

The Billboard

The World's Foremost Amusement Weekly

JULY 20, 1940

15 Cents

Vol. 52. No. 29



"Here's That
Band Again!"

DICK JURGENS
And His Orchestra

Now Playing
CASINO
CATALINA ISLAND,
CALIF.

Management:
Music Corporation of
America

encore!

The Billboard is happy to announce that in answer to repeated requests from music machine operators, recording artists, music publishers and recording company executives, it will publish in September a

2nd EDITION of
TALENT and TUNES
ON MUSIC MACHINES

The Billboard

Vol. 52
No. 29

The World's Foremost Amusement Weekly

July 20,
1940

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

U. S. ACTS FLEE ENGLAND

More Films for Movie Machines; Talent Profits

HOLLYWOOD, July 12.—The first eight collections for the new nickel movie machines have been completed by Globe Productions. They include *Dern That* starring, featuring Bill Roberts and Martha Raye in conjunction with Lorraine Page and her all-girl orchestra; *Jungle Drums*, with Carmen d'Antonio and Eddie Grant's Congo Band conducted by Reggie LeBorg; *Parade of the Wooden Soldiers*, with the Music Males and Stearns and Deane.

Joy Hodges, musical comedy singer who appeared in films, is featured in *Rowe and Ros*, supported by the Rio Brothers and the band of Rudolf Primi Jr., while Eddie Durant's Band has done *Harlem Is Hip*, with Bernice Parks and Theodore. The Music Males with Dick Winslow's orchestra completed *Song of the Islands*, together with a Hawaiian combination. *Very Fast*, features Six Hits and a Miss and Lorraine Page and her orchestra.

Recordings will be completed by the end of the week.

Park Men of N. E. Will Hold Summer Meeting in Providence

PROVIDENCE, July 13.—The 14th annual summer meeting of New England Amusement Men, National Association of Amusement Parks, Pools and Beaches, will be held in Cravent Park here on July 25. W. T. Clare, president of the section and manager of the park, will be host to members and visitors.

President Clare extends an invitation to all park men throughout the country to attend this meeting," said Section Secretary Fred L. Maskey in announcing the meeting from his offices in Exeter, N. H. "It will come at an opportune time to discuss admission taxes and other subjects vital to our industry."

Secretary A. R. Hodge of the national association will attend, as well as many of the directors. A forum will be held during dinner. The day will be given over to general good fellowship, including baseball game, boat ride on Narragansett Bay and ending with a ball in the Alhambra Ballroom.

Muni's Slight Error

CHICAGO, July 13.—Now that the subway tube beneath the Harris and Wilson theaters has been completed, they are telling stories about some of the happenings during the boring of the tube when shows were appearing at both theaters.

It was necessary for the subway workers to break thru the basement floors and walls to sink caisson holes and put into place heavy fabricated caissons that now support the theaters. Muni's show, *Key Largo*, was wearing the Selwyn, and some of his performers wore helmets. One night the subway engineer was back stage while the show was on, wearing his safety helmet, as all subway workers do. Paul Muni spied him and barked: "Why aren't you on stage with the other men in uniform. There's no room for your missing your cue." When he discovered his mistake and apologized profusely.

Taking No Chances

LONDON, July 13.—Wills, West and McGinty will need new props when they reach New York this weekend. Soon after they boarded the American liner Washington near here Saturday (8), the government confiscated the rifles they use in the act. Even the rifles are totally harmless, England's G-men didn't want to take a chance.

AAA Rules AFRA's Code Applicable to Nets' Commercials

NEW YORK, July 13.—Award in favor of the American Federation of Radio Artists was handed down Monday (8) by the American Arbitration Association which ruled that "in the absence of specification or necessary implication to the contrary" the union's code for commercial broadcasts applies to local commercials produced by National Broadcasting Co. and Columbia Broadcasting System in Chicago.

Networks had argued that the code did not apply to commercials produced locally in Chicago. Union regards victory as important post in strengthening code's position.

Details of the award rule that the code's rehearsal rates would also apply and that the following salary minimums were ordered effective to February 12, 1941: Actors, including those on dramatic commercials, and announcers, \$2. For singers in groups of five or more voices, \$6; for singers in groups of two to four, \$9, and for soloists \$20. Rates are based on 15 minutes or less. Rates for half hour and hour periods will be four-thirds and five-thirds respectively of the 15-minute rate. Rebroadcast rates are set at one-half the corresponding broadcasting rate.

Canadian Niteries Doing Well But U. S. Talent Flow Slows Up

MONTREAL, Que., July 13.—Altho Canada's entrance into the European war has affected theatrical conditions, the night club field has not been hurt. In fact, many clubs report better business than before. The people are more jittery, but apparently want to drink and amuse themselves more than ever before.

However, there has been a slowing up of American talent coming into Canada, partly due to the change in money exchange rates and the fear of American acts that they will have trouble getting in and out of Canada easily. Local bookers point out that there is nothing for American acts to worry about and that any performer carrying proper identifications can enter and leave Canada easily.

Bookers advise American or other non-Canadian performers to carry birth certificates, citizenship papers or any other papers that establish identity, as border guards are more careful in checking visitors now than ever before. The American Automobile Association last week issued a statement that Canada has not retaliated to America's new passport and visa requirements for persons entering U. S. from Canada.

The current government-controlled Canadian currency means each American dollar can be exchanged for Canadian money worth \$1.31. In turn, money earned in Canada can be converted into U. S. money at the rate of 80 cents to each Canadian dollar. Last year the exchange was dollar for dollar. Local night club conditions are better

Only 14 American Performers Left as Invasion Is Expected; Few U. S. Acts Left in Europe

NEW YORK, July 13.—The entertainment field in England reached bottom when France gave up, according to performers who have just returned from London. That was the time, they say, showmen in all amusement branches really became worried. Customers, fearing invasion of the island, are staying away from theaters and are concerned primarily with the war. Acts, as a result, are making little money. Almost without

exception, legit and variety houses in London and in other key cities are playing shows on a percentage basis only, giving producers an average of 50 per cent of the gross. Out of that 50 per cent 12½ per cent is paid the headliner, with the remainder split among the acts and chorus, if any. A regular sum for the chorus is usually set aside, a chorus kid being paid an average of \$15 weekly.

While American acts are welcome to remain in England and are preferred by producers, most of them have already left the country to be in the safer environs of the United States. Of the handful of American acts still in London are Ben Lyon and Bebe Daniels, favorites, who have been earning \$2,200 weekly. They will remain there indefinitely, since their entire money is invested in London property. Others are Tracey and Kay, dancers; Kimberly and Page, talk act now doing radio work; Wilson, Keppel and Betty, comedy dancers; Leigh Stafford, dancer and formerly of Stafford and Louise; Buck Warren and Chic Cooper. (See U. S. Acts Flee England on page 18)

B. & K. Announce Television Plant

CHICAGO, July 13.—John Balaban, secretary of Balaban & Katz in charge of Chicago operations, announced today that a television station with a regular schedule of programs will be placed in operation here shortly after January 1. The company has an experimental license issued by the FCC.

An initial expenditure of \$100,000 for transmitting, receiving and studio equipment has been authorized, and at least 100 receivers will be distributed, many of them to be installed in theaters in Chicago and suburbs. It is stated that the station will have maximum reception within a radius of 50 miles, and minimum service in a 100-mile radius. Three sites for the transmitter are being considered, two in the Loop and one on the West Side. Motion picture film, as well as radio, stage, screen and operatic personalities, will be subjects for telecasting. Experimental work will be conducted to determine the most feasible types of programs, Balaban stated.

Parks With Cole Circus

CHICAGO, July 13.—Oris O. Parks has joined the press staff of Cole Bros.' Circus and at present is working a few days ahead of the show. Until a few days ago he handled, as an item in the Circus Department of this issue states, the publicity for the Hoot Gibson Rodco.

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Performers Not Protected As TA and AQVA Squabble

CHICAGO, July 13.—From all indications, the feud between the local offices of the American Guild of Variety Artists and Theater Authority will leave performers unprotected from the free talent demands of committees of the Democratic Convention meeting here this week.

