinging ladders—January music; Jaydee the Great, high-pole ape novelty; Whiteside Troupe, Conner Troupe and Miss Mary's Light were Frank Albert, Hammit's Liberty Bells; Miss Sykes, single trapeze; Miss Thelma, loop; Buckle Sisters, acrobatics and tumbling; Jimmy Hammit's and Mrs. Rooney's dog; Hiscide Zorsky, high pedestal balancing; Bedell Troupe, actor band; Conner Troupe, balancing; Rooney families of riders, Irving Homig, George Nelson, slack wire, Mr. and Mrs. Rooney, Frank Albert and Jimmy Hammit, high-school horses; Cranor and Co. Table rocking; Lillian Brock, high trapeze; Viola, iron-jaw slide, the Albertina, foot slide; George Power's Dancing Emblem; Irving Covey; Silvers Johnson, Mel Bates, Larry Thomas, Roy Barrett, Eddie Conners, Jack Klein, Whittate Duo, Bedell Troupe, Irving Homig, Roy E. Addison and Barney and Jimmy Arness, clown novelties.

Attractions Help Penny Dates Click

BRANDON, Pa., Aug. 12.—Mel Seber, proprietor of Brandon's rides and promoter who has been playing sponsored events in Pennsylvania, reports the celebration here on August 3-5 under auspices of the community band was successful, committee getting a good thing.

Most events played have been profitable for committees, particularly the celebration under auspices of the Indiana Pre Co. Middleburg, which made a profit of \$1,000 on July 3-5, and the event in Riverside on July 16-18 under sponsorship of South Side Chemical Co., which priced \$200. Events all used professional attractions and featured parades and contests. Advertising was done by radio, window and bumper cards, newspapers, sound truck and half-sheet streamers.

Among attractions playing dates were Fleming's Kiddie Auto, Swan, Jitterbug and Chairlaine and Peter's Poles. Shows were Johnny Eck's What Is It, Legitimate's Jumpland, Joe Hecox's Athletic Show, Tex Howe's Radio Round-up, Doc Denny's Life Show and Pat Craney's Owl Show. Free acts included Jaydee the Great, aerial contortionist, and Flying Hives, slack wire and double ring.

Concessions were Fleming's root beer, photos and African dig, Dotts and Sobers' pop corn, Murphy's pea game, Hartzell Bros' custard, Laurens's ball games and bingo, Naylor Hartson's ball game, Denny's candy apple, Hartzell's dart board, Hartzell's pop corn, Hohrback's penny pitch, Charlie's swinging ball, Hieper's candy and Snyder's penny pitch.

SINCE a July 4 date in Oak, Va., Bob Noway, high sawing pop, reports playing in the past at the following places and Mt. Olive, Cocharner and Wood River, Ill.

17th Annual Has 45,000 At Williams Grove, Pa.

MECHANICSBURG, Pa., Aug. 12.—Mechanicsburg Dairy Cattle and Horse Show drew 45,000 viewers in 17 years of existence week of August 1 at Williams Grove Park and Speedway near here. More than 45,000 viewed three days of cattle exhibits and Horse Show and horse-pulling contest on the final day. Exposition included the Dairy Farm Show in number of dairy cattle, 320 head being judged.

Advertising and publicity were by Williams Grove publicity and advertising department under Director James Lurley-Gate was free, and Roy E. Richwine, owner of the park, underwrote the event. Acts, booked into Mt. Vernon (open air but with a roof) Theater in the park, included His Flying Aliens.

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Travender Bevis, which went over well, included Adams' bowl tap-dance routine, the deaives and the Wagoner, Ben Eberly, Polly McQuire and Doc and his Musical Interaps. Park and speedway are doing excellent business this year.

Strike Hurts Utah Event

OGDEN, Utah, Aug. 12.—For the first time in history, Ogden Pommer Days Celebration on the 17th-18th, was held with a deficit, due principally, it is said, to adverse publicity as a result of a strike of members of the Ogden Boy Scouts Association, who demanded an additional \$1,000 in rodeo prices. Total receipts were \$54,500, about \$14,000 came from the rodeo and balance from concessions and donations. Monte Young's Show reported a deficit on a seat-by-seat basis. There were two parades.

CHIEF WALLEN and Whittay Mathews' Hollywood Stunt Act, with a rodeo, midjet car and motorcycle races, have been booked for the two-day show in Baldwin under auspices of Tall Cedars of Lebanon in the Madison, reports R. H. Latham. Other acts to show will be George Dochstaler, Ted Menches, Jay Apple and Uta Hohl.

Pa. Firemen's Fete Has Profit of \$500

SHAMORIN, Pa., Aug. 12.—Committee headed by David Arnsold, Union Fire Co., netted about \$500 at a celebration featuring rides, shows, concessions and a free act here on July 17-20, reports Mel Bober, director. On opening night there was a parade by fire units from surrounding towns. Other night party rounds and jitterbug contests. Event was advertised with "Tinley's" sound truck, window cards and half-sheet streamers. Liberal press space was given.

Free act was Flying Hives, slack wire and double ring. On the midway were Fleming's Kiddie Auto, Swan, Jitterbug and Chairlaine and Peter's Poles. Other attractions were Johnny Eck's Show, Doc Denny's Life Show, Tex Howe's Radio Round-up and Pat Craney's Owl Show. Concessions were Fleming's root beer, photos and African dig; Hohrback's penny pitch, Laurens's bingo and ball games, Charlie's swinging ball, Hartzell Bros' custard, Beck's pop corn, Denny's candy apple, Hieper's candy, Hartson's ball game and Snyder's penny pitch and Bobers' pop corn. Naylor Hartson's attraction was a cookhouse operated by the committee.

FLYING BEEHES

"Greatest Flying Act in the World Today" featuring ROSE BEHEE

The First and Only Lady Flyer performing a ton and a half tonnage act by a catch by the net

Leading offers for Indoor Circus starting in November.

Patented. Address CLAYTON BEHEE, Care The Billboard, Cincinnati, O.

A VIRGIN SPOT WANT Shows and Concessions

S. D. State Convention of American Legion AUG. 28 TO SEPT. 2, Inc. RAPID CITY, S. D.

No Carnival or Street Concessions have been in Rapid City in the last 5 years—a city of 15,000—don't miss this chance to come.

For Full Information, Write

EARL B. MORFORD Deadwood, S. Dak.

WANT MERRY-GO-ROUND, FERISS WHEEL AND OTHERS FOR S. D. STATE CONVENTION

Five Days and Nights on the Wheels, SEPTEMBER 6-7-8-9-10 GLASGOW HARVEST JUBILEE AND FEDERAL BUILDING DEDICATION

Address CHARLES W. COMMERGE, Glasgow, Mo. May Consider Exclusive Operator.

WANTED FOR 3RD ANNUAL LABOR DAY CELEBRATION

SEPTEMBER 4TH — PERU, INDIANA Concessions for Show and Night Show, Shows, Street and Fair Attractions. CLAUDE R. ELLIS, Cincinnati, O.

WANT FOR ANNUAL FESTIVAL

Mills, Shows, Concessions and Free Act. No gambling. LOWELL TERRILL, Rep., Bloom, Md.

WANT More-Go-Round or Ferris Wheel and Poles for Shows and Nights on the Wheels, SEPTEMBER 6-7-8-9-10

Address CHARLES W. COMMERGE, Glasgow, Mo. May Consider Exclusive Operator.

WANT 18 Legitimate Concessions for Labor Day Celebrations

18 Legitimate Concessions for Labor Day Celebrations. Address CHARLES W. COMMERGE, Glasgow, Mo. May Consider Exclusive Operator.

Wood County Tomato Festival

BOWLING GREEN, OHIO. DAY—AUGUST 27-26, Inclusive—NIGHT. WANT Legitimate Concessions, two or three good Shows. Address Inquiries C. M. GALLIHER, Chairman.

WANT CONCESSIONS AND FREE ACTS

SEPTEMBER 13-14-15-16 NORTH JUDSON JUST JUBILEE M. W. QUINN, North Judson, Ind.

WANT CONCESSIONS AND FREE ACTS SEPTEMBER 13-14-15-16 NORTH JUDSON JUST JUBILEE M. W. QUINN, North Judson, Ind.

Veterans of Foreign Wars

American Day Celebration, November 10, 11, 12, Want Concessions, Concessions and Entertainment.

W. R. LEWIS, Act., Box Huntington Post No. 4, Huntington, W. Va. 25717, Inds. Dept.

HOME COMING AND LABOR DAY CELEBRATION

HUNTINGTON, IND. SHOWS, ST. 4 RIDES AND SECTS WANTED. Post 879, V. P. F., Huntington, Ind.

WANTED

Basen, Ill., Concessions of Show, Entertainment, Sept. 19-20, on streets. Kansas, Ill., August 28, 29, 30, 25, 26, 27, 28, 29, 30, 31, 1939. Clinton, Ill., August 27, Sunday, Oct. 8, 1939. V. M. DRESSEN, Basen, Ill.

W. F. W. WANTS

For Mammoth Labor Day Celebration: Mills act Merry-Go-Round and Ferris Wheel, Legitimate Entertainment. Address CHAIRMAN G. A. WALKER, Lockport Post, Jackson, Miss.

LAST CALL LAST CALL

LAST CALL LAST CALL LAST CALL. Last Call, Ind. August 28, 29, 30, 25, 26, 27, 28, 29, 30, 31, 1939. Last Call, Ind. August 27, Sunday, Oct. 8, 1939. Last Call, Ind. August 27, Sunday, Oct. 8, 1939. Last Call, Ind. August 27, Sunday, Oct. 8, 1939. Last Call, Ind. August 27, Sunday, Oct. 8, 1939. Last Call, Ind. August 27, Sunday, Oct. 8, 1939. Last Call, Ind. August 27, Sunday, Oct. 8, 1939.

ANNUAL LABOR DAY AND HOMEcoming CELEBRATION

SEPTEMBER 13-14-15-16, 1939. Wanted Concessions of 10 Mills, Ballroom Amusement and Entertainment. Address CHARLES W. COMMERGE, Glasgow, Mo. May Consider Exclusive Operator.

Wholesale

PRIZES • NOUVEAUTES • PREMIUMS • SPECIALS

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

BOYS AT HARVEST LAST

Bumper Crop Predictions Please Workers Who Hunt for New Items

NEW YORK, Aug. 12.—With bumper crops predicted over the nation, fair workers, concessioners, bingo consumers, pitchmen and street workers; in fact, all who use novelty merchandise, are looking forward to a banner fall season. New items are the objects of workers' search, and old winners are being pushed in new territories recently opened to them. Harvest cash will soon be flowing and the boys are out to get their share. A general report on business is that it is improving, a statement from Acting Secretary



A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

As soon as weather turns cool and people are given to staying indoors, electric record player sales should pick up where they left off last spring. Partly in the four tiers instruments were in great demand and as record purchases for home use have shown steady increase by popular battery-powered radios, many more record players this fall. The item has consumer appeal and operators who observe the trend are in tune to make an extra coin.

Playland Supply Co. was one of the first manufacturing firms to sense the sales possibilities of the new record device by popular battery-powered radios. They were at its height. Company is now prepared to cash in further with a record player named Music Maker which is coming off the production line. Instrument is small and compact, 12 by 12 by 8 inches in size. It has latest type built-in speaker with high fidelity amplifier and crystal pick-up, dual purpose tubes and operates on AC. Claim is made that volume produced is sufficient to fill a 50 by 100-foot room and external speakers may be connected for outdoor dancing. As the Music Maker is popular priced it should move on a dash.

And the air shall be filled with music. Jitterbugs are having the time of their lives these days hopping to tunes sent by popular radio stations. A walk thru the park of an evening near home invariably discloses one or more youngsters with a set slung over his shoulder or under his arm and dancing free keeping time to music. Another feature why those sets have clicked so well.

Ever since introduction of the midget music radio has been one of the top products on a card. When there is nothing else to work, record will usually keep an operator in good money and when the set has a fascinating twist like the battery innovation or an outstanding shape or design, the boys go to town.

Radios were also one of the first items to graphically illustrate the value of the salesboard as retail sales stimulators. They were among the first items to be pushed that their hands full trying to crack the retail market, several local operators rendered valuable assistance by turning over thousands of Emersons on a board deal. This board promotion, and its direct results, are being pointed out by listed many more thousand Emerson

In rural sections reports show that domestic wool production will amount to 275,000,000 pounds, second largest crop on record. The estimate was 2,700,000 pounds or 1 per cent more than last year's production, and 6 per cent greater than the average for the 1929-37 period. According to the report, 47,455,000 pounds will shorn this season. These figures it is easy to see that big for the boys will be good especially in the States of Ohio, Indiana, Minnesota, Missouri, South Dakota, Montana, Wyoming, Colorado, Nevada, Washington and California.

Rain Helps Crops
Recent rains have aided Southern farmers up cotton production. In South Carolina the cotton crop has just been laid by. Tenant farmers and cotton-sail workers have joined to participate in more than 60 singing festivals in the foothill counties of that State during the month. Thousands of people will attend the following festivals at Brown, Cross Roads, Praters Creek, Louisiana, Cotton Hill, Pelzer, Creek, Pelzer Mill, Catawhee, New Hope, New Light, Mount Zion, Mount Zion, Bethany Grove and Six Mile. Even before the crop and seed money sales leading to markets will be offered workers in this section of the South.

Of special interest to the boys this year is news that a new field has been opened for them. With the advent and the rapid progress of rural electrification, demand for electric lamps, radios (both the pick-up-and-go and AC and DC types), electric fans, irons and coffee makers will be unsurpassed. Electric saws, which farmers heretofore have never dreamed of owning, will now take a position among leaders at fairs. The boys will gladly supply these items, and they offer a good margin of profit.

There is no limit to the amount of business that can be obtained in rural areas this year. In the event of a Freehold, N. J., the electrification program has progressed so rapidly that hardly a country home in the north of the Monmouth County seat is without all modern conveniences which heretofore had been only for the homes of the City, Mo., about three months ago, is getting good bit in that section. Shows' report, Johnny J. Marks, a dealer in Americans and John H. Marks all have played a good crowd. One show reported that it netted a fresh start celebration.

(See BOYS AFTER on page 54)

That carnival are drawing this season is seen in reports from towns. Gateway Amusement, Jersey City, N. J., reported that it netted a fresh start celebration. That carnival are drawing this season is seen in reports from towns. Gateway Amusement, Jersey City, N. J., reported that it netted a fresh start celebration. That carnival are drawing this season is seen in reports from towns. Gateway Amusement, Jersey City, N. J., reported that it netted a fresh start celebration.

HAPPY LANDING.

Salesboard
A B C's

By Ben Smith

Watch for This in the
Fall Special No.
of The Billboard

Dated August 26

Pennsylvania Execs Join
"Behind Eight Ball" Club

SCRANTON, Aug. 12.—The Eight Ball Club is sweeping thru Scranton like wild fire.

"Behind the eight ball" has long been an expression with deep-cutters, but now it has crashed right thru inner sanctums of the boys who usually give the orders and take responsibilities.

So if you happen to rub shoulders with industrial chiefs here you might notice a miniature eight ball in the lapels of their coats.

Membership in the Eight Ball Club costs 25 cents and gives the eight ball wearer the privilege of laughing off his troubles.

Among club leaders are Mayor W. W. Inglis, president of the Glen Alden Coal Co., Jim Pierce, Police Management; Lucy Welsch, general manager of the Pierce interests; Joseph Van Wye, O. E. W. W. Railroad, and E. F. Dietrich of the Scranton Baseball Club.



BINGO in Cincinnati is claiming the attention of connoisseurs all over the nation. The game is enjoying phenomenal popularity, so, quite naturally, operators are watching the trend of its pulling power. With a recent favorable ruling by city council, the game is expected to draw more people than the Cincinnati Reds.

AT A RECENT MEETING of city council, a five-to-four vote opened bingo to labor, civic, Turner and patriotic organizations and their affiliates, in addition to churches and charitable institutions and bona fide fraternal organizations.

AT THE SAME TIME that the scope of bingo was broadened came news on the scene for the month of July. The report for the first six months of the year showed that 1,050,024 had played the game. Monthly attendance on that basis figured about 175,000. In June there were 156 games with an attendance of 190,200. Receipts amounted to \$153,018.76. Game average per month is 1814.

DURING July bingo showed a slight decrease and a tendency toward fewer net large parties. The first noted in May. Attendance for the post month was set at 138,550 and receipts at \$154,426.54. NET EIGHTBALL for organizations sponsoring parties averaged \$102,233.30

Demand Strong
For Camera Line

NEW YORK, Aug. 12.—Aided by the New York and San Francisco world's fairs, dealers in both camera and movie camera, have had unusual business this summer. From indications the trade will pass up the usual midsummer slump and wholesalers carrying cameras and supplies are anticipating big fall business. There has been little if any decrease in the rush for camera cameras.

In addition to the fairs, promotional programs sponsored in behalf of national award contests have done much to build and maintain popularity of cameras. Weekly prizes and honorable mention awards are credited with having stimulated considerably demand for better types of camera equipment.

Demand for home movie cameras has been increased by ideal weather over week-ends and the two four-day holiday periods during the latter part of May and the first of July. Special events, now claiming exceptional attention, are good subjects for movies, and fans are loading up their boxes to get pictures.

Special shipments have included cameras which take action shots and are loaded up their boxes to get pictures. Demand for home movie cameras has been increased by ideal weather over week-ends and the two four-day holiday periods during the latter part of May and the first of July. Special events, now claiming exceptional attention, are good subjects for movies, and fans are loading up their boxes to get pictures.

Introduction to the trade of complete home movie camera sets, which are remarkably low priced but amazingly efficient has given merchandise firms dealing in cameras a good source of revenue and opened up a practically unlimited field. Orders from retail shops and outdoor amusement centers indicate that home movie camera are being featured to advantage, distributors report.

month. They amounted to \$117,850.30 in June and \$117,688.71 in July.

AVERAGE net cost per person for six months was 84.4 cents a month. Average net cost per person in June was 82 cents and in July 82.1 cents.

IN JULY there were 621 games at which the admission charge was \$1; 27 games at 50 cents; 12 games at 25 cents; 10 games at 35 cents; 17 games at 25 cents, and 10 games at 25 cents.

WITH THE ADVENTURE of summer weather, bingo bingo connoisseurs are opening their eyes. They expect to serve during August. The slight decrease in attendance, which is almost negligible when the total number of games is taken into account, was probably due, operators say, to the fact that these few players attended games outside the city. The large clubs of the State and merchandise supply houses are in turn receiving business from the State.

CONNECTICUT'S new law on bingo has spurred organizations there to make their own. The William Lodge, Knights of Pythias and the Elks' Lodge, Permits were previously granted West Haven Branch of the Connecticut Federation of Democratic Women's Clubs and the West Haven Democratic Club, the West Haven Lodge, Greenwich, has applied to support bingo in that town. From these reports it is clear that it is not too long until Connecticut will be offering real competition for first place in the State.

BINGO parties will be bigger than ever this season, is the report from many sources. The Connecticut Federation of Democratic Women's Clubs and the West Haven Democratic Club, the West Haven Lodge, Greenwich, has applied to support bingo in that town. From these reports it is clear that it is not too long until Connecticut will be offering real competition for first place in the State.

PARK-A-TYPE

PUSH THE BUTTON! SEE IT FILL! JOHN F. SULLIVAN, 452 Broadway, New York City.

LOWEST PRICES

- 100 Special Bait Pipes... \$3.00
100 Special Bait Pipes... \$3.00
100 Special Bait Pipes... \$3.00
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100 Special Bait Pipes... \$3.00

WORLD'S BEST VALUES in... FRANK BORDO, 65 Canal St., N.Y.

MAJESTIC BEAD & NOV. CO., 307 Fifth Ave., New York City.

BIG PROFITS

Big Profits... HART MFG. CO., Brooklyn, N.Y.

BANG! DOWN GO PEN PRICES!... THE NATIONAL AEROPLANE... UNITED BALLOON CO.

EASTMAN PENS... PLUNGER PENS, 912 60, UP.

WILLIAMS SALES CO., 212 West 81 St., Kansas City, Mo.

AMAZING 3-PURPOSE POLISH... MIDWEST METAL FURNISHING CO.

Every \$1.00 Gets you \$5.00... GOODRICH, 1825 West Madison, Chicago.

Veterans Wake Up!... DEANE'S D. E. BLADES

FINEST SWEDISH UNIVERSAL STEEL... DEANE BLADE CO., 152 West 32d St.

PITCHMEN

A department for Pitchmen, Demonstrators, Monthly Salaries, Medicines, Showmen, Agents, Streetcars and Others.

by BILL BAKER (Cincinnati Office)

CHARLEY CASHER is reported to making celebrations in Indiana with med to good results.

REPORTS DRIPPING... LIT'S HAVE SQUIBS from you on how you are doing at the fair.

OUR SCOUTS... THE TRUI PITCHMAN is never satisfied over the downfall or failure of one of his competitors.

FOLLOWING... 'HAVE BEEN' seen at the World's Fair.

OLSEN HEWES... GEORGE HANEY, youthful pitch exp.

ARE YOU MOVING in the right direction?... T. HUTCHINSON.

RIGHTED WORKING... AL BEARS... YOU CAN'T HELP the future by worrying over the past.

LESTER MORRIS... THERU A... TRIPOD TRUCK SEIZ!

ANDY STINSON... C. FRANK LYON... TRIPPO OPININGS...

PRINCIPLES FALLING WATER... FREE CATALOG...

Showing recent feat... PRINCIPLES FALLING WATER... FREE CATALOG...

Showing recent feat... PRINCIPLES FALLING WATER... FREE CATALOG...

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OAK-HYTEX FERDINAND the BULL TOY BALLOONS and INFLATABLE TOY



The Season's BIG MONEY GETTERS... Wall Blower's inflatable style makes the "Pinto," "Too-ups" and inflatable Toy seasonally popular.

See your jobber, or write us for complete information.

OAK RUBBER CO., Baytown, Texas.

ELGIN & WALTHAM REBUILT WATCHES \$1 75

7 Jewel, 18 Kts. in K. H. Eugene Co., 110 N. Broadway.



TWEEDLE AND TWADDLE... Sells on Eight...

SELLS ON EIGHT... TWADDLE AND TWEEDLE.

SELLS ON EIGHT... TWADDLE AND TWEEDLE.

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SELLS ON EIGHT... TWADDLE AND TWEEDLE.

BUCKEYE STATE SHOWS

WANT to join on wire... JOE GALLER, Manager.

QUALITY NOVELTY SHOWS

WANTED FOR OXON HILL MO... FREDERICK'S DELICATESSA, August 21 to 27, Indiana.

UNITED STATES CONSOLIDATED AGENCIES

EDWARD A. OLIVER, Pres., 1202 Florida Avenue, Wash. Post, Wash., D. C.

PENN STATE SHOWS

WEEK OF SEPTEMBER 4, FULTON CO. PA. WAIN, McCUNNELLEN, PA.

WANTS Shows of all kinds... W. C. BREWEN has the Side Show and Mr. HOWELL the Crime Show.

WANTED CARNIVAL GAINESVILLE, GA., FAIR

WEEK OF SEPT. 15TH OR THE 20TH. I. V. HULME, Elberton, Ga.

WANT LECTURER

For Snake Exhibit... UNITED STATES SOCIETY OF ZOOLOGY

GARRETT, KY., CELEBRATION

Requires 4 to 6 labor unions and city... ALBURY, Sec., Garrettsville, O.

GOLDEN GATE SHOWS WANT

Red Carpet Fair... READING'S SHOWS

WANT GIRL SHOW

FAIRBURY, ILL., FAIR... GEORGE THOMPSON, Elberton, Ind.

GREAT LAKES EXPOSITION SHOWS

On One Coast... W. E. WEST TORONTO CARNIVAL

WANT

Refer and reliable... ELMORE TOWNSHIP FAIR

WANTED THREE ELMORE TOWNSHIP FAIR

August 23-26, Elmhurst, GEORGE THOMPSON, Elberton, Ind.

Full-Dae Carnival Show Letters

Winters Expo

Bentleyville, Pa. Week ended July 15. Auspices, Fire Department. Weather, good.

With a good break in weather and being the first show here this season, large crowds turned out.

Co-partners Harry H. Winters and Clint Roberts have been getting the fair dates set. Harry H. Winters purchased a new 30-hp. light plant and completed a deal with the Republic Steel Corp.

Model

Boats, Pa. July 26-Aug. 1. Auspices, One Lady. Mr. J. C. Spahr, Ceterbach.

Rain prevailed on Thursday and Saturday and fireworks display was postponed until Tuesday.

American United

Whitefish, Mont. July 28-30. Auspices, VFW Post. Location, downtown streets.

Shows split for this spot, part of it playing Fairfield, Mont., to poor business.

W. R. PATRICK (Motorized)

Tappanish, Wash. Week ended July 23. Location, opposite swimming pool.

NYE AMUSEMENT CO.

Montreal, W. Va. This Week. Wash. Post. Held, Hagerstown, Md. in light of weather.

... PAGE SHOWS

Want Corn Game and all other legitimate Concessions, except Cook House.

... PAGE SHOWS

Want Corn Game and all other legitimate Concessions, except Cook House.

money all week, with Saturday night topping all expectations. At 2 P.M. the midway was still crowded with people.



T. A. Wolfe Shows began first of their fair engagements in Muncie, Ind., to good business. Several attractions were added.

... PAGE SHOWS

Want Corn Game and all other legitimate Concessions, except Cook House.

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Want Corn Game and all other legitimate Concessions, except Cook House.

TEXAS LONGHORN SHOWS WANT

Organized Ten-in-One. We have complete outfit, Good working for Shows, Exhibs and Concessions.

Greater Exposition Shows WANT

Concessions and Concession Agents, one East Show Grinder and Talkers, Man for Class House, Man for Headlines Window.

GIRL SHOW WANT

Also Girl Show Performers. ERIC B. HYDE SHOWS Per Route.

FOR SALE—NOVELTY PRIVILEGE GREAT GALAXY FAIR

BEST W.C., August 23-September 2. ASK W.C. ROBERSON, Secy.

WANTED FOR MICHIGAN'S BIGGEST STREET FAIR AND FIRMEST HOMECOMING

On Main Streets of St. Charles, Mich. 4 Days, September 8-11.

WANTED FOR KINGSTON FIREMEN'S CELEBRATION

Small Side Show. Have outfit. Want Cookhouse privileges in need of help.

CAN PLACE

Amusement Agency for Shows and Exhibs. Also Agents for Shows. Long line of fair after fair.

ARMINGTON, ILL., HOME COMING

August 17 to August 20, Macbroom, Ill. August 17-20, 1939. Homecoming.

ROYAL UNITED SHOWS

Model Shows WANT. Believe this show program. Have one and available outfit.

CONCESSION AGENTS

Complete Agency. Shows and Roll Cards. Shows and Exhibs. Shows and Exhibs.

WANT

Girl Show. Athletic Show. Also show and available outfit. Exhibs for Shows. MILLER BROS. SHOWS.

BLUE RIDGE SHOWS

WANT. Cookhouse, exhibits in vicinity also Gem Game. Georgetown, Ky. Fair this week.

BEDFORD COUNTY FAIR

Bedford, Pa., Week of August 21.

LEIGHTON FAIR

Leighton, Pa., Week August 28.

Can place Eating and Drinking Stands and Legitimate Game Concessions of all kinds.

Can place Girls for Parade Review. Must have youth and talent.

Dr. Carlisle gives capable Letterer and good Opener for Front for Hall of Science.

Can place good Workingmen in all Departments. We have never missed a pay day.

All Address

CETLIN & WILSON SHOWS, INC.

This Week, CUMBERLAND, MD., FAIR.

IDEAL EXPOSITION SHOWS, INC.