Theater Authority, which customarily clears all benefits, tossed the convention problem into the hands of Orsham Dolan, the new AQVA rep here who recently replaced Leo Curley. Dolan called a meeting of the board of directors, which passed a resolution not to bother with benefit demands unless they have been cleared by TA first.

FORTY WEEKS FOR ICE ACTS

Henie-Wirtz Shows To Guarantee 100 Ice Performers Full Season

NEW YORK, July 13.—Under a plan being worked out by Arthur Wirtz, president of Sonart Productions, Inc., which will produce the musical ice revue at the Radio City Center Theater in the fall, over 100 ice-skating performers will be assured employment 40 weeks a year. Heretofore majority had to resort to teaching or jobbing at the annual carnivals staged by the amateur clubs or go far afield of skating to earn a livelihood. Plan, which links the local show with the touring revue starring Sonja Henie, is expected to provide enough employment to keep the skating talent supply more constant, if not actually develop new talent. Henie will confine her own appearance on skates to the road show.

As outlined by Wirtz, who is producer also of Henie's Hollywood Ice Revue, arrangement calls for a dovetailing of talent between the touring show and the Center Theater. For present, plan is to run New York show on a 10-month basis for the first year at least, starting about October 1. The Henie tour is being extended from the usual 64 performance in a 12-week period to an 18-week run, starting in the fall. At the conclusion of the tour some of the skaters will be used to augment the Center Theater production which, in itself, may tour Wirtz's own circuit of three stadiums in Chicago, Indianapolis and Omaha, as well as arenas and convention halls, where he intends using his portable ice equipment. Combined, the two shows will use about 150 skating performers. The majority can be taken on for a full year's employment if the plan works out.

Henie Cast Re-Signed

Last week Wirtz re-signed the cast of 60 for the Henie tour. Show will go into rehearsal Labor Day either in Chicago or Los Angeles, with the character of the production slightly modified. Whereas the revues had always been

built around and starred Henie alone, it will now be produced to feature other good performers without diminishing the Henie billing. Purpose is to build box-office names for the Center Theater show and to provide same talent for the day when Henie may retire. (Miss Henie just renewed her contract with Wirtz, giving him exclusive rights to her so long as she gives personal appearance on skates.)

One likely addition, for example, may be emphasis on comedy. Tentative lineup for that is Fritz Dietl, stilt skater; Four Brutes, who had been with the European Ice Revue last year; Alfred Trenkler and Arthur Nilles, now Canadian recruit. Within the next two weeks both the Henie cast and that of the Center Theater will be definitely set.

In extending the touring time of the show, Wirtz is adding Southern and Western cities to the itinerary, including New Orleans, Houston, Dallas, Atlanta, San Francisco and Philadelphia. For these, which are outside the regular run of ice-equipped arenas, he is going to use his portable ice machinery which already represents an investment of \$75,000 and which turns out a rink 60x140 feet. Wirtz estimates that cost of transporting equipment from one location to another will average \$10,000. However, since the potential gate at (See 40 Weeks for Ice Acts on page 27)

Doing Their Bit

PLATTSBURG BARRACKS, N. Y., July 13.—The amusement industry is well represented at the Business and Professional Men's Training Camp here.

Among those spending a month to get military experience are Lynn Farnot, chief of the United Artists publicity staff, and Lou Goldberg, of Major Bowes' attractions.

Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated July 27, under the title of "Validity of Salary Payments."

O'Brien Ice Show Doing Bad Business; Only a "Rehearsal"

CHICAGO, July 13.—Bill O'Brien's Ice Follies, which opened at the Chicago Arena on July 2, got off to a poor start, and has played to no more than a few hundred people each night. In its present form the show has little chance to survive. It is scheduled to remain at the Arena thru September 2.

While there is some excellent talent in the show, production has been put together with a total lack of showmanship, making a disjointed production which has little entertainment value. In addition there has been very little advertising and practically no publicity in the dailies. Price schedule is 50 cents, 75 cents and \$1.10, but hundreds of two-for-one coupons have been distributed. Show has a line of 12 girls, three teams and two solo skaters. Outstanding act is the comedy team of Duke and Noble, but it was put out of the running last Saturday night when one of the team, Dave Williams, broke four ribs. He will not be able to work for some time. Under the present set-up it would be unfair to mention the various acts.

O'Brien regards the present engagement as a rehearsal for his winter show, which, he states, will be augmented to more than 40 people.

Two New Companies Formed To Produce And Tour Ice Shows

INDIANAPOLIS, July 13.—Two corporations have been formed to cater to increasing interest in ice skating entertainment. The corporations are Winterland Ice Revue, which will produce ice shows and present them in Midwestern cities on a portable rink, and Iceland Inc., which will construct a down-town skating rink.

Incorporators of Winterland include M. Taylor Todd, Mary Illyes and Ray R. Schulte. The last named is a former professional skater who assisted in the erection of an ice arena in Spokane in 1933. He will direct Winterland's activities.

Schulte claims to have devised a portable rink which can be set for use within 45 minutes. Outside talent will be engaged for the shows to be rehearsed here for road tours. Rehearsals start in September. The rink has already been set up in practice, and some skating has been done on it. It measures 40 by 34 feet.

The rink to be built by Iceland, Inc., will measure 165 by 75 feet. It will mark a departure in ice rink construction, since the sides around the skating surface are to be fixed up in night-club or cabaret style. The sides, which will be terraced, will contain tables and chairs. Refreshments will be sold. Schulte will also be in charge of this project, which was incorporated by Paul D. Anderson, Robert Blume and R. J. Dawson.

In all probability, the Winterland shows will be exhibited here on the Iceland rink. This town's interest in ice skating was awakened by the installation of an ice rink in Arthur Wirtz's \$1,000,000 fairgrounds Coliseum. Last season his two ice shows, European Ice Revue and Sonja Henie's troupe, played to good grosses.

Dorothy Lewis Ice Show in Minneapolis

MINNEAPOLIS, July 13.—Dorothy Lewis, the Heasley Twins and four of the six original St. Regis Busters girls comprise the ice show which opens Monday (15) at the Hotel Nicollet. Show is booked for six weeks, and will use the same costumes and music featured when the group played the Hotel St. Regis, New York, during the past winter. By tank, made to roll under the band stand, is 17x20 feet.

The line of skating girls include Harriet Haddon, Norah Gale, Bernice Stewart and Thelma Horn.

Fewest Number Arbitration In History of Legit Union

NEW YORK, July 13.—The number of arbitrations instituted by Actors' Equity Association on behalf of its members reached an all-time low for the 1939-'40 season, reported Rebecca Brownstein, member of the union's legal department. More widespread acceptance of preventive policy of consulting union before undertaking variations in standard contracts is primarily responsible for the decline, attorney points out.

Records of the American Arbitration Association for fiscal period between April 1939, and March, 1940, list 10 legit actor arbitrations instituted. Two were holdovers from preceding year. Total covered 131 actors and represented \$15,730.38 in claims. Eight cases were awarded in favor of the actor. Twenty other cases involving 203 Equityites were settled prior to arbitration. In addition, \$10,124.44 representing claims dating back to 1925, was collected for actors.

War Cancels Ice Shows

LONDON, July 6.—Projected ice revues at Blackpool Pleasure Beach, Fordingham and Brighton Sports Stadium have been canceled. The latter rink has closed down completely until further notice.

In previous summers both spots had staged elaborate and successful ice shows, Brighton being regarded as the cradle of home talent.

DICK JURGENS

(This Week's Cover Subject)

SPENDING most of his childhood days in and around Sacramento, Calif., Dick Jurgens at the age of seven began his musical career by taking earnest lessons. At the age of 15 he was leader of the Sacramento Boys' Band. Finished three years at college in Sacramento, where he played and on the football team and where he wrote "Daydreams Come True at Night," which he now uses as his signature number.

Jurgens' band was organized in 1930 on the Pacific Coast and has remained practically intact since. First engagement was at Donner Lake and then two seasons were spent at the Hotel Senator and Club Shamrock in Sacramento. Followed with an appearance at the St. Francis Hotel, San Francisco, where success prompted a return engagement. Made appearances afterwards in Portland, Los Angeles, Seattle, Salt Lake City and Santa Cruz. The band was known in its early stages as being the outstanding college prom band on the Coast.

The orchestra is the only one ever to have played three engagements at the Palomar, Los Angeles. Among its other bookings were the Wrigley Casino, Catalina Island; Drake Hotel, Chicago; Gibson Hotel, Cincinnati; Peabody Hotel, Memphis, and the Triton and Aragon ballrooms, Chicago, where it was featured nightly over the Mutual network. In 1934 Jurgens won the Rudy Vallee award as the best band in California, just four years after being organized.

Various members of the band have written and composed many songs that have established in fame, among them being "Caroline," "A Million Dreams Ago," "A Bridge to One," "Katy One, Part Two" and "If I Knew Then." Another achievement registered by the Jurgens crew is the fact that it has chalked up five solid years of air time. Its records for Vocalion are best sellers in the home and automatic phone fields.

Handsome in a rugged way, Jurgens started active button waving some years ago as a result of a serious hip injury in an auto accident. He overcame that handicap and now frequently goes into the brass section with his trumpet. Every member of the band is a doubling musician.

The Broadway Beat

By GEORGE SPELVIN

LEON ENKEM, owner of Leon & Eddie's, has a 20-year-old son who was just graduated from Cornell University, where he majored in hotel management. To obtain practical experience the lad got himself a berth at the Astor Hotel. . . . Talking about the A.H., the day before opening on the Roof of that tavern a dance team discovered its drum sheet was missing. Duo rushed around town in search of an arranger, got one and paid extra dough to get the job done in double-quick time, reminiscent of the extra tab on such laundry service. When the finished product was finally presented to Buddy Rich, percussion rattle in that spot, it was learned that he can't read a note of music! . . . Press Agent Ed Weiner, of the Havana-Madrid Club, has a unique barometer system. On his way to the club every night he peeps into the Arcadia Ballroom thru a screened window. If the terps spot has a lively crowd, Ed knows it's a good dancing night and that, consequently, the H-M will also be congested. . . . Talking about p. a.'s, did you know that tub-thumper George McMurray is a great-grandnephew of President Polk?

TWENTY-FIVE years ago, while touring the United States, a performer was advised to change his act. The suggestion came from a friend, member of a troupe doing a similar turn and who had just returned from Europe. "The public will get tired of you unless you give it something new," he was told. "You better hurry up or the parade will pass you," etc. Our hero is still doing the identical act he has been presenting for these past 40 years or so and showing no visible signs of waning popularity. As a matter of fact, he's regularly stealing the show out at Pushing Meadows in the Fair's production of American Jubilee. You know by now that the performer in question is none other than the incomparable tramp bicyclist, Joe Jackson. This little symphony would be unfinished without mentioning that Jackson's would-be well-wisher was all washed up decades ago. (Maybe he changed his act.)

MIRIAM VERNE, the tap dancer, has found the going difficult ever since it became known that she appeared before Chancellor Hitler in Germany. She finally landed a job as a line girl in Two Weeks With Pay, which played the Ridge-way Theater in White Plains and which is now on the shelf. . . . When one of the Music Hall ballet girls lost her prop beach ball in the show last week a stagehand rolled out another spheroid to her. Babana Harburgh received it in mid-stage without losing continuity and went right into her specialty. . . . Latest of the bubbling brainstorms around town is the "Danger Cocktail," from the perfume of the same name, now being served at the Coq Rouge. Savant-Bartender Harry Fedele gives the secret, viz. 1 part cherry brandy, 2 parts Barbadoes rum and the juice of half a lime. We thought you'd like to know. . . . Last week, while demonstrating the La Conga at Camp Millford in Kent, Conn., Lou (Nelson and Marsh) Nelson did the one-two-three kick and shoulder jerk so violently that he threw his sacroiliac muscles out of whack. He's now eligible to do the La Slings.

LOOK for a "concert" on the Ringling-Barnum circus next season with names recruited from Broadway biggie hits. Mike Todd, multiple impresario at the Fair, is supposed to have put the bug in John Ringling North's ear, but the idea was first advanced, 'tis said, by Jack (Able) Tavlin, also of the NYWP, who first thought it up while making a tour with the Al G. Barnes Circus. Aside from performers with reputation, accent will be on girls-girls-girls, a new wrinkle in circus "after-show" operation. Don't say we didn't tell you.

BANDS MUST HAVE "IDEAS"

Plan for "American Jubilee" Tour To Aid Red Cross

NEW YORK, July 13.—Hal Oliver, agent for the National Playgoers' Guild, Inc., has approached officials of the New York World's Fair and the American Red Cross on the proposition of touring the American Jubilee at the close of the Fair, with profits being turned over to the national charity organization.

Oliver estimated that launching the road project would cost between \$25,000 and \$30,000, which NPG would advance.

Plan calls for retention of the original cast, with possible exception of one or two high-salaried principals. Estimate lists employment of about 250 actors for an eight-week tour of arenas and convention halls of the country.

If given the nod by the Fair and the Red Cross, Playgoers would ask arena managers to forego profits also, deducting from grosses only costs of operation. Similarly, Guild would take none of the net for its part, pronouncing the job a good-will gesture. Oliver claims that at a popular-priced box office, with a \$1.50 top, the show could bring in good returns. For the tour production would have to be augmented and modified for indoor presentation, Oliver explained.

Sponsors Don't Want Plain Dance Music; Prefer Giveaways or Odd Audience Pulling Program Angles

NEW YORK, July 13.—Execs at talent agencies, chiefly Music Corp. of America, claim it is becoming tougher and tougher to sell name bands to sponsors without a terrific program idea. Outstanding examples of "idea" dance band programs are Horace Heidt's Pot o' Gold and Treasure Chest programs, Kay Kyser's musical quiz, Johnny Green's "Rhythms" series and others.

While some of the talent agencies maintain the situation is not as serious as band office execs claim, problem has nevertheless stirred up thought regarding possible disadvantages connected with airing of name orchestras over remote wires. While American Federation of Musicians' strike was still in progress over the National Broadcasting Co., one important band agency expressed the

belief that the ban on remotes might not be such a very bad thing for the industry after all, and, in fact, might prove beneficial in the sense that name orchestras would become more commercial and more easily salable.

Young & Rubicam and other ad agencies have come to the definite conclusion that a name band radio program, with no strong audience pulling idea in addition to the band itself, is not a good bet for advertisers.

Situation in some ways is analogous to that obtaining on theater dates, the theater bookers claiming that solid musicianship is not enough to hike the box office. Ideas, showmanship, etc., are considered of top importance.

That ashcanning of remotes might (See Bands Must Have Ideas on page 17)

Equity Seeking Four A's Cuts; Strong One Big Union Idea Fades

NEW YORK, July 13.—Possibility of the Associated Actors and Artists of America returning to a mere nominal state gained momentum this week with announcement that its international board would meet Wednesday (17) to consider a plan proposed by Actors' Equity Association to keep the parent body out of debt. Equity's plan would reduce expense of running the parent body to approximately \$150 a week by modifying salary contract for Frank Gillmore, president, dispensing with secretarial and clerical staff, and returning the international's office to Equity's headquarters. Prior to the present expanded set-up for the Four A's, Equity had attended to the international's activities without running up much of an expense account.

Equity's move makes even more remote the possibility of the "one big union" idea ever becoming a reality. Apparently,

the most that union performers can now hope for is greater interchangeability of membership cards among the Four A's branches.

Gillmore declined to confirm talk that he had agreed to the salary cut, declaring that the matter was entirely in the hands of the Four A's board. He has about two and one-half more years to go, at \$13,000 a year, on his five-year contract with the Four A's.

The recommendations made by Equity's (See FOUR A'S CUT on page 18)

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Possibilities

TRADE SERVICE FEATURE

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

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

For FILMS

MARIE NASH—sweet-looking blonde and talented soprano caught in the lead of Two Weeks With Pay at the Ridgeway Theater, White Plains, N. Y. Should make an excellent screen bet, with youth, a striking personality and good delivery of lines and popular songs in her favor. Earlier in the season she replaced Martha Eggerl for a brief run in *Higher and Higher*.