America's Best Amusement

"MALONE, NEW YORK, FAIR"

WEEK AUGUST 21ST to 26TH, Inclusive

Second largest fair in New York State

Will Book Fun House or Glass House, One More Show That Will Not Conflict.

Auto Kiddie Ride for Balance of Fair Season.

Legitimate Concessions of All Nations: String Game, Hoop-La, Fitch-Win, Duck Pond, Shoot B, Long Range Lead Gallery, Ball Games. Can place Coon-Trap, Scales, Concessions and Legitimate Concessions of all kinds.

Will Sell Exclusive on Photo Machine, Pop Corn and Candy Apples for Balance of Fair Season.

EDDIE LIPMAN, Mgr., Mattens, N. Y., Week Aug. 14th.

"IMPORTANT" — M. SAM BURGESSOFF, Get in Touch With Me at Once — "IMPORTANT"

FAIRLY & LITTLE SHOWS

WANT ADDITIONAL SHOWS AND RIDES FOR THREE STATE FAIRS AND BALANCE OF SEASON.

Can place several high-class Shows. Especially want to book Monkey Show. Can place Caterpillar and Whip Rides.

Address: Mason City, Iowa (Fair), this week; Sedalia, Mo. (Missouri State Fair), August 19-26; then Nebraska State Fair, Lincoln, and Kansas State Fair, Hutchinson, to follow.

LABOR DAY WEEK CELEBRATION AND EXPOSITION

ASHTABULA, OHIO, SEPTEMBER 4, 5, 6, 7, & 8, 1939.

This is not just a Labor Day affair, but a full week of spectacular daily events, comprising seven days, from 9 A. M. to 9 P. M. Entertainment, Sports, and amusements. Includes: Professional Circus, Grand Shows, Wheeling Shows or any other Show or Spectacular. Ashtabula Broadcasting Station WIOA and Here Local Merchants Exhibit and in cooperation with Station WIOA in their efforts to make the celebration a success.

Will book Duck House and Eating Stand, Concessions, Popcorn and Fashions, Photo Gallery, Amusements, and P. O. Wheeling, Displays, Factory or any other Legitimate Concession. By request. WANTED — Independent, Mid-Dime, Circus, Side Show, Wheeling Show or any other Show or Spectacular. We have located five Exhibitors and will book five more Mid-Dime. Also Kiddie Rides, and other rides, suitable for Station WIOA. Address All Inquiries to the ASHTABULA BOYS OF ITALY HEADQUARTERS, No. 8711 Main Ave.

Reynolds & Wells United Shows

Wanted for Two New Shows Now Being Built From Front to Back, Three Wagons Freads and Two Paid Freads. Nothing but the best Attractions considered. Act quick. Join our list under Webster City, Iowa, Sept. 4th, with Marshallsboro, Iowa, and others to follow. Complete route furnished to interested parties. Can place First-Class Pony Ride to join at Webster City, Iowa.

ROUTE 1: Gilman, Wis. Fair, Aug. 16 to 18; Baysport, Aug. 17 to 20; Pipestone, Aug. 22 to 23; Fawnston, Aug. 24 to 27; all Minnesota.

WANT FREE ACTS, BAND, RIDES, SHOWS, CONCESSIONS

For five South Carolina Fairs, starting October 16. Can use Premium List Salesman at once. Wires and mail to

SILVER JACKSON, Southern Hotel, Gastonia, N. C.

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

GLEANINGS

(Continued from page 29)

ering territory from Seattle to El Paso, Tex. The Big One will play Oakland September 7 and then to Los Angeles September 10. This Billie will be at expense of the circus corporation. Charlie McCarthy and Edgar Bergen surely boosted gate attendance at their performances in conjunction with the Ted Lewis concert in the Temple Compound, which were free of charge.

There is no doubt that Doc Struh has built up the front gate with presentation of name attractions, many of them free. This is also the quality booking business these powerful attractions has hurt the Gayway immeasurably because all of these features are away from it. For instance, the new Folies Bergere, doing better than the original Folies that broke records in Europe before coming to the amusement zone. Music Hall is about four blocks from the Gayway and only a block from the ferris. Crowsville adjacent Music Hall. These three shows have combined capacity of about 12,000, each having a capacity performance at least once a day. As at least three shows a day are given by each, one can readily see that from the estimated 100,000 gatees of from 35,000 to 40,000, few people are left to patronize the Gayway. When it was suggested to one of the high officials that the Coliseum be used for these same attractions, Coliseum being part of the Gayway and that many of the foreign participants, state exhibit managers and even the exhibitors objected on the ground that the attractions were necessary to draw people to the exhibits. Which makes it look as though a city without the amusement, and planners of the next world's fair had better keep to these facts in mind. Instead of trying to show how big they can lay out the grounds to attract people, an effort to see how compact they can make the fair, so that everyone can have a chance.

Jack Reed, broadcasting the Gayway night at the Coliseum, said that this was a job. Most of the concessionaires on the amusement street are his clients. Cliff returned to the Daybreak show as No. 1 opener. Don Nicholson, contractor who built most of the Gayway, and his wife left for a vacation in Oregon, Washington and Alaska. He is interested financially in the Solly Band and is also interested in the Solly Band as well as being the man behind the gun in Midjet Village and An Clachan. Given the fact that the major manager of the visit of Presidential Roosevelt in early October.

Remarkable for its consistently good business is the Wilson Memorial Show. CHS is certainly a good location picker and dealer in all kinds of attractions, especially managed by his wife, Freda. There probably will be a greater percentage of good attractions here than in any of the previous world's fair. Absolute failures have been few. Most of those that folded were not the fault of the management. The fair had run five months instead of ten, and had been postponed to follow the 1938 season. These shows have had the most successful in history of the United States. George Whitney's big Circus in this building, which is situated opened on August 5 to satisfactory business, location being one of the best on the Gayway. Delaware City, residence of Streets of the World opened suspiciously on August 5 behind a 10-cent gate. Thousands have been spent on necessary changes under the direction of Mr. Weddleton. Formerly director of concessions at the 1938 fair, he had the way with a bevy of beautiful girls on the streets. A fine free show is given on an elevated platform in the center of the front, which is an exceptionally good free stage show.

Recent visitors reported by J. Ed Brown: Dick Eyber, manager of Silver Spray Pier, Long Beach; Steve Henry, Los Angeles contractor; J. Ed Brown, manager; Bill Photo and wife, Wichita, Kan.; well-known newspaper man and brother of the late late Ed Bradley of Photo Circus; Charlie Smith, of store show; Arthur Hopper and Al Butler, of the Magazine Bureau show; Harry Mellon, Los Angeles showman's attorney; Operator Leeman, of Silver Spray Pier, Long Beach; and Rudy Illinois, up from the South, when he operating ride.

Mrs. Carl J. Bestway and son departed for the Royal American Shows after a couple of weeks of rest. She said, Jake Bestway, son of Mr. Bestway, on business. Nate Stein left for Hollywood, where he has business interests. Greenwich Village in 40 days. An American showman formerly of Candid Camera Models show is on the front of Streets of the World with Jerry Williams. A talkers' contest will be aired over a Coast-to-Coast KMC network, particularly in the vicinity of the New York World's Fair talkers' contest and the top five in the contest held here. Chuck Reed has been named as first of the Candid Camera show, is expected to uphold the honor and quality of our Westerners who won the last contest on Treasure Island.

EXPO TO HOLD

(Continued from page 29)

\$21,000; Solly Band's Nude March, \$19,000; Palace of Fine Arts, \$12,000; Ripley's Odditorium, \$12,000. Fisher-Wright was reported to have taken \$18,000 in four days, ending on Sunday.

But from an Eastern City, General Manager Charles J. Struh revealed that the fair is now operating profitably. He said he is sure they that plans have been made or are being contemplated to operate the fair a second year. He predicted that September will be the biggest month.

Retrenchment Now Program

Meanwhile, retrenchment definitely because the actual broadcast program, in contrast to the expo's constantly expanding entertainment program. Struh said Arthur J. Zieve would become an unpaid adviser on radio and music.

It was also reported that 35 employees of the radio division would be cut from the pay roll on August 19. Those receiving notices include Robert Colson, secretary under Bruce Jay's Orchestra and numerous announcers, script writers and technicians.

Publicist M. Vandenberg and his assistant, Crompton Bengt, will leave the fair staff in mid-September or soon after. It is reported that other events are expected shortly in the special events department headed by G. O. Crocker. A maintenance division, it was announced.

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SCREWY

These are screwy times; screwy people make screwy times. Even the people who write editorials are likely to be screwy and the people who read them are certain to be screwy.

It is more than a year now until we have a national election and yet at the hottest season of the year the election is already getting hot. If the times are screwy now, we haven't seen anything yet. The period from now until November, 1940, is likely to produce some of the most screwy ideas, discussions, opinions, charges and countercharges yet seen. Level-headed observers (if there are any) are saying that it will be "the hottest political fight in history."

In times like these it is quite foolish to get excited about an election. The dictators no doubt sit back and laugh when we get excited about an election. It is foolish to be partisan in times like these; it is perhaps foolish to have an election at all—unless we were better experienced at keeping our heads.

For practical purposes, it costs the taxpayers about \$1,000,000,000 to hold a national election, shift office holders and the like. Perhaps a national election every six years would be cheaper and less disturbing to our screwy lives.

Right in the midst of a hot summer, Congress hatched a Hatch bill designed to make angels out of politicians. A cartoonist in The Milwaukee Journal got the idea. He illustrated an angel taking all the politicians to heaven, but Senator Hatch himself was too late. The Chicago Daily News (owned by Col. Frank Knox, ex-Republican candidate) called the point in a cynical editorial on "What Did Hatch Hatch?"

While national politics is likely to be a disturbing factor in business for more than a year now, it may also be disturbing to the coin machine business.

There is taking place what may be called the Great Shift. It is a shift to take the heat off big money games, big gambling and turn it on petty stuff with holy fury.

It is a strange matter of screwy psychology. Political experts tell us we are seeing a life-and-death struggle between conservatism and liberalism.

Since the big depression, the heat has been turned on money manipulation, stock markets and other big stuff. A few years ago The New York Times was saying that the New York Stock Exchange was one of the biggest enterprises in the country and yet it was absolutely unregulated by law.

Following the gambling spree of 1929, and the depression that resulted, the heat was then turned on and strict regulations of the country's biggest gambling center followed. But the tide seems to be changing, and if it does, the small boys with their small stuff, like bingo, salesboards, bank nights, pinball, etc., may well expect some serious trouble.

Signs have already appeared which indicate that Congress itself may turn from the big boys to legislating about the small fry. There are possibilities that the small boys may

be caught in the middle between the conservatives and the liberals and maybe wiped out.

It is a screwy situation, but it is true. If the people turn conservative after the liberals have put up so hard a fight against big games, then the liberals themselves are likely to turn upon the petty stuff with all their fury. Some of them have already spoken openly enough to show what can happen.

In the old days the small boys could expect protection and shelter under the wings of the conservatives. But times have changed; a conservative can get so much money now from the big boys that he simply does not need money from slot machines, or to cater to small independent merchants in any way. He can announce himself as a conservative and get big dough.

In the November, 1938, elections I watched carefully the candidates who were being supported by the coin machine trade. I thought once I would say to the manufacturers that they were making a big mistake in supporting conservatives, "business-men-for-governor," etc. But they would have thought me screwy. But the record stands now that in every case they got it in the neck from conservatives and the like.

The reason is plain. Conservatives can get big dough and they don't need your small stuff.

It is a tough spot to be caught in the middle between conservatives and liberals, who are each fighting a finish fight. It is too tough to even be funny, but it looks as if the fight is here. In the midst of this political fight, there is an undeclared civil war between middle class America and organized labor. And that brings in the music and vending machine sections of the coin machine trade as well as the games section.

There are many things which could be said, of course, on the political and economic side of the fence. But the coin machine industry as a whole can do nothing to change the economic and political picture of the United States. We are caught in the tide and will have to swim or else. An old slot machine operator, who kept machines running in his city for 18 years, used to advise: Don't take sides.

Remember, the conservatives can get big dough and they don't need your small stuff. They don't even like to be bothered with it. And the liberals, with their backs against the wall, may vent their bitter spite on the small stuff with all the fury that fighting men can use.

But August is the month of vacations, and for those who have already had theirs, it is still too hot to work. In the cool of the shade in some quiet spot there is a chance to think it all over and decide to keep a cool head.

Don't believe all that you hear and read.

Don't get agitated in the midst of political campaigns and lose your sense of fair play.

Remember that every man has a streak of insanity in him, and with many people it is politics.

Cigarette Merchandisers' Associations

The hot weather is no "bugaboo" for members of the CMA of New York. When there's work to be done, they go right ahead and do it. This was proved the past month and especially this last week. The operators have been working over time for the last month and a half. Vacations—even thoughts of vacations—were taboo, yet the members of the organization turned out the other night to attend a meeting.

There was important work to be done. This is the case, CMA members are Johnny-on-the-spot. Despite hot weather, pressing business and a very late meeting, the meeting was well attended. A change in the by-laws was adopted. The new constitution was approved by the associations and groups.

That was business, but there was other business to be done. The CMA members from Connecticut to extend the CMA of Connecticut's invitation to the annual outing. The event, at first postponed for August, will be held in September. The committee is working on the plans and everything will be ready soon. A program of the outing will be announced. Bereth said, Anthony J. Mason, manager of the Connecticut CMA, says Sam Allen is also on the committee for the September picnic.

The New Yorkers say the change of the date from August to September means certain victory for them in the softball game that is to give them possession of the trophy they won from the Jersey CMA at the outing in June. Members, when questioned on the same, say they are training for the tilt. They've been busy this last month, which gives Connecticut no time to make a comeback. It is believed, though, the facts are that the game is really going to be a tight one. If CMA wins this time, they really get it right the remainder of their lives.

Here's some news! Matthew Forbes, manager of the New York CMA, is going to get a vacation. Who no definite date has been set, it will be the latter part of this month or the first of next. Many say he has to go on his plane, but is turning over the thought of deep-sea fishing in his mind.

From Jersey Way

At the regular executive meeting held recently a new CMA committee was named. Members who will serve on this board are: John Sharkey, of North Jersey; Charles S. Berman, president of the CMA of New Jersey; Michael Herberman, Mechanical Merchandising, and James Cherry, manager of the organization. Sol L. Kesselman, counsel for the group, will co-operate with the board. The Jersey CMA members appreciate the manner in which Edward J. Dingley, president of the CMA of Pennsylvania, has worked with them in matters which affected the State and South Jersey in particular. Mr. Dingley has co-

Arcade Type Device Wins

Sets example for remodeling many devices for the smarter spots

CHICAGO, Aug. 12.—The growing demand for the Metal Type machine in all parts of the country has been a surprise, even to its makers, according to officials of the Groetchen Tool Co. The machine permits the user to make his own cards with his name and address or other matter up to 42 characters. The machine now being sold by the Groetchen has been modernized and its design is so attractive that even the best hotels accept it for their lobbies.

"Reports of its success," said Karl Klein, of the Groetchen firm, "are almost unbelievable. The idea is old but the machine is strictly modern and we have designed it so that a pioneer arcade machine can now be put in the best locations in the country. The way people patronize it is surprising to everybody. For the last few days of its trial period, almost every day."

Klein displayed reports from firms that frequently a lady will get a tag for each member of her family, and maybe for relatives. Groups get around the machine in the best of district. They were among the first to test its merits and report some important facts about its appeal to the public.

Hotels welcome it. Paul Gerber stated, "Women are probably the best patrons. Frequently a lady will get a tag for each member of her family, and maybe for relatives. Groups get around the machine in the best of district. They were among the first to test its merits and report some important facts about its appeal to the public."

An operator in Pittsburgh made tests for a new distributorship firm in that area. He used select locations, such as hotels, the Pennsylvania Station and the city hall. He found that the embossed metal disks seemed to be starting a real fad.

The operator tried a typer at a famous tourist camp. He is now placing machines as fast as he can get them. It is expected to be a big success.

From overseas, the Samson Novelty Co. of London, reported that the metal typer is doing well in Sweden, Norway, J. H. Hollweg, on a recent trip to Europe, booked "many in all centers for the machines. Klein said.

operated with the officers of the Jersey group and attended several of the Indianapolis and held out the possibility of Trenton.

CMA of Jersey is now laying plans for a new membership drive. Cherry has been working the territory adjacent to Newark with a great deal of success. Recent activities in the State have shown conclusively how operators can benefit from membership in the CMA. It is believed that the few operators who are not in the organizations will lose their filling operations to become part of the association.

A news story tells of a tobacco company which has added hospitalization and surgical operation benefits to the plan offered its employees. The CMA has a great interest in such a policy, but some contend that it must contain "a headsche clause."

With fall right around the corner, many of the operators will be thinking about vacation. They didn't get to take in the summer. This will be especially true of those operators in resort sections. At the termination of a busy season they need vacations. Fishing tackle and golf clubs are already getting prominent in the attention in some of the offices. They'll be in use before long.

"This story was told recently on one of the CMA's. A friend of mine on the street and immediately asked what was going on. A hot tobacco barn was being built in the district. The friend said, "Does it get that hot down there?" the operator asked.

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Physical Director Discusses Value of Recreational Games

To the Editor:

May I have the opportunity of presenting to your readers my version as to recreational value of recreational and amusement games that are 100 per cent legal and that can be operated anywhere.

Recreational games have come to have an important auxiliary role in the prevention and cure of physical and mental ill health, and in education for character and citizenship.

Growing realization of the importance of wholesome recreation led in the twentieth century to the development in the United States of organized community recreation as a public responsibility.

The evolution of organized play devices was not an overnight or phenomenal growth, and there were many regressions before it was recognized as one of the cardinal principles of education. Play and recreational games are now definitely incorporated in educational philosophy and recognized as a vital time to the end, "worthy use of leisure time." With such recognition the scope and inclusion games not associated with the word "play" but with the broader term "recreation."

Recreation is one of those words that means different things to different people. A good brisk walk in the park is not a messenger boy's idea of diversion. Nor would a peacock player find refreshment from his tilt in blowing soap bubbles. Billiards may spell the ultimate in recreation to one person and bowling, golf, shuffleboard and target shooting to another.



JAMES HICKS, now sales representative for the Modern Vending Co., New York.

Thus it may be appreciated that a well-rounded recreational game program for the ever-increasing adults with leisure time is a crying need which can be supplied by the coin machine industry.

My pleasant association with the coin machine industry as a distributor and operator of bowling games, tag machines, world series baseball and golf games was the means of extra income.

However, leadership and co-operation in bowling games, tag machines, world series baseball and golf games was the means of extra income. Not only a popular family sport, but a social affair wherever the games were displayed, all of which should be a distinctive object lesson to the coin machine industry.

New York and markets awaited three games for after three years of continuous operation, the homes, schools, parks, clubs, churches, cafes, YMCA and other institutions were quick to realize the value of recreational games by having them installed in their premises. It was their great deal of pleasure, when I visited the above places, to see the significance of those added play facilities brought to those groups that might get into mischief thru the misuse of their leisure time.

The need for new recreational games that are 100 per cent legal is the crying need of all localities today to fill the need of leisure time for their customers.

With the haste and bustle of business preoccupations today to fill the need of leisure time in playing recreational games develops skill, alertness, co-ordination of muscles and even intellectual relaxation, and the joy of beating an opponent's score.

It is with great satisfaction to find that D. Robbins, Alf Benker, who has the foresight to visualize this crying need for recreational games, has an opportunity to climb on the band wagon for recreational games approved by the general public who are clamoring to play.

While the coin machine industry has struggled for years with slot machines, ping-pong, billiards and pool have come up from the alley and basement out to the main street. Here is the curriculum of our schools, for ahead of tennis and boat racing, and is second only to football and baseball in universal and abiding interest.

Yours very truly,
HENRY W. ROBERTSON,
Physical Director, Albany Park District Boys Brotherhood Republic.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
**'LATEST' NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES**

LEATHER MEDAL
AWARDED TO
VENDING MACHINE CO.

BY
RECREATIONAL GAMES, INC.
CHICAGO

RECREATIONAL GAMES awarded its LEATHER MEDAL to Joe Calcutt, of the Vending Machine Co., Fayetteville, N. C. in recognition of his magnificent sales to the donor's games.

H. H. Blackwell Joins Rock-Ola

CHICAGO, Aug. 12.—H. H. Blackwell, veteran coin machine man and pioneer in the coin machine industry, has taken over the distribution of Rock-Ola phonographs in the territory of North and South Dakota, according to advices from the offices of the Rock-Ola Mfg. Corp. Blackwell has a host of friends in this section of the country and has already produced some sizable orders, revealed Jack Nelson, official of Rock-Ola.

Blackwell commented enthusiastically: "I am happy to be associated with a progressive organization. After spending a week in the factory watching the luxury Lightbox phonographs coming down the block-long conveyors on the assembly line and otherwise becoming familiar with the manufacturing process, the company procedure and policies, I can readily see why Rock-Ola has shown so much progress in the business. Rock-Ola really builds phonographs to make money for operators."

Phono-Mike Aids Collections

PHILADELPHIA, Aug. 12.—"A new method for increasing collections on phonographs has been recently developed and is now readily available to every music merchant," reports an official of the Economy Production Co. of Philadelphia. "Even now the Phono-Mike is making history for the music business," he declares.

The Phono-Mike is a specially designed phonograph microphone which is attached to the side of the phonograph or hung on a wall near the music machine. By directing coins in the regular chute the microphone becomes available to the patron. His or her voice comes thru the microphone with the record. Volume and tone of the mike or phonograph record is maintained by two diaphragm microphones.

Operators find that patrons have the desire to hear themselves as artists singing to the tunes on the records. It adds much to the fun of the patron and definitely contains the coin on the phonograph that the highest possible returns are realized when collections are made.

"Announcements and other entertainment the volume of the recorded music can be reduced to provide a very soft musical background," Phono-Mike is now being used on all of the phonographs of many large operating firms. It is expected that the built will soon

Discriminatory Law on Phonos Is Thrown Out

MADISON, Wis., Aug. 15.—City council August 1, by a seven-to-three vote, sustained Mayor B. P. Murray's veto of the newly passed ordinance prohibiting the playing of electric pianos, radios, phonographs, orchestras, or any other musical devices in restaurants and taverns within the city limits between the hours of 11 p.m. and 8:30 a.m.

Council members indicated at the meeting that a new ordinance regulating the playing of music will be drawn in the near future. The measure, it was believed, would eliminate many of the objectionable features of the ordinance which had been vetoed.

Mayor Murray's veto of the ordinance was based on the grounds that it was unreasonable and discriminatory. "If it been more lenient with respect to the time in which musical devices could be played and had it applied to other establishments in the city limits as well as to restaurants and taverns, I would have been in favor of it," he told the council.

Rock-Ola Reports July-Biggest Month

CHICAGO, Aug. 12.—When the final figures for the July volume of the sales of the Luxury Lightbox phonograph were given they revealed that the month of July produced the greatest volume of business in the history of the Rock-Ola Mfg. Corp. estimate report.

"This increase in volume is not a sudden sales rise," said Jack Nelson, Rock-Ola vice-president and general sales manager. "It is the result of a consistent growth in business the corporation has enjoyed throughout the entire year. Each month the sales have grown bigger, and July produced the biggest business in our history."

"Increasing orders have meant increased production, but too rapid now on the vast production line. Expansion of the sales department has found 12 district managers now traveling out of the factory into territories all over the country," Nelson said.

be found in all sections of the country on every location in which this device can be utilized."

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

Tubulations is based upon radio performances, sheet music sales and record releases of each week. Reports from music publishers as to the relative importance of certain songs or their recordings are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Sunrise Serenade. Once again Frankie Carle's exceedingly non-commercial and at the same time, paradoxically enough, tremendously popular song leads the field by a wide margin. It was unanimously favored in boxes from Maine to California and from the Canadian border to the Gulf of Mexico. Glenn Gray still has the disc most in demand, but Glenn Miller is creeping up behind him once more and taking a little of the play away from the Chas. Ledermite.

Stairway to the Stars. The seven days elapsing since its last mention in this space have done little if anything to pull this lovely item away from its strong position near the top of the list. From all indications it will still be several weeks before operators can start calling it a day here. Glenn Miller and Jimmy Dorsey continue to divide recording honors on this one between them, with a few scattered mentions for Al Donahue and Horace Heidt.

Beer Barrel Polka. This is probably getting just as monotonous for ops as it is for the music department. But the matter is that the Stereolite just refuses to stop rolling. Only one set of all the records collected this week states that it's still a big thing for them. Its continued strength has been truly remarkable. It continues, it's still Willie Olcott, with a couple of nods in favor of the Andrews Sisters.

White Sails. As usual, Nick Minelli is doing very nicely with its latest ballad, and this week it continues its merry way as one of the biggest porker-attractions among current wailings. There is a lot of recordings out of which no particular band has become especially linked with the tune. Sammy Kaye, Connie Nelson, Jack Teagarden, Al Donahue and Ruby Andrews all have their supporters, apparently, with no one favored here especially.

Moon Love. This at last reaches the select circle this week, and justifiably so. It goes to the top of the list, and has been there ever since. Leading them that Chalkleywork, from whose Fifth Symphony this was adapted. Theme recording lights here are Paul Whiteman and Glenn Miller, with Al Donahue trailing along.

COMING UP—BETTER STOCK THEM

The Man With the Mandolin. Response to this has been developing very quickly, with the past week raising it to the lead-off position in this section. Its infectious, relaxed melody and appealing lyric are no doubt largely responsible for its edge over the rest of the field. It's still Horace Heidt who has the best-liked group version at the moment, with Frances Langford's vocal disc garnering its share of popularity.

Comes Love. So this tune from Lew Brown's Broadway musical comedy comes to the top. *Comes Love* is catching on with the radio listening public. It's beginning to mean more than a little in the phonos. Artie Shaw stands prettily alone among the plate versions, with Edy Duchin and Jerry Clinton the runner-ups.

Shabby Old Caddy. Another novelty that probably won't set the world afire, but that rates a place under the needle. That place had better be accorded it right now because this is the best of its kind. It's a great deal higher than it is at present. It's Sammy Kaye and Horace Heidt sharing the glory here.

My Last Good-Bye. Still strong in the Midwest, with Dick Jurgens its only plate champion. If particular record hasn't caught on with the rest of the country by this time, the indications are that it never will. It is mentioned here again only as a hint as to what the country's mid-section is especially interested in.

Cinderella, Stay In My Arms. Not quite living up to the promise it showed a week or so ago, this English ballad is doing nicely in a mild sort of way for a lot of ops around the country. Guy Lombardo and Glenn Miller are the white-haired boys here.

Over the Rainbow. A lovely song and the No. 1 plug tune from MGM's mush-headed production, *The Wizard of Oz*, this is apt to be one of the biggest hits of the early fall season. So far the masses haven't picked it up as they are getting to be very nervous about it in a short while. Larry Clinton and Glenn Miller have discs available now.

OPERATORS' SPECIALS

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

Well, All Right. With the Andrews Sisters holding a monopoly on it, this bit of nonsense is a required item on every record store's list. Tommy Dorsey and Glenn Miller have plate printings all in favor.

The Jumpin' Jive. Cal Haggerty is meeting with absolutely no competition in his conquest of the phonos with this swing item of his own authorship. It's a natural for the home and away market. It's the most popular record of the plate to come along in some time. But Cab is making up for its loss with it.

El Racheo Grande. Back in the phonograph picture once more is this Bini Brindley tune. Offered in many stages of life for a couple of weeks, this record it looks up fairly large on reports from various sections. It may be only a momentary spurt, and then again it may linger on for a few more weeks.

Just for Thrill. A great follow-up of the Ink Spots' recording of *If I Didn't Care* in this ballad, an operators are beginning to realize in increasing number. The record offers all that is in the first big hit disc, and it's bound to be pretty successful.