VERDYN STAPLETON—former partner of the Stapletons, unusually good novelty tap loan caught at the Paramount Theater, New York. The girl has a refreshing personality and makes an excellent appearance. Should screen well. Displays great possibilities as a dancing single or as a part of a team in screen musicals.

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BMI-ET FIRMS SET PACT

NBC, AMP, Standard, World, D&S Among Companies in Deal

NEW YORK, July 15.—Broadcast Music, Inc., this week concluded a deal with all leading electrical transcription companies providing for leasing of all BMI tunes. Companies in on the arrangement are NBC-Themurra, Associated Music Publishers, World Broadcasting, Standard, Langels & Wentworth, McGregor and Davis & Schwepker.

Move is considered of much significance in radio-music ranks, feeling being that tunes on wax are of tremendous importance to those broadcasters operating stations with very little live music.

Up to present time making of BMI tunes has been considered negligible. One of the chief reasons for this is that wax companies are committed to a fairly definite amount of releases each month and when these are filled there is little room left for the BMI scores. Pointed out, for instance, that a wax library will do a certain percentage of hillbilly music and certain percentage of hit pops and standards which are considered necessary.

Details of agreement between BMI and leading wax companies are not yet forthcoming, but it will probably call for a distribution plan so that waxes will be available to the member stations. Thus far BMI has been feeding member stations plenty of sheet music in various arrangements, gotten up by a staff of approximately 50 arrangers. While valuable for large stations, this material is

CBS Gets Top Spot In Detroit Survey

DETROIT, Mich., July 15.—Latest survey conducted by the Wayne University Broadcasting Guild, covering listening habits of 1,948 metropolitan families during the week of April 6 thru 12, gives top spot to Columbia Broadcasting System. Results show WJL CBS outlet, in first place as Detroit's favorite station. CBS is also credited with 14 of the top 25 evening programs, NBC-Red having nine and Mutual one, and CBS is credited with eight of the top 10 five-a-week daytime stripe programs, with NBC-Red having two.

Supervised by Prof. Earnest R. Garrison, survey procedure was to distribute "Listening Tables" among a cross-section of Detroit school-children families. Families filled out forms each day during the week.

Other items revealed were (1) Average telephone family uses its radio 3.5 hours per day, compared with 3.0 for non-telephone families; (2) Thursday is Detroit's peak listening day, with Saturday the week's low; (3) CBS's WJL and the NBC-Red's WJW account for 71.5 per cent of total hours of family listening, with remaining time shared by eight other stations.

Gardner to Sealtest

NEW YORK, July 15.—Ed Gardner will produce Rudy Vallee Sealtest program. Vic Knight leaving July 25. Knight is set for production berth on Eddie Cantor Bristol-Myers show. McKee-Albright, agency on Sealtest, could not verify, but report is that Gardner will bring along with him four or five of his own script writers.

Learn 'Em To Talk Good

CHICAGO, July 15.—NBC Chicago announcers will no longer need to worry over difficult pronunciations of foreign names and places. John Guild Nesbitt, for three years instructor in Romance languages at Northwestern University, has been hired as foreign language consultant.

Classes for announcers are being held in the NBC studios, textbooks being the everyday news broadcasts. "Our effort," said Nesbitt, "is to strike a happy medium between the exact native pronunciation, where it's difficult, and a too loose anglicizing tendency."

considered of not much importance to small broadcasters.

Early in its history BMI announced intentions of making its music available on wax. Current agreement is first concrete step in this direction.

BOSTON, July 15.—Charles R. Hector, WEST orchestra leader, is supervising the addition of a special department in the Boston Columbia outlet's library to provide for Broadcast Music, Inc., tunes.

BMI's campaign to get new tunes from unknown writers is in line with Hector's established policy of attempting to aid those starting in the field and he is concentrating on the tunes now being placed by BMI. Hector plans to use at least one BMI song daily on his *Matinee Promenade*. It is expected the addition to the library will be completed shortly and Hector will give plenty of time and space to the BMI stuff.

Chi AFRA Election Hot; Putsch Fails

CHICAGO, July 15.—Disension in the ranks of American Federation of Radio Actors membership burst forth Wednesday (10) in a heated conflict over the annual election of officers. According to reports, a strong but potent force of actor-politicians attempted to oust the present administration, but the putsch was unsuccessful.

Certain changes, however, were made. Norman Barry replaced Sam Thompson as first vice-president, Thompson having thrown his hat in the presidential ring. Dan Suttler took Charles Calvert's position as second vice-president. Calvert (See CHI AFRA ELECTION on page 8)

Advertisers, Agencies, Stations

NEW YORK: MARTIN BLOCK, returning to WNEW Monday (15), will run off a thank you program saluting the ark leaders who subbed during his vacation. . . . Joe Bigelow, of J. Walter Thompson, back from Chicago. . . . Waldorf Men's Clothing has started a 52-week contract over WJL for daily station-break announcements, placed by Piedmont Agency. . . . Herbert L. Pettet, WJL director, en route to Chicago to attend Democratic National Convention. . . . Sidney Walton has dropped a sponsor and added one and is now airing for Bristol-Myers, American Chicle Co., General Mills and Air Conditioning. He's got 13 regular shows a week. . . . Mennen Co. is again sponsoring Bob Corred, starting Monday (15) in a thrice-weekly news period over Columbia-Pacific network. H. M. Klesewetter is the agency.

EDITH LATIMER, home consultant, begins series on WJMG Monday (15) titled *Good Living*. . . . Vanu-Pa-Pi-A Corp. has renewed on WNEW's *Make-Believe Ballroom* for 52 weeks thru Erwin-Wasey. Ditto Bathaswell Corp. thru H. S. Krauswetter Agency. . . . Foster-Milburn Co. for Doane's Pills, has contracted for 52-week spot announcement campaign over WMCA. . . . William Wrigley Jr. Co. has contracted for 30 announcements weekly over WNEW, 30 weekly over WJL and 30 weekly over WMCA. Contracts are for 52 weeks, 50¢ by Vanderbick & Rubens, Inc., of Chicago. . . . Walter Holmes, WENX staff announcer; Mrs. Holmes and WENK engineer are motoring thru the South.

CHICAGO: J. WALTER THOMPSON, Chicago, is trying to sell the Kellogg cereal account on radio, thus far unsuccessfully. . . . Larry Milligan, of Blackett-Sample-Hummert, Chicago, and Jimmy Parks, of General Amusement Corp., are junketing to Idaho to meet Arch Oboler and discuss the forthcoming drama series for Procter & Gamble. . . . Wallace Jordan, of the William Morris office, set the talent for Lew Weinrot's Mr. Neck series, *Sherlock Holmes* and the Pat Barrett clog show.

Niles Trammel Succeeds Lohr as NBC President

NEW YORK, July 15.—Board of directors of National Broadcasting Co. yesterday elected Niles Trammel, NBO executive vice-president, to the presidency succeeding Lenox R. Lohr. Lohr



NILES TRAMMEL, NBC PRES.

resigned June 7 to become head of the Chicago Museum of Science and Industry. Trammel's accession to the post was considered a certainty at the time of Lohr's resignation. New president, who is 46 years old, began his career with RCA in 1923 and joined NBO in 1928. For the past 18 months he has been executive vice-president.

Philly Stations Add News; Live Talent Decline

PHILADELPHIA, July 15.—Curb on radio remotes last week gave local talent a fling at the airwaves. But it was a short-lived inflation with little indication that the programs for the remainder of the summer will allow much, if any, time for flesh fare. Convinced that the public thirst for news is paramount, live talent has to take the back seat at WCAU while Dr. Leon Levy, station proxy, ordered WCAU's coverage increased to an absolute maximum. In the past week six daily five-minute summaries have been added and a policy of airing news bulletins on station breaks at least every half hour has been adopted.

In addition, WCAU plans on increased emphasis on special events coverage, which leaves little for local talent. Station's mobile unit short-wave truck now is equipped with a recording unit, and if time can't be cleared for an event it will be recorded and aired later in the day. Also plan on a nightly recorded digest of spot news and planned features, sort of a newswear broadcast.