Angry. Still very popular in the Midwest, this doesn't mean a lot along the Atlantic seaboard. Season is simple, Tiny Hill, whose record is getting the Midwestern play, is one of the most popular bands out last week on this record.

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



AN ENROUTE TO THE LIONS' CLUB CONVENTION in Pittsburgh the special train, the Florida Lion's Club had the baggage car transformed into a typical tavern-style dance hall and bar. Prominent in the setup was the Whittier phonograph, which sounded as lively continually from Florida to Pittsburgh, Washington and the New York World's Fair. To the left of the Lions and kindly shown above are, left to right, Mr. and Mrs. Fred Clark, Mrs. and Mr. W. H. H. From, Mr. and Mrs. Subbitt, Earl Cain, Imperial Dist. Co., Germantown, Pa.; Mrs. Fred Babe, Mrs. Earl Cain and Mrs. Babe, Whittier District manager. All are from Florida and some, it will be noticed, are perched in their official uniform, the Bermuda Indian Garb.

Earl (FATHER) HINES AND HIS ORCHESTRA



Check-ups show that Earl Hines and his fast-moving crew are more popular than ever throughout the land. And Bluebird Records, as usual, bring you the money-making names, by including new hot Hines records in their list of big-toppers.

Catch the coins with these Victor and Bluebird Records

#10377 **FATHER STEPS IN**
Earl (Father) Hines and His Orchestra
#10381 **BIDIN' AND JIVIN'**
Earl (Father) Hines and His Orchestra
#10377 **KACH TINE YOU AWY GOOD-EYE** (10 Cents)
#10381 **THE CLE TOWN-OUT OF THE KEYS** and **His Delta Rhythm Band**
#10381 **A MAN AND HIS DREAM**
(Each from the Paramount film "The Star-Maker")
Tommy Dorsey and His Orchestra

It Pays to Use
**VICTOR AND
BLUEBIRD RECORDS**

Victor-Decca, RCA Music Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

Decca Records "Victrola" Reg. U. S. Pat. Off. by RCA Music Co., Inc.

Des Moines

DES MOINES, Aug. 12.—Coin machine operators have been plagued with slugs since at least 1 cent each by several novelty houses and a beer distributor. The coin machine operators are dropping the brass tokens in candy vending machines, but released them with a warning that charges would be filed against the youths if arrested again.

Dave Vidler, of the Iowa Amusement Co., announced he has added Bill Page to his staff. Page will work in the mechanical and service department.

Vidler reports he is having trouble keeping in stock good used phonographs. There is a good demand for the latest models.

Vidler has resigned as fight promoter at Riverview Park and will devote all of his time to the Iowa Amusement Co. and his Hollywood club.

Vern Howard, operator of the Iowa Automatic Music Co., reports he will add a man to his Des Moines staff. Howard also has three men working in the Cedar Rapids office.

Howard is pushing Exhibit's contact, which he claims is going good in the pinball line.

Coin slugs are sticking better in this territory than in recent years, but operators are waiting a Supreme Court decision which is expected shortly to determine the legality of pinball machines in the State. With a favorable decision, the business is expected to boom into one of the best markets in the country.

Irving H. Grossman, manager of Riverview Park, reports his penny arcade is the best money-maker in the park this season.

Houston

HOUSTON, Aug. 13.—It was announced by the local office today that a big Wurlitzer party would be held in Houston August 19. Plans were not complete, but it was certain that the Wurlitzer home office officials would be present.

The latter part of July, in compliance with a merchant petition, Houston city council ordered 1,700 parking meters for approximately 50 square blocks. Six weeks previous 1,000 two-hour meters were ordered for use in the outer business district forming a belt around the downtown area. All meters were Parkrite, sold by Graybar Electric Co.

Parking meters revenue in July totaled \$17,762.40, an increase of \$1,500 over last July. Collection from the 2,000 meters serving downtown section has already passed \$128,000 for this year. City tax office is equipped with latest type electric nickel-counting machines.

Two important changes in the Houston branch of Decca Distributing Corp., J. W. McConnell, lately from Atlanta, Ga., was appointed manager in June in place of H. M. Craves, who resigned. Then on July 15, Miss Mary Equivo was appointed secretary taking the company into Miss Haberman, former secretary, had resigned to get married.

Electro Bell Co. of Houston, held a showing of new phonographs and other equipment July 25 at the Ben Milam Hotel, Houston. Ed Stern, C. B. Brewster, F. B. Stevenson, Seeburg officials, and Ed Lear, local manager, were host to operators.

Opportunity To Boost Locations . . .

CHICAGO, Aug. 12.—National Retail Demonstration Week comes this year the week of September 11. It is under the auspices of the National Dry Goods Association, perhaps the most progressive trade association in the country. Local stores in many cities over the country participate.

While the larger department stores head this move, the program is being enlarged to include as many stores as possible, trade organizations, etc., and unusual programs are being developed. Window displays and other forms of publicity will be developed.

It offers an opportunity for live operators' organization to join with locations in putting on a big week, co-operative advertising, publicity, etc. Operators in every city should find some way in which they can co-operate with their locations, or at least boost the idea.

Operators' WEEKLY FIDO!

HERE ARE YOUR
TWO BEST BETS
... GET THEM
TODAY!

Look out for this one,
boys, it's another BMBDS!
"VAS VILST DU
GALY STAR"
(Bluebird—810340)

EMERY DEUTSCH
"The Magic Bow of Radio"
AND HIS ORCHESTRA
VOCAL BY
Mildred Craig

Don't dare miss this super-slicker-thriller
by the old-timer of the keys!

BOB
ZURKE
and His
DELTA RHYTHM BAND



PLAYING
"HOBSON STREET
BLUES" (Victor—26317)
A BOOGIE-WOOGIE TRIUMPH!

WILLIAM MORRIS AGENCY, Inc.
NEW YORK • CHICAGO • HOLLYWOOD • LONDON

SAVE 33 1/3% ON GRILLES



WAS
\$16.50
NOW
\$12.45-

Three pillars of assorted plastic combination—choice of 2 Yellow-1 Red, 1 Red-2 Yellow, 1 Red-2 Blue, 2 Blue-1 Red, 2 Red-1 Green, 2 Green-1 Red. Also available at \$12 Wurlitzer at same price.

616—SPECIAL 716 AND 412



REGULAR
\$25.00
NOW
\$16.66-

Two new brilliant red plastic grilles, backed with sparkling silver jeweled cloth.

616 With Side Grille



WAS
\$16.50
NOW
\$12.45-

These colors of assorted plastic. 2 Yellow-1 Red, 2 Red-2 Yellow, 1 Red-2 Blue, 2 Blue-1 Red, 2 Red-1 Green, 2 Green-1 Red.
ROCK-OLA IMPERIAL 20



WAS
\$16.65
NOW
\$14.95-

COMBINATION OF COLORS
Red, Green, Blue, Yellow.
SEEBURG REX

MONEY BACK GUARANTEE!
Write for Circular and
Quantity Prices!

GERBER & GLASS

914 DIVERSEY PARKWAY
CHICAGO, ILLINOIS

RIDE 'EM COWBOY. Boy and Ginger—Boy is the progressive Wurlitzer machine manufacturer, Ed F. and Ginger is a shorthorn Arabian horse. The picture was taken on a location of the recent Dodge City Pioneer movie pageant—a dramatized local history in which the actors were amateurs. Evans owns a ranch and has several other horses in his stable. See his "Wurlitzer automatic phonographs are like some expert riders we have in these parts. Once they get used to a machine, they stay put."

BE
PREPARED

THE YEAR'S BIGGEST MUSIC MACHINE EVENT!

Music machine operators should give special consideration to these songs, because they are the basis for the most thrilling film-cast of the year!

5 HIT SONGS from "THE WIZARD OF OZ"

OVER THE RAINBOW

Recorded by

LARRY CLINTON—Victor
(26174)

DEL COURTNEY—Vocalion
(4992)

GLENN MILLER—Bluebird
(10366)

GINNY SIMMS—Vocalion
(5011)

HORACE HEIDT—Brunswick
(8441)

BOB CROSBY—Decca
(2657)

DING-DONG! THE WITCH IS DEAD

Recorded by

GLENN MILLER—Bluebird
(10366)

GEORGE HALL—Vocalion
(5019)

THE MERRY OLD LAND OF OZ

Recorded by

KAY KYSER—Brunswick
(8440)

EDDIE DE LANGE—Bluebird
(10368)

VICTOR YOUNG—Decca

FRANKIE MASTERS—Vocalion
(5034)

IF I ONLY HAD A BRAIN

Recorded by

KAY KYSER—Brunswick
(8440)

GRAY GORDON—Victor
(26328)

VINCENT LOPEZ—Bluebird
(10367)

FRANKIE MASTERS—Vocalion
(5034)

VICTOR YOUNG—Decca

WE'RE OFF TO SEE THE WIZARD

Recorded by

GRAY GORDON—Victor
(26328)

VICTOR YOUNG—Decca

Leo Feist inc.

1629 BROADWAY • NEW YORK

ORDER
TODAY!
from your
DISTRIBUTOR

ATTENTION! IMPORTANT!

To Kentucky-Indiana Phonograph Operators Only

I need at once (172) Used Phonographs any model or make. WILL ALLOW DOUBLE MARKET price on the purchase of Rock-Ola Luxury Lightup Models. Example: Will allow for 12-Record Phonographs from \$50.00 to \$120.00.

Write, Wire or Phone

CARL A. HOOPER

549-551 South 2d Street,

ROCK-OLA FACTORY DIST.

Louisville, Ky.

THIS WEEK'S SPECIALS

Willy, Deane, Masters	\$19.00	Geary, Moore, A. with illuminated grille	\$42.00
Willy, Deane, Victor Masters	29.00	Warringer #12	47.00
Willy, Deane #18	29.00	Wick-Dix #15	47.00
Warringer #12	32.00	Wick-Dix, 25-Record Imperia	79.00
Warringer #12	32.00	Warringer #12	89.00
Warringer Model A	32.00		

WRITE FOR NEW LIST JUST OUT

SOUTHERN AUTOMATIC MUSIC COMPANY

829 Massachusetts Ave.,
Indianapolis, Ind.

112 W. Broadway,
Cincinnati, O.

542 S. 2d St.,
Louisville, Ky.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Detroit

To the Editor:

As a rather new operator in the music machine field, I feel that I would like to express my appreciation to the section in *The Billboard*, "What the Records Are Doing for Me." I find it a very true index of the records most popular with the public from week to week. I get a lot of new ideas from it which help me to put the business across.

In my location, I find the *Beer Barrel Polka* by Andrew Sisters and *El Rancho Grande* by Bing Crosby still going strong. *White Sails* by Sammy Kaye is rapidly becoming a popular number, as is also *I Rained My Heart Into a Song*. The *Public Song* is going over big in beer gardens where the audience joins in the singing.

Hoping this may be of some help to other operators. I am, REID ABIE, Detroit.

New Orleans

August 12, 1939.

To the Editor:

Bing Crosby's continued popularity, plus the *Beer Barrel Polka* and *Suzette Serenade*, the latter's success particularly credited to Glenn Gray's Ode, has made for a successful summer for many music operators in this area. Except for the beaches and resorts, vocal numbers are going more than the usual summer patronage with the Andrews Sisters with *Yea, Ah, Right*, and our own Connie Howell outfitting a half dozen other stellar renditions with her *Wishing* effort. The Ink Spots and another native, Dick Todd, are further proofs of the popularity this summer of vox humanum.

The *Beer Barrel Polka* and *Suzette Serenade* have succeeded where for many months other numbers have failed, and that is in detouring, temporary we believe, our biggest asset, Bing Crosby, but it would be financial suicide to forget Bing's recent rendition of the old Mexican favorite *El Rancho Grande* and

Strange Enchantment. Our *Beer Barrel Polka* vote goes to the efforts on that number by Fitch Bowser's harmony duo.

We notice that *Rancho Grande* is only one of several records of old numbers. *I Saw Gomez Give Nobody None of My Jelly Roll*, by the Maszrow-Landau Quartet; *Curly* by Curly Howard, as played by Bob Crosby, and Dick Robertson's rendition of *Pippinville* are among those doing the return engagement to many.

Hokey Key, *Your Fall In*, by Freddy Fisher's Ode, does well in the colored locations, along with Bing Crosby, the Ink Spots; *Crumb* Basin, especially with *When the Sun Goes Down*; Artie Shaw and Ella Fitzgerald. The stories circulated about the untimely death of Chick Webb and the taking over of his place by his popular brother has only served to stimulate the Fitzgerald era.

Woody Herman makes the grade with his *Woodchopper's Ball* and *Blues Upstairs*; Jimmy Dorsey with *A Home in the Clouds*; Ink Spots with *It's Funny to Everybody But Me* and *Just for a Thrill*; Frank Newton with *The Blues My Baby Gave Me*; Glenn Miller with *My Story for Myself*; and Artie Shaw with *Twelve*. *Cherry* and *Outdoors*.

Polka numbers continue to hold their own. However, the peak may have too recently been passed to yet be noticeable. Faster tempos are out, and slow and hot are demanded for the outdoor dance spots. Billboard numbers in rural areas of the countryside sweep in rural areas of the Delta.

Billboard operations are fair enough during the hot spell, but volume of business can hardly be called up to last mid-summer. CARLOS MCGUIRE, New Orleans.

Pittsburgh

PITTSBURGH, Aug. 12. — Louis (Lucky) Grossman, well-known Pittsburgh operator, has recently placed an order for Ray-O-Lines. Grossman has built up a fine organization with the capable assistance of his cohorts, Jack, Paul, Eppe and Jack.

Paul Wetmore (Schultz), Atlas head mechanic, has just returned from a trip to the Bestburg factory, where he learned all about remote control and the Ray-O-Lines.

The Atlas Novelty Co. has recently added a new employee to its already large organization. This new addition is Leo Hoffman, originally of Chicago, Ill.

Frank Jupena, another operator in the Pittsburgh area, is constantly purchasing phonographs to add to his already large music box store.

Phil Greenberg and Morris Chausberg are busy these days visiting their branch offices in Buffalo and Detroit.