At the same time, Pat Stanton, WDAZ general manager, announced the station will not feature the so-called "escape" program to bring relief to listeners from war news and horror stories. In fact, plan is to give the listener more of it. He states that if the public continues to demand news commentators, last-minute bulletins every hour and flash news, then the station will continue to feature these programs. Lumps it all under the heading of the function of a station to broadcast in the "public interest, etc.," which the town's talent is still trying to figure out the why and wherefore of its own interest.

Television Review

Reviewed Tuesday evening, 5:15—Review. Station—W6XAO (Hollywood).

Thomas Lee, owner and operator of W6XAO is turning more of his television programs over to live talent. Show caught had a line-up of flesh that showed to good advantage.

A couple of plays highlighted the hour and a half show. First was Philip Sudano's *Miss Me Again* with a cast including Martha Chapin, George Bell, Charles Bell and Sudano.

Story centered around Miss Chapin, who portrayed role of wife who got things mixed up when burglar comes into the house as couple are preparing to leave for a masquerade party. It was one of those mistaken identity bits that looked good on the screen. Sudano, who writes, acts and produces at W6XAO has turned in some good stuff and seems to have caught the television formula.

Second play was *Fatal Temptation*, by Dorothy McDonald. Production was handled by Gordon Seyforth. This had a novel idea in presentation. A large audience of eight people had their backs to the television camera, giving the effect that they were watching a stage production. Play was strictly hokum and production. Play was strictly hokum and production. Play was strictly hokum and production. Cast included Jim comic presentation. Cast included Jim O'Dowd, Gill Hoffman, Rose Lee, Betty Walters, Don Mayfield, Mildred McLeland, Charles Scribner. Narration was handled by Charles Stone.

Warblers on the show were Judy Lynn, the Peralta Trio and Lynn Johnson. Singers were handicapped by having to work with recordings, but all came thru okeh.

Edward Ryan scored with a monologue about a screwball in a sanitarium.

Jackie and Johnny, who have appeared before, did a smooth bit of bedroom tramping.

Jimmie Dickie, the cartoonist, appeared. He is a regular and his stuff is consistently good.

Reception was okeh, with pictures very clear.

Radio Talent New York

By JERRY LESLER

JAY MEREDITH is back from Tamworth, N. H., where she played the female lead in *The Weak Link* with the Barnstormers. . . . FINIS FARR has been assigned to write all the Mr. District Attorney scripts. Heretofore the policy has been to use free-lance writers. . . . EARLE LARIMORE has contributed a chapter entitled *Television and the Actor* to the new book, *The Present Television*. CECIL W. ROBERTS is writing the Morning Almanac for CBS for the next eight weeks while PHIL COOK is on vacation. CECIL wrote the *Emily Post* shows last year and many of the *Aunt Jenny* stories. . . . COURTNEY SAVAGE, formerly head of production at CBS in New York, is in town to write a series of magazine articles and probably a Broadway show. . . . ANN SEYMOUR is in New York. Will probably do plenty of radio work here. . . . JOAN BLAINE is spending her vacation in Havana, which makes ETHEL OWEN head the new sequence of pictures. . . . LES DANIELS, formerly from CHI, is now writing commercials for Benton & Bowles in the East. . . . JACK HURDLE, also from CHI, now directs *Angel Merty* and *Klips Randolph*.

LAWSON ZERBE is now appearing on *Honest Abe* over CBS in the role of *Orson Davis*. . . . RKO NASH has a program over WQAX, Burlington, Vt., called *Big Time*. It is biographical, and the listener who phones the right name mentioned before the bell rings (the third name, receives a prize of \$3. If not won within 10 minutes the money goes to the Red Cross. . . . LILIAN OKUN is having loads of fun writing, directing and picking up special events at the World's Fair for WJCA. . . . JANET LANE is one of the ice princesses at the fair. . . . CARL FRANK is mourning the death of his friend who was struck by lightning last week-end in Binghamton, N. Y. . . . FIBBER MCGEE AND MOLLY are in New York looking the town over. . . . It's a addition for actress JEANNE TUYLLIER, whose son was born in Chi-

cago on July 5. . . . LENORE KINGSTON came on to New York from Chicago to win the coveted role of Ann Rutledge in the new CBS serial, *Honest Abe*.

GRETCHEN DAVIDSON, who was featured in *The American Way*, returns to CBS in *Grand Central Station* next Friday. . . . YVETTE BARGUHI, sister of ANDRÉ, comes to Station WINS with a new program of songs entitled *I Just Want To Sing*. . . . BARBARA WEEKS will soon beg off acting commitments to devote full time to sewing for the bazaar addition which is expected in September. . . . The late Floyd Gibbons' fast-talking crown is falling to DICK LANE on AL PEARCE'S program. DICK'S official timing record clocks him at 411 words in 51 seconds. . . . I hear that ARTIE AUERBACH, the Mr. Kitzel of Al Pearce's show, worked as a newspaper photographer on a New York paper before going to Hollywood. . . . that JACK SMART, who plays one of the leads on the new Mr. Meek series, was one of the original members of FRED ALLEN'S *Nightly Allen Art Players*. . . . that ED BYRON, producer of *Mr. D. A.*, studied for the priesthood before he entered radio. . . . that BETTY WINKLER, JOAN WINTERS and PAT MURPHY have been together on the *Girl Alone* show for the past four years. . . . RALPH EDWARDS has gone on vacation and it's taking five announcers to replace him on his various shows. Subs are JOHN DARLINGTON, NELSON CASE, ED HERLIHY, ALLEN KENT and DON LOWE. . . . LETH STEVENS has taken a house in Birmingham, Mich., for balance of summer. Ditto BILL WELSH, his arranger. . . . DENAY VENUTA has moved to Hastings-on-Hudson for summer. . . . BETTY JEAN HAINES has joined cast of *Alice Blair*. . . . BETTY CAMPBELL, legit actress from Syracuse, is now working five programs for NBC and CBS in Albany, including a Plymouth commercial with the Berkshire Players.

War Scuttles Overseas Script Trade; Parallels ET Situation; Controlled Currency Nixes Deals

NEW YORK, July 13.—War has kicked the bottom out of the foreign script business as effectively as it has scuttled overseas transcription trade. Script organizations which had made a neat profit out of sale of scripts to foreign radio stations report that, with the exception of South American countries, all countries are operating under a "blocked currency" system and are allowing no money out of the borders except for essentials, such as munitions and airplanes. Total loss of revenue to script companies since Germany's invasions has been about \$12,000, but implications as to future are much more significant. Firms such as Script Library, mulling over foreign situation, are wondering not only how they can do foreign business but also whether the foreign business will ever come back. Library's loss to date is \$2,600.

Under "controlled currency" set-up, scribers and wax companies can do business only under a barter system. As a result of this, some firms feel that the only way to operate would be thru a large import-export firm, which, by financial juggling of credits, will be able to get some money for script and wax companies.

Just how tough situation has become is illustrated by a few examples. Russia, for instance, recently requested some "slightly revolutionary" plays from one of the script companies, but offered to pay off in "vacations." That is, Russia refuses to let money out of the country, but is willing to establish credit in Rus-

sia, even going so far as to suggest the script firm's execs use the credit toward vacationing in the happy land of the Soviets.

Russia was once a pretty good market for script sales. Canada, too, has become closed, the Canadian Broadcasting Corp. operating on a week-to-week basis which precludes any extensive deals. Deal was recently in the works whereby the CBS would buy a 52-week Bible series, but week-to-week ruling stopped it.

France, Belgium and Holland and other invaded countries are all under controlled currency, as is all of the British Empire. Denmark and Norway are doing no buying of scripts and even Sweden has dined all deals.

Payment of royalties to foreign authors represented by agents here is also in a state of turmoil. Script Library, representing Lord Dunsany, has been sending money to his address for some time but receives no indication as to whether he receives it.

American radio performers have also been trickling back to the United States, reporting that it is impossible to get a dime out of foreign countries, and that, furthermore, living expenses have been jacked up enormously.

Foreign end of script business amounted to about 10 to 15 per cent of the whole, and since this does not seem too much at first glance, it was considered very important because the income was all gray with hardly any expenses—considered "plus money."