IT'S A RARE OCCASION when Fisher Brown and his personnel are together in the studio, before or after the photographer found most of them in and quickly took their picture. Fisher Brown's organization has recently moved into new quarters at 2106 S. Harwood street, Dallas. They are Rock-Ola distributors in that area.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once each week by the Patent Office in Washington, D. C. A search for all coin-operated devices and parts thereof, also patents adaptable to coin operation, reveals—

Patent Bulletin August 2, 1939
(Patents Issued July 28, 1939)

Patent No. 2,147,061.
Pertaining to Remotes Control Device.
Application, June 24, 1938.
Number of Claims, 2.
Inventor's Name—Lloyd J. Andrea, Chicago.

A coin-controlled remote-control device for use with phonographs. Is made for selective use from remote stations.

Patent No. 2,147,352.
Pertaining to Table Marble Game.
Application, September 26, 1936.
Number of Claims, 4.

Inventor's Name—Frita W. Paick, Los Angeles, Calif.

A game board having a number of goals and means of registering the attainment of these goals on registering device. Has means for rendering game

inoperative when all registering devices have been operated.

Patent No. 2,147,459.
Pertaining to Phonograph.
Application, August 29, 1937.
Number of Claims, 3.
Inventor's Name—John Roberts Long, Washington, Ind.

Assigned—Purdy—one one hundredths to John T. Reinsel, Washington, Ind.
In a phonograph, a number of records, means for electrically reproducing sound from the records and a sounding arm. Electro-magnetic means are provided for determining the relative location between sounding arm and records and means for operating selectively said electro-magnetic means. Also a rotatable dial operating in conjunction with electro-magnetic means making mechanical operative and means for rendering said magnetic stop inactive.

Design Patent No. 115,870.
Pertaining to Design for a Bottle Vending Machine.
Application, October 31, 1932.
Designer's Name—Joseph E. Hagstrom, Kansas City, Mo.
Assigned to the Vendo Co., Kansas City, Mo.

Ornamental design for a bottle vending machine.

DESIGN Patent No. 115,860.
Pertaining to Design for a Baseball Game Device.
Application, October 6, 1932.
Designer's Name—Harry K. Surbeck, Cleveland, O.
Ornamental design for a baseball game device.

Patent Bulletin of August 9, 1939
(Patents Issued August 1, 1939)

Patent No. 2,147,702.
Pertaining to Game Apparatus.
Application, September 14, 1936.
Number of Claims, 7.
Inventor's Name—Irven H. Wiley, Chicago.

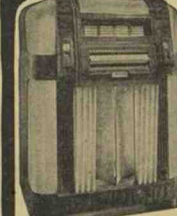
Assigned 45 per cent to John H. Sharr and 10 per cent to E. W. Hibbard, both of Chicago.

A mechanism containing a ball projector and plunger, means for placing ball in position to be struck by plunger, also means to give ball a spinning motion, central mechanism co-acting with plunger to energize and de-energize power-driven means for imparting of spinning motion.

Patent No. 2,147,775.
Pertaining to Game Device.
Application, April 1, 1939.
Number of Claims, 13.
Inventor's Name—Walter B. Price, Minneapolis, Minn.

In a target, a backing of resilient

EXTRA HEADLINE NEWS EXTRA
VIRGINIA, NO. CAROLINA, SOUTH CAROLINA OPERATORS CAN NOW GET 12 TO 18 MONTHS TO PAY FOR MILLS' THRONE OF MUSIC AT NO EXTRA CHARGES!



READ ALL ABOUT JOE CALCUTT'S STARTLING SENSATIONAL DEAL!
WHAT A DEAL! The "richest and rarest of phonographs" now obtainable by every operator in Virginia, North Carolina and South Carolina on 12 to 18 months' terms at NO EXTRA PREMIUM OR ADDITIONAL CHARGES! PLUS— Liberal Allowances for trade-ins of any type equipment regardless of condition. AND—Joe Calcutt's "personalized service" that gets you STARTED RIGHT and KEEPS YOU GOING RIGHT! The finest deal in all phonograph history on the Coast, fastest selling coin operated phonograph ever sold! The ONE phonograph with ALL the features! MURKETT WRITE—WRITE NOW! Be among the FIRST to CASH IN with Mills' frontlessly sensational THRONE OF MUSIC!

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.
Cable Address "COINSLOTS"

DID YOU GET YOUR MILLS THRONE OF MUSIC PORTFOLIO FROM GEORGE PONSER
519 West 47th St., New York

OUTSTANDING BUYS IN PHONOGRAPHS

WURLITZER 616 \$5.00
WURLITZER 616A 90.00
WURLITZER 34A 150.00

With National Sales.

TERMS: 15 Deposit with Order, Bal. C. O. D.

REX AMUSEMENT CO.
317 Central Avenue, Rochester, N. Y.

REAL CASE FOR THOSE WHO RECORD

METAL RECORD CASE No. 60

Light Weight
Holds 60 Records
High Quality
For every size
from 10" to 12"
Special with
order

MURRAY M. KIRSCHBAUM
200-08 11th Ave., Bk. M.
Brooklyn, N. Y.

\$2.95 Ea.

SPECIAL

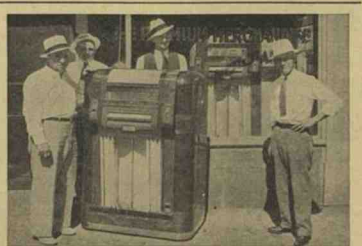
WURLITZER 412 \$47.50
WURLITZER P-7 75.00
WURLITZER P-10 92.50
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WURLITZER P-100 92.50

AMERICAN NOVELTY COMPANY
2182 Grand River Ave., Detroit, Mich.

SUN SALES CO.
148 Lincoln Park Drive, Cincinnati, Ohio.

vacuum cups, one or more of the cups being adapted to be impinged by a projectile directed against the bod of vacuum out, and upon such impingement to conform with and adhere to the surface of the projectile.

Patent No. 2,160,302.
Pertaining to Coin-Contralled Time-Measuring Meter.
Application, March 16, 1936.
Number of Claims, 14.
Inventor's Name—John B. McGray and George E. Nicholson, Tulsa, and Carl O. Magee, Oklahoma City, Okla.
A time-measuring signal flag and mechanism governing action on same for use in parking meters.



RECENTLY APPOINTED DISTRIBUTOR of Mills Phonographs is the Howard Sales Co., Omaha. Left to right, Tony Mangano, president; Carl Surver, salesman; Jerry Callahan, service, and Merl Dougherty, service. The picture was taken in front of the firm's office.

DECCA
Hot Tips for Operators

THESE DECCA HITS ARE GOING STRONG
DON'T MISS ANY OF THEM

2482 WEEN BARREL HOLLA WELLS AT NIGHT FT. VO.
2483 HEAVY CAN WAIT Andrew Sisters FT. VO.
2484 SUNSHINE SERENADE instrumental FT. VO.
Glen Gray and the Casa Loma Orchestra
2486 STAIRWAY TO STARS FT. VO.
OUT OF BONDAGE FT. VO.
Ella Fitzgerald and Her Famous Orchestra
2478 MOON LOVE FT. VO.
2479 PAUL WHITMAN and His Orchestra
2482 THE JUMPIN' JIVE Lem Jay and His Orchestra
2483 THE BEST BELLS FT. VO.
DOMINICK BOVI
2484 EL RANCHO GRANDE (My Boss) Jimmy Dorsey and His Orchestra
2485 I'D SWEET AS APPLE CIDER Bing Crosby with the Fourtunes
2486 IF I DIDN'T CARE KERNON KETTEL BAL
2507 IT'S FUNNY TO OVERFLOW BUT HE JUST FOR A THRILL Bob Hope
2503 WHITE SAILS (Serenade a Yellow Day) Ruby Norman and His Orchestra
2478 THE LAMP IS LOW FT. VO.
REGONE Jimmy Dorsey and His Orchestra
2503 I POUED MY HEART INTO A AN OLD-FASHIONED TUNE ALWAYS BE NEW Jimmy Dorsey and His Orchestra
2480 MOONLIGHT SERENADE FT. VO.
SHERRY GLEN and His Orchestra
Jan Savitt and His Orchestra

Decca Records Inc.
Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC

Be Wise! ILLUMINIZE your 412's-616's-716's

COMPLETE ILLUMINATION NOW OFFERED FOR THE FIRST TIME. THESE RE-MODELED MACHINES ARE HOLDING TOP POSITIONS IN COMPETITION WITH THE LATEST MODELS.

SMART OPERATORS ARE PUTTING MORE PROFITS INTO THEIR OWN POCKETS



Highly polished Cast Aluminum Grill. Beautiful original design completely assembled with heavy red Plastic Pillars and green back light behind grill reflecting on a silvered metal cloth... ready to install.

COMPLETE GRILL

ONLY

\$7.95 ea.
Lots of 10
Sample, \$12.50

Four highly polished Cast Aluminum corners completely fitted with brilliant Red Translucent Plastic... easily installed.

SET OF 4 CORNERS COMPLETE

ONLY

\$7.95 ea. set
Lots of 10
Sample Set, \$12.50

Never before has you had the opportunity to completely illuminate your entire 616 cabinet at this ridiculously low price.

ACT AT ONCE—BUSH YOUR ORDERS TODAY
25% with order. Balance C. O. D., F. O. B. Newark.

LOCAL OPERATORS: CALL ON US AND WE WILL REMODEL YOUR CABINETS FOR YOU.

A. KASS

10 Pennington Street, Newark, N. J.
Phone: Market 2-6580

STREAMLINE BOXES

\$300.00 Being Collected Weekly by One Operator From SHYVERS STREAMLINE BAR and BOOTH BOXES

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX, One Operator showing a Profit of \$104.00 in 5 Months on a \$7.50 investment.

The More a Phonograph Plays... The More It Is Played
Order in ten boxes, 5 Bar and 5 Wall, with what armored cabinet you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."

NATIONALLY PRICED
Streamline Wall Box, \$6.75 Streamline Bar Box, \$7.50
Cable 5c Per Foot Instrument Casting, 35c "T" Joint Boxes, 45c
Now Also Available With National Sign Ejector

SHYVERS MANUFACTURING COMPANY
2315 W. HURON STREET CHICAGO, ILLINOIS
PHONE: ARMITAGE 0696

NEWEST RECORD RELEASES BY FREDDY MARTIN AND HIS ORCHESTRA

"THE THRILL OF A NEW ROMANCE"	BLUEBIRD No. 10363
"LET'S TRADE A DIAMOND FOR A HEART"	BLUEBIRD No. 10359
"RUNNING THROUGH MY MIND"	BLUEBIRD No. 10359
"YOU'RE THE MOMENT IN MY LIFE"	BLUEBIRD No. 10359
"LET'S DISAPPEAR"	"LET'S MAKE MEMORIES TONIGHT"
"WINTER BLOSSOMS"	"A BOY NAMED LEM"
BLUEBIRD No. 10350	BLUEBIRD No. 10315
"THERE'S ONLY ONE IN LOVE"	"IT SEEMS LIKE OLD TIMES"
"AN OLD-FASHIONED TUNE IS ALWAYS NEW"	"CUBA-DAM-DOO"
BLUEBIRD No. 10326	BLUEBIRD No. 10333

REPLITZERS • ROCK-OLAS MILLS •

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

WIRE OR WRITE

BABE KAUFMAN MUSIC (CIGARETTE) CORP., 250 W. 54th St., N. Y. C.

New Kansas City Record Distributor

KANSAS CITY, Mo., Aug. 12.—(Special) Distributing Co. here has been appointed distributor in Kansas and Western Missouri for the Schramm Record Corp. It was announced recently by George C. Towle, general manager.

Decision to distribute records was prompted by the fact that phonograph record sales in 1938 reached the highest point in the last 10 years and the trend is still continuing steadily upward, decried the firm.

REVIEW OF RECORDS—

(Continued from page 13)

"The Stremaker" Songs
JOHNNY BURKE and Jimmy Monaco have given Bing Crosby's newest vehicle, *The Star Maker*, a quartet of ditties, any or all of which are destined to hit parade here. The 12-cut customary professional cut, Tommy Dorsey and Artie Shaw, on Victor and Bluebird, respectively, abbreviate the ballad song, *A Man and His Dream*, and with a more rhythmic pattern, *Go Fly a Kite*. Al Donahue on Vocalion has the same two tracks, making his a dandy dance disk.

Charlie Barnet, on Bluebird, couples the screen show's *Still the Blued Bird*, a slow song, with a tantalizing *Tea-dancer* in *A Giddy for You*. Both are set in the heavy rhythmic style that characterizes the Barnet Band and both are well-sounding. Vocalion has the same songs cut by Del Courtney, whose heavy use of the organ not only undercuts the dance incentive but makes for a bad balance with the instruments in the band.

The Blues

WITH the general public finally recognizing the fact that the St. Louis blues does not represent the side sum and substance of the blues form, general appreciation hasn't gotten much beyond the Handy classic, the newest Decca album picks up pockets of blues platters that should help some in creating a deepening wave of enthusiasm for the blues. It's Taddy Green, the pale-face coon-shouter formerly chanting with Milt Hallett, that gets under three shells direct. And with the Delmar Kaplan (John Kirby) gang cutting thru advantageously, her violent vocalizations shake the machine more.

Titles, mostly standards, take in *Betty and Dupree*, *Arkansas Blues*, *Memphis Down-Down*, *Down-Down*, *Hey Lady! Peace*, *Low Down Blues*, *You Don't Know My Mind*, *Blues*, *Gulf Coast Blues*, *Grass Blues*, *Down-Down Blues*. It's an attractive album and has its place on the same shelf with the Mildred Bailey blues set, cut for Vocalion, and the boogie-woogie boys on that same label. It is only unfortunate that Miss Green's selection is all hit and miss, which all blues are not. It's a popular conception that must be dispelled before the buying market can be wide-open.