Seeds Auditioning, Tho Sked in Doubt

CHICAGO, July 13.—The new cigaret tax has at least one cigg agency up in the air over new radio commitments—specifically, Russel M. Seeds, which controls the Brown & Williamson account. Agency was in the midst of preparing several new shows, and now it doesn't know whether sponsor will give the ok to steam order or not.

Despite the confusion, talent was auditioned at both NBC and Mutual. At NBC, Red Skelton and Connie Dowse were among those considered for spotting either on *Shoeboot* or a new vehicle. At WGN, Bill Bacher, production chief, staged an audition preview, with the public in attendance for critical reaction. Show, called *Hippodrome Days*, had a talent line-up of Jerry Mann, Lin Borden, Doc Rockwell, Tim and Irene, Eddie Poabody, Doris Sisters and Jerry Cooper. Audience was asked to fill out questionnaires. Eighty-five per cent voted the show as excellent; 85 per cent said show compared favorably with other network variety programs; 67 per cent indicated that they would become regular listeners. Noteworthy comment on a number of questionnaires nixed *Hatting* if show, like audition, were to air on Saturday nights. Three hundred and sixty-five voted.

Seeds has switched *Shoeboot* from its Friday night spot to Monday nights at 8:30 o'clock, CDST, contract having been signed for 53 weeks. Originating in the Chicago NBC studios, show, sponsored by Aralon cigarets, will air only on northern stations; at the same time, from WLW, another program, *Resiro Valley Folks*, will be fed to the southern net and ballyhoo Big Ben smoking tobacco. Friday night spot has been re-ordered for fall.

WLS Program Tours With Stage Unit

CHICAGO, July 13.—Present studio series of County Salute broadcasts on WLS National Barn Dance have proved to be such good-will builders that, starting July 20, WLS will send a mobile unit to various county seat towns to stage

ARCH OBLER is heading for the wilds to write an original for ROBERT TAYLOR and JAMES STEWART. . . . HAVEN MACQUARIE heads east with his *Marriage Club* after sponsor nibbles from Manhattan. . . . AL PEARCE dug down into the old sock to buy a 30,000-acre ranch in Tehama County.

the country salute portion of the *Barn Dance* and a one-hour stage show. Entire population will be invited.

First of the new series will salute McLean County, Ill., and will be broadcast from Bloomington. Station will buy display space in all newspapers in the county each week to announce the broadcast and show. Ted Fuller, of WLS, will serve as advance man on the shows, lining up the co-operation of civic organizations, newspapers and local radio stations. Entertainment will be furnished by amateurs drawn from talent available in the county.

Newscasts Nixed On Can. Airwaves

TORONTO, Ont., July 13.—Sponsored newscasts have been ruled off Canadian airwaves by the Hon. C. D. Howe, Minister of Transport. His ruling states further that all news broadcasts must first be authorized by the Canadian Broadcasting Corp. Restriction will end all news service broadcasts over private stations, and will silence many long established newscasts.

The CBC broadcasts 10 times daily over government-owned stations from Ottawa. Canadians will have to tune in on U. S. broadcasts for other than the regimented reports.

WBX Boost in Publicity Breaks; 137 in Two Months

NEW YORK, July 13.—During May and June WBX garnered a total of 137 mentions, more than ever before over a comparable period. Figure is exclusive of mentions in Bronx newspapers in station's home territory and in the foreign language press, the station carries a number of foreign language and music programs.

Breakdown of newspaper plugs includes 56 notices in metropolitan newspaper radio columns, 51 in trade papers, five in magazines, 25 in special columns such as advertising news and syndicate writer columns and a pictorial and feature story display in *Newsweek* magazine. Jack Banner is handling the press relations.

Transradio Adds Nine

NEW YORK, July 13.—Transradio Press has signed contracts with nine stations. These are WMOB, Mobile, Ala.; WFBC, Greenville, S. C.; WBOC, Reut Ste. Marie, Mich.; WJMS, Ironwood, Mich.; KID, Idaho Falls, Ida.; WLBJ, Bowling Green, Ky.; KGFY, Brownsville, Tex.; WOCB, Hyannis, Mass., and a station under construction to be operated by the Radio Voice of Springfield, Ind., Springfield, O.

Chicago

By NORMAN MODELL

HALL OF SPORTS show, requiring pert ad-gubbling, had to replace JIMMY IVANS with DOUG HOPE. . . . ALAN BOGAR was dropped in favor of LOUIS LARA, *Esquire* scribbler, on the *Scattergood Baines* serial. . . . ALEXANDER McQUEEN is complaining about the early hour of his new commercial. He has to get up at 7:30 a.m., after staying up half the night to gather material from foreign broadcast waves. . . . BRUCE KAMMAN and LINT STANLEY are dividing the production job on the new *Uncle Ezra* cigg show. . . . Whether or not JOE KELLY continues to seduce the *Que* kids remains in the balance the next tonight. . . . CYNTHIA CLINE, new kid show, amazed sponsor at the audition. Given a subject at the beginning of the period, she composed a poem about it contemporaneously before the time was up. . . . BOB BROWN'S return to CBS *Radio* here may result in somebody else being transferred to New York. . . . JOHN LARKIN has been cast in the role of a cop with a brogue, Frankie McElhinna, in *Girl Alone*. . . . REESE TAYLOR, FRANK BEHRENS, MARVIN MULLER and STAN HARRIS were given supporting roles in this week's *Wings* for America episode.

AUDITIONS for *Sunda Love's* part in *Stepmother* took place Friday (13).

Hollywood

By DEAN OWEN

CHARLES HOLLAND, Negro tenor, has been signed by NBC Artists' Service and will get featured spot on new week-end quarter-hour sustainer, Holland first attracted attention at recent Hollywood Red Cross benefit show. . . . GENE BRITTY asserts his horse for a plane ride to Oklahoma City, where he will appear on a newspaper "A-Hi-ice Benefit." . . . FRANCES SCULLY is the first Hollywood commentator to be sold to a commercial sponsor for short-wave broadcasts to South America. New show will

be titled *Fashions From Hollywood*. . . . AL ORAHAM and his gang getting the other celebs at the *Cafe* for those Monday night jam sessions. . . . CARLTON F. MORSE, author of *One Man's Family*, heads north for a vacash. . . . MEREDITH WILLSON grabs one of the musical phantas, being named to score and orchestrate the new *Charlie Chaplin* flicker. . . . JAN DUGGAN, who has appeared for seven years in *The Drunkard* here, will get a chance to tell all about it when she goes on *Meet Some People* at KFI.

Program Reviews

EDST Unless Otherwise Indicated

"Man About Hollywood"

Reviewed Friday, 8-8:30 p.m. Style—Hollywood chatter. Station—Sustaining over WABC (CBS network).

George McCall returns for his second summer to interview the lesser known film personalities. The idea is essentially sound and could be productive of interesting chatter. However, the batch of lesser lights rounded up for the initial airing produced little to hold interest.

The interviews seemed to focus on the fact that the mere mention of a star is sufficient to cause listeners to perk up the ears.

Despite the generally dull fodder, however, interview with school teacher on the Universal lot produced some interesting chatter. Another good one was from a voice double.

Other interviewees were the employee of Oranum's Chinese Theater who registers the star's footprints and the masseur at the Paramount gym. Helen Parish registered nicely in conjunction with the interview with the Universal school marm.

George McCall does a fine emcee, engaging whenever possible and making a serious attempt to produce the maximum of interest from his guests.

Lud Gluskin's Ork does the incidental music and fills in with an occasional band presentation.

The program closed with a dramatization of an incident that provided the idea for *A Star Is Born*.

"Call to Colors"

Reviewed Tuesday, 10-10:30 p.m. Style—Patriotic. Sustaining on WFIL (Philadelphia).

As an outgrowth of the spot announcements given by radio to enlist recruits in the country's fighting forces comes this *Call to Colors*. It was felt that glorifying and dramatizing the enlistment would make the call more appealing, with the result that WFIL is the first station locally to dedicate a weekly series of air presentations to the U. S. Recruiting Service.

What is offered to the radio audience, as caught on the first stanza, can hardly be called good listening. Each program is dedicated to a branch of the recruiting service, the Army getting the first spotlight.