Digging into the race records for some musical kicks, lend an ear to Dusky Daley's four sides on the Vocalion label, *Pension Blues* with *Cou Cuffer Blues* and *Miss Georgia Blues* with *Renegade Blues*. Not for his sultry characteristic, but the gin mill stuff, but for the blue-blowing harmonies player cutting thru. And the Pension player has the piano-

player picking a pip boogie-woogie at the black and white.

Shuffless Savit

DROPPING the Top Hatters from his band billing, Jan Savit has apparently minimized the size of his band. The Mast, it's entirely lacking for his Decca disk on *Moonlight Serenade* and *Shabby Old Baby*. However, given dis-guising mark the band may have had, it's lost entirely. The Glenn Miller theme song is stuck stuck on the whinniness is set in a killer-diller frame that'll make you hop but it won't make you hop for many.

Miller, incidentally, has gotten so important in musical circles that Decca is ready to cater to one side or the other for that factory long before folks started taking notice. And such reprints are a suspicious concern for any band heading to the top of the heap. Decca has dug up three prings, but the best bet is a fairly garage on *Rockin' Day*, making the standard a stomper, and doing right rhythmically for its platter-partner, *How Am I?*

For his current Bluebird assignment, the Miller men have a couple solid sides in a staff-royal on *Rockin' Day*, and his own stompy *Old American*, later set first offered and much better to the Bluebirdies next year ago when he had Brunswick billing.

Benny Carter, with his bow on the vocal label with *Melancholy Lullaby*, his theme opus, and *Plymouth Rock*, from *Tom Land's* new show, is a little better and Carter's also kicks, but on the whole, band creates no excitement on any of the new ones. Without fear by far the better, back on Brunswick with his own set band in *The Man*, the maestro's pianology, inspirational and the band's playing are in good taste. Diskmate *Jumpin' Joe*, in the conventional baritone, an embellishment of a riff that says nothing but says it well. Earl Hines is another fine one, in a new set, and a table, and his Bluebird writing is most welcome. Grand Terrace *Shuffle* shows that he still knows how to "plaster" the keyboard and *Muffin and Jivin'* is just that for his right light gang of growing toddlers.

Glenn Hardman and his Hammond Five, the electric and 106 John of the Hammonds, is a jim smash with an organ base that doesn't jell. It's bad balance, throat and in spite of the fact that the other four horns were culled from the Basie and Torgersen bands, the five as a whole never get off. Vocalion has first offered and much better to the expense of *Who?* and *Emery Like You*. Ors.

U. S. Buying Aids Friendly Nations

WASHINGTON, Aug. 12.—Department of Commerce report on imports and exports for the first half of 1939 indicated that trade with other countries had first taken the form of large shipments of world trade had long wished for.

Reports of goods from other countries totaled \$1,094,563,000 for the first half of 1939, as compared with \$908,555,000 for the same period in 1938. The value of the gold in the world, friends of world trade say that the United States should say more goods to other nations it exports.

Coming Events

Chicago Candy Show, Sherman Hotel, Chicago, August 29-September 1, 1939. Features candy bars and small confections.

National Retail Demonstration Week, week of September 11, by stores in many big cities.

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 17 to 20, 1940.

Annual Parks, Beaches & Pools Convention, Hotel New Yorker, New York, November 20 to 24, 1939.

Registration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.

CHECK THIS LIST—FOR TODAY'S BEST BUYS

Pinball	\$150.00	Blue Peter	\$45.00	Bully Girl Field	\$27.00
Pinball	100.00	Blue Peter	35.00	Bully Girl Field	25.00
Pinball	80.00	Blue Peter	25.00	Bully Girl Field	15.00
Pinball	60.00	Blue Peter	15.00	Bully Girl Field	10.00
Pinball	40.00	Blue Peter	10.00	Bully Girl Field	5.00
Pinball	20.00	Blue Peter	5.00	Bully Girl Field	2.50

FREE GAME NOVELTY TABLES

800	40.00
800	35.00
800	30.00
800	25.00
800	20.00
800	15.00
800	10.00
800	5.00

Whirlifier 412—\$44.50 With Grills—\$2.00

OVER 300 GAMES IN STOCK—WHY BUY PRICES LIST!
1/2 Duane, Boston C. O. D. F. O. B. Baltimore, Md.

NEW LOW PRICE \$40.00

GUARANTEED LIKE NEW

A FEW MORE LEFT

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

EASTERN FLASHES

NEW YORK, Aug. 12.—While some die-hard ops are still trying to ascertain the cause, the fact remains that there was more pop and action in the town this past week than for the past three months. The new season seems to be running the gamut by a few weeks and every column seems to be of the opinion that it's destined to be one of the best in many years.

AROUND THE TOWN — Jack Davis has just become the headquarters for visiting columnists. Manufacturers especially make their "at home" spot while in town. Dave Oensburg, of Oensco, couldn't get over the size of the buildings at the new Fair. Dave made his first quarters at Bert Lane's Seaboard Sales office while in town. Steve Delvinc, well-known op, is preparing for a 10-day vacation. He's after Bill Cereh to send him to his farm, where Bill says help is needed right now. "I'm just a farm boy at heart," Steve claims. — Ben Becker, of Brooklyn (former manager of George Foner's Brooklyn office), is leaving for Chi to contact manufacturers with some new idea.

ONE OF THE BURSTERS — One of the busy is Tony Rex, who is in charge of Jack Fitzgibbon's Bally Diverge Vender-ops. Tony is pushing machines out as fast as they come in. He's done a man a thing, he says, as he's pushed machines out as early as 3 a.m. Tony claims that making the heaviest "biggest buy" since every machine on location is doing a whole of a business.

ACTIVITY AT AUTOSCOPE — The office is reaching fever pitch these days. In addition to supervising International House's operations at the World's Fair, Bill Rabkin and Al Bloncov are busy with preparations for moving into their new Long Island plant, as well as handling the spurt of orders for Photo-Matrix that have been received since Babkin's announcement that he's parting the freight on machines. Many smart ops are taking advantage of this bargain, Bill reports.

DAM CAPD — Has been cutting up coppers in the coin machine tanks again. — Oil Paris

was married at the home of his parents in Fall River, Mass., immediately afterwards to be and his bride embarked on a trip from Boston to the Azores, where they will spend 10 days with Bill's parents. From there they will journey to France and England and make it a honeymoon Mrs. Paris will long remember. In the meantime Mary Booth, GUY partner in their large operation here, is keeping things going at top speed. — Op in Elizabeth, N. J., got a col matter of time before Freddie Mendelson, who is fast making a reputation as an "ace player" of dice for his mobile machines, and Barbara Mallman announce the day. — Sanford Golda, stage-manager for Horevitz, will take the big plunge on August 27. Isabel Stein, of Newark, is the miss that's willing to take the chance with him. And just recently Evelyn Hahnowitz, eminent secretary to Jack Kay, of Ace Distributors, Newark, changed her name to Mrs. Bateman.

TED REIDEL — former featherweight boxing champ of the Pacific Coast, was among the very first to buy Bally's new Champion novelty game when they arrived at Jack Fitzgibbon's office. Because it was a "one time" stamp with another change, Fitz insisted on taking Teddy's picture from the game.

FROM PAVETTETVILLE, N. C. — comes word that Joe Calcutti has been chosen representative for the Mills Throne of Music in Virginia, North Carolina and South Carolina. "Furthermore," Joe reports, "I'm selling more ops. Our Calculations phone needles every day. It seems that ops are discovering that the combination of our needle with the Mills Throne of Music is hard to beat."

BURNING UP THE WIRES — George Foner was one of Western Union's best customers this past week. He was shooting out wires to all the leading ops in this territory telling them about the guarantee which Duval Mfg. Co. made on its new machine, High Lite. On the heels of the outgoing telegrams came replies and orders so fast that he was in constant communication with the Duval plant making arrangements for increased deliveries. "This was one of the busiest days of the summer," George says.

MEN AND MACHINES — Willie Blatt, of Supreme, Brooklyn, is reported to be increasing his jobbing big fight alone. — Hyman Lowery, putting on weight. "It's proof of how

well married life agrees with me," he says. — Fredie Reiss is being nominated for the position of chief secretary in town. — Benny Koppel, popular Brooklyn op, is all smiles these days. — Benny Cooper, from New York, was a symphony in bliss when seen one day this past week. — Jack Kaufman is back from Florida and his old ways are never felt better. He is also planning plans now that he is back in town. — The Bright Light outfit — Myrtle Budin is developing a very impressive head of gray hair, which gives him a very distinguished appearance. — Jack Gardino is back in the coin-fold. — Bill Albert, of Brooklyn Amusement Machine Co., is being kept busier than ever with demands for those 616 grilles of his. — Henry Cooper is reported to be just as active as he ever was, even tho he tries to tell everyone he's getting old. — Dave Robbins continues to be postcarded from European spots. He always ends up, "No wa' yet." — A new phone needle will be used to sell the public at a 33 cent price. — Rotor has it that the needle will sell the public at a 33 cent price and to the op for 1. — Bill Pragnell, one of the real oldtimers, says things are just fine with him.

TOO MUCH DEMAND — for used games is resulting in a shortage at most dealers. — The new "Popcorn" — "Our business has picked up to such a point that we are constantly shipping machines to the public at a 33 cent price in the world," he concluded. "Our only hope is that this fall will be as fine as the summer has been for us."

BUSTER EVERY DAY — is the motto of the staff of Active Amusement Machines in Phila. "Maybe it's because the ops like us or because we treat them right," says the staff. "Whatever it is, we're going at top speed every day all week long."

IN TOWN — Bill J., was Louis Rabkin. He was busy buying new equipment for his arcade. "Penny Arcade is holding its own," he says. "Conditions are so much better that it is hard to explain the 'why' unless you come down and see for yourself."

FROM BALTIMORE — Roy McGINNIS claims business has been better this summer than for many past. He is referring to his office and showroom. "They'll be the most elaborate on the Eastern seaboard by the time I'm finished," he says.

NOTICING — James that after the news appeared in this column that he was planning on entering the photo biz on a larger scale he received letters and calls from all the distrib. "They sure read Eastern Flashes," Ed says. — Marshall's exclusive drug store on 84th street, just west of Seventh avenue, has a Walling scale in front of the entrance to be refused by the cops. — The sign on the head that reads, "Pay less at Marshall's." Congrats to the op who set it for the new ingenuity. — Myrtle Budin, of Hub Enterprises, of Baltimore, maintain they are "staging one of the greatest conditioned machine sales in our history."

ORBER & GLASS DISTRIBUTING CO.
COIN OPERATED MACHINES

PERSONNEL OF ORBER & GLASS MUSIC CORP., of Chicago, well-known phonograph-operating firm, is shown above. When asked to step into the picture Paul Orber and Max Glass said, "Everybody knows what we look like. We want people to know we're a grand crowd of workers we have at our place."

DANDY VENDER

It's a dandy! Nothing like it for appeal and profits in such a small board. Only 800 holes, but packed with everything that any large board can offer. Tickets bear Superior's famous slot symbol tickets—colorful, absolutely fraud-proof. Seven advances to a 100-hole lockout. Buy boards ranging from \$10.00 to \$1.00. Board takes in \$40.00, pays out \$22.95. Average profit: \$17.05. Write for details on this sensational board, and the many other new boards being featured by Superior.

SUPERIOR PRODUCTS
14 North Paris Street, Chicago, Illinois

HERCULES HURRICANE! OUT THEY BLOW!

BUBBLES	\$19.00	GUN CLUB, P. P.	\$22.00	EVERY MACHINE FULLY GUARANTEED
BOX SCORE, P. P.	34.50	REUNION	22.00	Write for Complete Price List
CHUBBY	27.50	ROCKS	22.00	
SCORPION	12.50	W. W. W. W.	22.00	
W. P. P.	24.50	W. P. P.	22.00	

HERCULES MACHINE EXCHANGE, INC. 1175 BROAD STREET, NEWARK, N. J.

IMPORTANT NOTICE

We can save large quantities of Pin Ball and Arcade Machines. Write for details. WHILE OUR LIMITED QUANTITY LASTS!

Bally Double Feature Pin Ball	\$47.50
Bally Double Feature Pin Ball	\$47.50
Bally Double Feature Pin Ball	\$47.50
Bally Double Feature Pin Ball	\$47.50

PHONOGRAPHES

Rockwell Illustrated 20 Type—Triple Illustrated Quills **\$84.50**

New Type Illustrated Quills, made Rockwell—100—\$124.00 and Rockwell—100—\$124.00. Write for details on this sensational board, and the many other new boards being featured by Superior.

MONARCH COIN MACHINE CO.
1721 Belmont Avenue, Chicago, Ill.

Try "PICK-A-PACKS" FOR PROFITS



The New Outstanding Counter Game

ACTION-THRILLS-SUSPENSE
A SURE PENNY GETTER

Wherever Cigarettes Are Sold,
\$2375 F. O. B. CHICAGO
— 1/2 deposit with order
Money refunded if not satisfactory,
\$60.00 to \$120.00 per month per
Machine.

AGENTS WANTED.

BAKER NOVELTY CO.
2944-46 LAKE ST., CHICAGO

Western Entertainers Australian Visitor

CHICAGO, Aug. 12.—Don Anderson, sales manager for Western Products, Inc., reports the visit of a colonn from far-off Australia. Blake Anderson: "One of last week's visitors was Jack Booklyn, who hails from Australia. Booklyn seemed to thoroughly enjoy his trip through our plant and commented about the popularity of Western games in Australia. He said that three of the games appealing are 1930 Baseball, Mardi Gras and Jit-Bing Ball Baseball, he said, has a universal appeal and has proved to be one of the biggest earning coin games ever placed on the island."
Don Anderson reports that inasmuch as Booklyn was well pleased with Western games, ships leaving the Pacific Coast will be carrying quite a few Western games carrying the address Booklyn, Australia.

Optimism Is Monarch Keynote

CHICAGO, Aug. 18.—From all indications, one of the most optimistic coinmen is Al Horn, domestic game sales manager of Monarch Coin Machine Co. He said: "Things are humming along here at top speed. Orders from coinmen in all parts of the country are larger today than they have been at any time in the past. Coinmen everywhere recognize that in buying from Monarch they buy dependable new and reconditioned equipment that gives them months of profitable operation."