Mostly, program is band music, military and concert, played by the Penn Concert Band directed by Lieut. Joseph Franklin. Selections vary from Sousa marches to Verdi operatic, but musically the performance is mediocre. It's a WPA combo of some 50-odd pieces, sounding very odd in many spots and totally lacking in the fire and verve of a military brass band.

Program pattern calls for a dramatization at the mid-mark of life and behind-the-scenes goings on in the various branches of the service. This one, with an elementary script and a cast in the same grade, made feeble efforts to improve that enlisted Army men are taught useful trades during their service.

Announcer Al Stevens does a yeoman job in trying to tie the component parts together, but it all says in too many spots. Station labels it as a "public service feature." *Orodruker.*

Pearson and Allen

Reviewed Monday, 7:30-8 p.m. Style—Talk. Sponsor—J. B. Williams. Agency—J. Walter Thompson. Station—WJZ (New York, NBC-Blue network).

Drew Pearson and Robert Allen, Washington correspondents, try to give hot news and inside information on this half-hour period. Successful attempt on program caught. One action of the show, labeled Prophecies and Predictions, seems a terrific interest-getting item, inasmuch as the newscasters definitely get out on a limb by forecasting future world events.

Program technique is simple and informal, both newsmen presenting their material in conversational manner, asking questions of each other and answering.

Program calls for guest appearances. Mrs. F. D. Roosevelt, on this season, was questioned on topical questions and spoke very well. Pearson and Allen set program guests themselves and at the latest possible date, single being to book

people according to spot news values. Commercials for Williams Shaving Cream and Lashlin soap okeh, stressing soap giveaway for price of cream. *Ackerman.*

"Dixieland Music Shop"

Reviewed Thursday, 9-9:30 p.m. Style—Musical. Sponsor—R. J. Reynolds Co. Agency—William Esty. Station—WEAF (NBC-Red network).

Originally scheduled for 10-10:30 p.m., sponsors realized that audience for this spot would be diminished by the terrific competition given by Bing Crosby heard at that time. Last minute change of time left no outlet for New York on the Red chain. NDC therefore related the strict transcription mix to permit WJZ to record this spot on an available period.

Program shapes up as highly listenable with Bob Crosby's Band providing superior and better rhythms than he's been accustomed to dialing out. Strong novelty tunes spice this period and Bob Crosby's emceeing is delivered in an ingratiating manner. Good showmanship prevails during the entire period.

Especially good are his adaptations of old-time tunes to the boogie woogie tempo. Rendition of a Maxine in this manner and a hot arrangement of *Over the Waves* were prime examples of the Crosby treatment of these lieder.

Bonnie King, replacing Mildred Bailey heard on the previous set-up, displayed fine vocal equipment, selling a hot version of the ballad, *I'll Never Smile Again*.

Commercials come too frequently even tho they are done in good taste. Prince Albert tobacco and Camel cigarettes share the plugs. *Cohen.*

Tommy Dorsey

Reviewed Tuesday, 10-10:30 p.m. Style—Variety. Sponsor—Pepsodent Tooth Paste. Agency—Lord & Thomas. Station—WEAF (NBC-Red network).

Tommy Dorsey presides at a thoroughly enjoyable variety session which should make listeners Pepsodent conscious. Shot is nicely paced with other talent, including vocalists Frank Sinatra and Connie Haines, who get a single each in which to show off their nice pipes. Tommy makes an amiable emcee and is allotted a good script. In this department, however, he still has a few notches to go before he can compare with Bing Crosby. All in all he gives a creditable account of himself as trombonist, maestro and gabber.

Guest was Jerry Lester, a fine comedian on a night club floor and who looks like star radio fodder. On this program he was handicapped by poor material and bad timing from the stooges. However, he was astute enough to capitalize on alms by prodding his foil. Voice, delivery and breezy style make him a definite possibility.

Commercials are not too long and nicely handled with short stretches of dialog. *Cohen.*

"Playhouse Personlities"

Reviewed Tuesday, 3-3:30 p.m. Style—Interview, drama. Sponsor—Forbes & Wallace, Inc. Station—WMAS, Springfield, Mass. (CBS network).

Under direction of Harold J. Kennedy, producer of the Kirby Memorial Theater in Amherst, program brings personal appearances of stars appearing at the Berkshire Playhouse. Informal style throughout entire show. First appearances were by Sylvia Sidney and husband, Luther Adler. The Adlers are currently starring in the playhouse presentation, *No Time for Comedy*.

Kennedy allowed Adler to interview the Mrs., and the informality brought many a chuckle.

Others slated for visits to the playhouse and radio show include Edward Everett Horton, Tallulah Bankhead, Jane Cowl, Ina Claire, Miriam Hopkins, Ruth Chatterton, Lulu Rainer, Jane Wyatt, John Beal, Florence Reed and Maurice Evans. *Gordon.*

WFEN Providing for Tele, FM: WIBC Power Boost

PHILADELPHIA, July 13. — Provision for television broadcasting and FM are included in the new studio plans for

WFEN, stated George Simon, station general manager, announcing the selection of the new station site at 1528 Walnut street. Station will occupy the 21st and 22d floors in September. New studios will also call for new equipment, RCA servicing.

Other stations in the territory also got a hypo this week. WJBO, at suburban Olmside, upped its power from 100 to 1,000 watts, with the next move expected to call for the station moving within the city limits. Station is one of the most active one-junglers in the area and will make for added competition. Also at Bridgeport, N. J., local lads operating WSNJ asked POC for a construction permit for a new station to be synchronized with the present one, giving it full-time operation. Station is linked with WPIL's Quaker State network and carries many WFIL shots to South Jersey listeners.

WJW Realigns Station Staff; O'Neil Prexy

AERON, O., July 13.—Realignment of the staff at WJW is announced by William O'Neil, new president of the station. O'Neil will serve as general manager; R. L. (Bob) Bowles as commercial manager, and Russ Salter production and program manager, with Edgar Taylor his assistant on programs. The station's engineering office and sales set-up remains the same, and Ras Oarde remains as continuity chief. Bill Griffiths continues as news editor and sportscaster. Furr Pullen has joined the staff as an announcer and emcee and has inaugurated a new program called *Furr Pullen's Pet Pals*, a juvenile feature.

Salter, who is taking over the station's production, is a recent addition to WJW. Announcing staff now includes Salter, Pullen, Charles Unter, Paul Hunt and the veteran Chuck Sraman.

The WJW information morning program is being dropped for the summer.

Wolf Peddles News Show

NEW YORK, July 13.—For *How Information*, a 15-minute "inside" news comment similar to *Confidentiality Yours* and based on United Press news, is being offered for sale as an evening program by the Ed Wolf Agency.

Agency's *Danger Is My Business* has thus far survived the elimination process among programs bidding for the floon's August account. Wolf expected to complete deal for *Matinee Playhouse* with a serial sponsor soon.

IFDAS Dirge for Lizzie

PHILADELPHIA, July 13. — Local radio went wacky as memorial services for an elephant were conducted on WDAS. The elephant whose demise was mourned on the air was "Lizzie," the Philadelphia Zoo's pachyderm, whose death occurred during the Republican Convention and occasioned a great amount of comment on the part of Democratic bigwigs as being significant.

Solemn ceremonies were held during the *Four Promises* Irish program since Pat Cronin, the elephant's keeper, has long been identified with Irish life as well as "Lizzie." Hat was passed around to create a fund for a wreath of daisies sent to the zoo and placed in the recent cage. In return a picture of members of the Irish program was hung in the cage as a tribute to the "mourner" for the soul of "Lizzie."

Screen Guild Renewed; 570C for Relief Fund

NEW YORK, July 13.—Screen Guild Theater, which to date has given \$570,000 to the Motion Picture Relief Fund, has been renewed by Guild and returns to the air in the fall over Columbia Broadcasting System. Period will be the same, at 7:30 p.m. Take for the Pix Relief Fund is \$10,000 weekly.

CHI AFRA ELECTION

(Continued from page 6) being out of town. Al Hulus became third vice-president, Robert Purcell having resigned. Fred Howard won the office of recording secretary from Gene Byron. Remaining in office were Thelma Payne, president; Philip Lord, treasurer, and Raymond Jones, executive secretary.