Underlying this growth is dependability of machines and speedy service in the delivery of the games. Operators appreciate such things, and our enlarging business is a direct result of this policy.

Illinois Pension Increase Vetoed

SPRINGFIELD, Ill., Aug. 12.—Governor Horner of Illinois, after waiting until the last possible moment, vetoed the bill to increase State old-age pensions from \$50 to \$40 a month.

He said he did so with great reluctance, but said the State treasury could not prove the additional money needed. Deadlock of a Congressional committee in Washington about giving more Federal aid to State was thought by some to have influenced the Governor also.

Stoughton, Wis., Drops Phonograph License Idea

STOUGHTON, Wis., Aug. 12.—The com. man outlined here August 1 by a seven-to-one vote defeated a proposed ordinance to assess a \$10 annual license fee on phonographs in local taverns.

A Dependable Jack Pot Machine with SLUG REJECTOR

JENNINGS SUPER-CHIEF

1c-5c-10c-25c PLAY

New you can have the famous Chief, long recognized for its rugged and dependable construction — with SLUG REJECTOR coin slot, eliminating all slugs — the same dependable SLUG REJECTOR used on high-priced merchandise venders. No more loss from slugs.

Increase your profits and eliminate expensive service calls by using Super-Chief with SLUG REJECTOR.

For complete satisfaction and maximum profits — insist on Super-Chief with SLUG REJECTOR.

May be equipped with special 1 cherry on first reel payout combination or any other popular combination desired.



O. D. JENNINGS & COMPANY
4302 WEST LAKE STREET,
CHICAGO, ILLINOIS

EXTRA SPECIAL GUARANTEED SATISFACTION

Now 14250 Slot With 25 Cent 25 Cent 25 Cent Game, Ideal for Any Casino, \$100.00. Cash available.

15 Baby Pop Corn Venders, every one in perfect condition. Only \$37.95 Each.

1 Only Six Goals 7 Jack Pot Combination, Special at \$35.50.

A Bill, Dice Game with Steel Stand, 25c per play, \$125.00.

9 Mills Game Planes, \$47.50.

3 Paces Basic Bank Prof. Serial No. 1844347, Each \$119.00.

— SLOTS — SLOTS — SLOTS —
We have 4500 Mills, Pans and Juvenile Slots, guaranteed to be in perfect condition. From \$14.50 up. Write for Our Slot List, 1-100 Mills Weight Stands, \$8.00 Each.

TERMS 1/3 Down, Balance C. O. D.

Union Sales Co.
617 N. Adams Street, Green Bay, Wis.

ARCADES COMPLETELY EQUIPPED

Talking Bar-Lite	\$50.00
Popcorn Bar-Lite	\$50.00
Wink-a-Ball	\$50.00
Wink-a-Ball	\$50.00
Wink-a-Ball	\$50.00
Wink-a-Ball	\$50.00

Artistic Machines, Miscellaneous, Drop Pictures, Live Motion, Basketball and all others included and described. Low the ones, \$50.00 Each. 25% deposit required. With ship subject to inspection. Name D. Tuff, Chicago, 5 Ten Cents at \$15.00 Each. Reference Imperial Bank of Canada.

FREE CATALOG — WRITE NOW!
MIKE MUNVES CORP.

103 100th Ave., NEW YORK.
(Cable "MUNMACHINE")

Canadian Operators, Attention!

We have 50 Mills Blue Front Mystery Gold Awards, Serial Numbers above \$125.00. These Slots have been thoroughly reconditioned mechanically as well as repaired, buffed and painted and warranted. Low the ones, \$50.00 Each. 25% deposit required. With ship subject to inspection. Name D. Tuff, Chicago, 5 Ten Cents at \$15.00 Each. Reference Imperial Bank of Canada.

PACIFIC COAST NOVELTY CO., LTD.
310 W. Foster Street, Vancouver, B. C.
WESTERN CANADA'S ONLY JOBBER.

THE THREE GENTLEMEN show are left to right, Frank Eagle and Mike Spector, of the Automatic Amusement Co., Philadelphia, and Sam Kressburg, New York distributor.

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.
2255 Holes and the Top Payout is \$23.00.

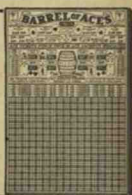
Taken in \$114.75
Pays Average \$8.28

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.
6220 HARVARD AVENUE, CHICAGO, U. S. A.



"THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES		AUTOMATIC PAYOUTS	
Grand Slam	\$12.50	Multi Free Games	\$27.50
Palm Springs	9.00	Quadruple Free Game	24.50
Explosion	10.00	Korba, Multiple F. P.	22.50
Bally Super	27.00	Revolving Free Game	45.00
Bally Royal	27.00	Fast, outland	10.00
Stop & Go	14.50	Bally Thunder	19.00
Ballies	27.00	Bally Key Lite	19.00
Stop & Go	27.00	Bally Free Flip	32.00
Ballies	27.00	Play Along	19.00
Stop & Go	27.00	Let-A-Fly	19.00
World's Fair	14.50	Double Feature	49.00

J and J NOVELTY COMPANY
4840 MT. ELLIOTT (Place 1433) DETROIT, MICHIGAN

15-CIGARETTES-15

5c PLAY—IN USE ONLY SEVEN MONTHS. OPERATING CONDITION GUARANTEED. \$110.00 EACH. 1/2 Deposit, Balance C. O. D.

REX NOVELTY COMPANY
P. O. BOX 11 NEW IBERIA, LA.

The Last "Word" in Your Letter to Advertisers, "Billboard".

Here is Your LUCKY STAR

★
by
EVANS



No guess—it's a fact! It's by far the best buy and tops in earnings! 7-coin head at less than cost of single-coin operation. Complete with famous Evans 1939 mechanism. Odds up to 50-1. Grab \$14.50 LUCKY STAR quick!

H. C. EVANS & CO.
1520-1530 W. Adams St.,
Chicago.

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
20th & Huntingdon St., Philadelphia, Pa.
(MILLS DISTRIBUTORS)

Cleaning Out

ALL THE LATEST AND
BEST USED GAMES!

HURRY!!

WRITE FOR PRICE LIST

GEORGE PONSER CO.

11-15 E. DUNTON, NEWARK, N. J.

Cohen Reports On Chi Visit

MINNEAPOLIS, Aug. 13.—William (The Sphinx) Cohen, of Robert Sales Co. here, reported on his trip this week to the Chicago manufacturing center and also on trade conditions in this area.

Of the new machines and purchases in Chicago, he said that the new porcelain scale with mirror made by Pace Mfg. Co. is the "finest low-priced scale on the market. I have operated Pace scales for six years and I find the service costs to be nil. I know that the enhanced beauty of the new scale will be a great boon to operators."

In the games field, Cohen spoke in praise especially of Keeney's five-ball game, Cowboy, with free-play and other features. "The firm is behind in filling orders, he said, because the demand is so great. The Saratogs and the Pace balls were also praised as the best sellers in their field in the Northwest.

Demand for Wurlitzer phonographs, Cohen said, picked up in June and July and he expected even bigger sales in August.

Bally Building Grandstand Again

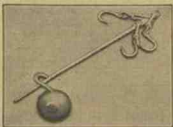
CHICAGO, Aug. 13.—Following a nation-wide poll of distributors, Bally Mfg. Co. has resumed production of Grandstand, one-shot, reserve-type multiple payable, according to statement released by Jim Buckley, Bally general sales manager. "The new release," he added, "is called Grand National but is identical in every respect with the original Grandstand game." New flash, however, is promised in the cabinet, play field and back glass.

"I don't have to give any great song and dance," he declared, "as to why we've gone back into production on Grandstand National after a lapse of more than six months. We stopped building Grandstands last winter in line with the Bally policy of never saturating a market, thus insuring resale profit to operators. However, today everybody knows that operators are yelling for Grandstands and everybody knows Grandstands can't be picked up for love money."

Whirling Derby Gay Games Latest

MINNIE, Ind., Aug. 13.—States Guy E. Noel, president of Gay Games, Inc. of Minnie, "After years of research and experimental work I am finally convinced that we are on the right track to make operating history again for our customers and friends. Reports reaching me definitely confirm my opinion. We have copyrighted and patented a sensational new display unit and method of coupon presentation.

"Whirling Derby has all of the distinct advantages of the popular jar game and none of its disadvantages. Loss thru theft, our old bugaboo, is eliminated, and the new counter display advantage distinctly puts it in a class by itself. I suggest to all operators that they get in on the ground floor with Whirling Derby because its popularity is going to sweep the country from Coast to Coast."

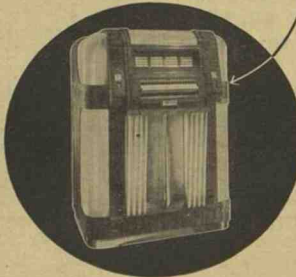


SAID to be the first scale ever brought to North America is the one pictured above. It came to this country with the Pilgrims in 1620. The scale is now on exhibit in the Plymouth Museum at Plymouth, Mass. C. E. Kirk, head of C. E. Kirk & Co., manufacturers of scales, submitted the picture.

MILLS THRONE OF MUSIC

Single Slot

ACCEPTS 5c, 10c, 25c

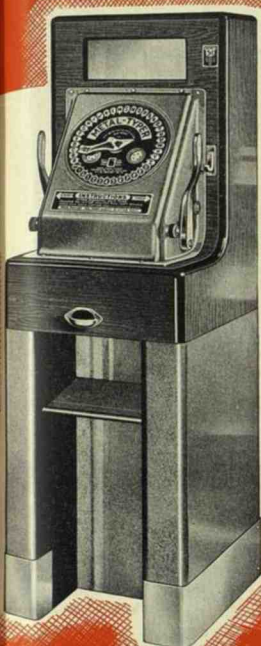


Mills Novelty Company

4100 FULLERTON AVENUE, CHICAGO, ILL.

GET A LIFETIME INCOME

with Groetchen's new
metal typer



Metal Typers present the greatest profit opportunity of the legal machine field in a decade.

Your investment in Metal Typers will earn for you a splendid income every week, for the next twenty years.

You will enjoy a feeling of security by operating this 100% legal service machine; its rugged construction eliminates service calls; its modern streamlined appearance gives it access to finest locations and draws spending crowds.

METAL TYPER delivers beautifully engraved Medal, stamped by the player with 32 letters maximum, for 5 cents. Floor space 18" x 18", height 60". Net weight 152 lbs. Large Medal storage capacity, completely slugproof. Solid Walnut Cabinet. Steel Base finished in Hammerloid and Chromium give this Metal Typer a luxurious appearance, suitable for finest of locations. Exclusive territories now being assigned; write at once for full details about Metal Typers.

Distributed by:

- Dorwin & Co. Sales Co.,
214 W. Broadway Bldg.,
Chicago, Ill.
- Dover & Co. Sales Co.,
2451 N. Madison St.,
Indianapolis, Ind.
- Murray Co.,
243-244 W. Douglas,
Waukegan, Ill.
- Bell Distributing Co.,
123 Franklin St.,
New Orleans, La.
- Automatic Coin Machine
Corp.,
37 State St.,
Springfield, Mass.
- Shaw Sales Co.,
204 11th Ave. S.,
Minneapolis, Minn.
- Vermingham Typing Co.,
2112 Third Ave. N.,
Birmingham, Ala.
- Mills Sales Co., 156,
1400 15th St.,
Oakland, Calif.
- Arrow Machine Co., Inc.,
2912 Jackson St.,
St. Louis, Mo.
- Mills Machine Corp.,
140 Park Row,
New York City, N. Y.
- Typing Machine Co.,
225 N. Franklin St.,
Easton, Pa.
- Typing Inc.,
1212 Broadway Ave.,
Cincinnati, Ohio.
- Travel Service Co.,
24 N. Wacker Drive,
Boston, Ohio.
- Banner Specialty Co.,
1508 10th Ave.,
Pittsburgh, Pa.
- Banner Specialty Co.,
1710 Peachtree Ave.,
Atlanta, Ga.
- United Amusement Co.,
215 E. Adams St.,
Los Angeles, Cal.
- E. F. Vogt,
Columbia Hotel Bldg.,
San Francisco, Calif.
- Monsieur Typing Mach. Co.,
26 Bond St.,
Richmond, Va.
- Automatic Coin Sales Co.,
1824 and 1826th,
Washington, D. C.
- Wholesale Typing Co.,
125 N. Main St.,
Grand Rapids, Mich.
- Groetchen Specialty Co.,
2144 N. 25th St.,
Milwaukee, Wis.



European Representatives:
SAMSON NOVELTY CO., Ltd.
Rabbin Head Court,
London E. C. 4, England

by **Groetchen**

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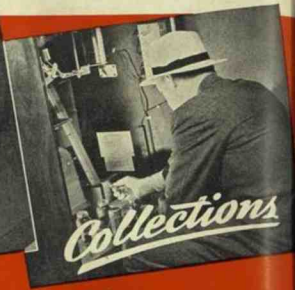
BY MODERNIZING WITH WURLITZER

REGARDLESS OF
HOW MUCH YOUR
PHONOGRAPH AVERAGES

*It Costs You
Just As Much
for...*



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Collections



Records



Overhead

EVERY EXTRA
DOLLAR YOU MAKE
OVER AND ABOVE
THESE FIXED CHARGES

**IS CLEAR
PROFIT**

Modernize your operations for greater profits. Trade-in your obsolete low earning instruments for big earning Wurlitzer Models 500 and 600 under Wurlitzer's Factory Trade-In Plan. Place these brilliant, 24 record phonographs in your best locations. Move the instruments formerly in those spots to your second best spots—the instruments now in these locations to your third best spots. Result? Up goes

your profit all down the line. Your entire operation is kept modern. You pay no more for service, records, collections or overhead. You *make more money* because you rid yourself of obsolete instruments with little or no earning power. Write or wire for details.

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STEP BY STEP MODERNIZATION PLAN

SOLD ONLY TO MUSIC MERCHANTS



MODEL 500