Delegates to the national convention of AFRA, to be held August 28-31 in Denver, were also chosen. They are Norman Barry, Fran Allison, Sam Thompson, Raymond Jones, Philip Lord, Virginia Payne, Fred Howard, Al Hulus, Jim Meredith, Dan Sutor, Fran Carlson, Lewi Warcham, Constance Crowder, Phineas Briggs, Jonathan Hole, Gene Byron, Leo Curley, Spencer Allen, Bunda Love, Paul Nettinger, Donna Reade, Boyce Wright, Burton Dots, Annette Harper, Byron Keith and Bob Bailey.

Comment

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

The pleasant if uneventful course of *True or False*, quiz show, continues over WJZ and the NBC Blue Mondays at 8:30, with DR. HAGEN doing a good job steering two teams of contestants, male and female, over the shoals of miscellaneous information. Show caught recently emanated from Pittsburgh, and had teams of city firemen and female graduate students of social service at the University of Pittsburgh. The girls won handsly, and showed themselves consistently chipper and brash, often handing HAGEN better than he sent in the matter of wisecracks. *E. B.*

T. R. YBARRA, news commentator over WJZ and the NBC Blue, ostensibly gives out with pretty straight news reports, but actually manages to include a terrific amount of coloring and bias and attempted editorializing in the matter of unnecessary adjectives, phrases and the like. When he's done, the listener has been given an editorial disguised as a news story. Some bias is inevitable in news commenting, but on this spot it has the air of being given purposely. If YBARRA fails to stir up his quota of hysteria it's because of his lack of affect rather than his lack of trying. *E. B.*

A quiz with a different angle, *Take It or Leave It*, continues to offer excitement Sunday nights at 10 o'clock over WABC and Columbia for Eversharp pencils and pens. Gimlick is that contestant gets a dollar for first right answer and doubles it for each succeeding one. He can withdraw at any time he wants with the winnings (50¢ maximum), but if he misses on an answer he loses all he's made, and it goes into a jackpot. Idea combines the quiz lure with excitement and uncertainty. BOB HAWKS is an ex-

cellent and genial emcee except for a tendency to indulge in rather pointed wisecracks. He also kills the excitement occasionally by being much too lenient with a contestant. Entire interest of the idea depends on sticking to the rules. If a contestant gets the dough for a wrong answer, there's no point to the gimmick. *E. B.*

To judge by the ovation given Arturo Toscanini at his final concert in South America at Rio de Janeiro, his good-will tour with the NBC Symphony Orchestra had the desired effect. Apparently all that remains for the State department to follow up on the maestro's territory, and the lush South American trade is an assured item for the U. S. It'll's blithely ignoring notwithstanding.

Speeches by the United States ambassador to Brazil and Edward Tomlinson, NBC commentator, stressed the good-will aspects, both describing the symphony will fit as a fifth column generating good will.

Atmospheric conditions for the show were relay thru the NBC-Red chain were not of the very best and much of show's superb tonal effect was lost somewhat in the ether.

The concert consisted of pieces that didn't require too much concentration for a hot summer night. First heard by the North American listeners was Mendelssohn's *Scherzo* from *A Midsummer Night's Dream*, which even non-addicts could take easily. Invitation to the Dance, by Karl Maria Von Weber, with the fine cello passages here and all and the FM misdirection brought a terrific hand. It did the final piece, Moussorgsky's *Pictures at an Exhibition*. He encored with the prelude to *The Meisterstuck*, by Wagner. Program ended with the Brazilians clamoring for more. *J. C.*

MUSIC PROBE IS UNDER WAY

Miller Shatters Midwest Records On Four Stands

DES MOINES, July 13.—Returning to his home territory, Glenn Miller sandwiched in four one-nighters, two in Iowa and two in Nebraska, before opening at the College Inn in Chicago, and had 11,112 dancers laying down \$13,000 in what was tops in the way of b.-o. rushes yet here.

The Clarinda, Ia., maestro, playing for the first time in his native State, broke all house records at Tom Archer's Val-Air Ballroom in Des Moines, and grossed the biggest gate the veteran operator has counted in his 30 years of experience. Miller hit the Orpheum (In.) Coliseum Ballroom on July 1 and grossed \$2,233.20 with 1,861 customers paying \$1.10. Jumping to R. H. Pauley's Turnpike Casino at Lincoln, Neb., he pulled in a \$2,415 gross.

Val-Air High

At the Omaha Auditorium, which is commonly known as the "Hot Box" during the summer, Miller played to 3,109 dancers at \$1.10 per for a \$3,418.80 gross. It was the first time Tom Archer had used the auditorium for a summer dance.

Miller has his best night at the Val-Air in Des Moines, with a total of 4,439 customers, creating a new all-time high for the spot. Archer said it was the biggest crowd he has had in all his experience as a ballroom operator.

The previous Val-Air record of 4,200 was set last year by Biddy Duchin, and was tops in Midwest ballrooms for all time. Miller's gross at this spot was \$1,205.80, with the price set at \$1.10 plus tax and an outside gate charge of 10 cents.

Berlin Assigns GBA To Patriotic Fund

NEW YORK, July 13.—Irrving Berlin takes on the mantle of Tin Pan Alley's sweet patriot, with the announcement that he will contribute all of the royalties of his *God Bless America* to a fund which will be used for patriotic purposes only. Royalties thus far amount to \$13,845 which, it has been decided by GBA fund administrators, will be donated to the Boy and Girl Scouts of America.

Berlin authored *God Bless America* in 1917 while he was a buck private at Camp Upton, Yaphank, L. I., intending to include it in a musical show he produced there at that time. Song never got into the show, but was revived 23 years ago by Kate Smith, who had the exclusive radio rights. Since the outbreak of the war in Europe, however, best music sales on the song have soared.

Trustees of the fund will include Robert Bayard Swope, Col. Theodore Roosevelt and Gene Tunney.

THE SCHWARTZ BALLROOM at Hartsfield, Wis., under the direction of Jack To for a season, is again under the original management, with N. J. Remmel directing the spot's destiny. Name bands are being spotted in the ballroom.

Less Noise

LANCASTER, Pa., July 13.—Apartments house dwellers and those living next door to neighbors where the brass swing bands blast forte would do well to make a mental note of the curb on band noise developed here. Lancaster Township School Board announced that the latest type of acoustical equipment will be installed in the ceilings and walls of the band room of the James Buchanan School. "This room has been annoying when the band plays because the music appeared to be noisy, and in order to eliminate this condition we decided to equip the building with acoustical material," said H. D. Stehman, secretary.

Barnet Sets Record—Of 74,000 Bottle Tops

NEW YORK, July 13.—Charlie Barnet established a new record for dance attendance at Manhattan Beach last Monday (8) with a crowd of 28,000 people who came out to witness the maestro's performance on the Papaya drink program, being broadcast from the Brooklyn bathing beach.

Admission price for the broadcast and dance: Three Papaya bottle tops. The band, however, was paid off in real money.

MPCE in Music Pub-CBS Fight

NEW YORK, July 13.—Music publishers this week stilled the support of the Music Publishers' Contact Employees union (song pluggers) in what appears to be a drawn-words battle with Columbia Broadcasting System over alleged "discrimination" of ASCAP tunes over the CBS network.

Bob Miller, president of MPCE, stated that "incidents of the past few days have become very serious and some drastic action must be taken." He wouldn't, however, elaborate on the incidents nor on the action until a meeting of the board could be held and a battle campaign could be mapped out.

However, after a meeting held last Wednesday (10), details of which were kept a secret at press time, Miller said that nothing conclusive could be arrived at until after a meeting of the publishers, at which time all of the issues could be clarified as to what the song pluggers and the publishers could do in their mutual interests.

CBS has become the battle front, tho, in the last few months, with all anti-ASCAP action seemingly coming from that network. NBC still continues, Miller said, to use ASCAP tunes without discrimination, but according to the publisher charge, CBS is carrying the battle flag in behalf of Broadcast Music, Inc., which was set up by the broadcasting industry as a weapon against ASCAP.

Ellington's \$1,285 Stand

CHATTANOOGA, Tenn., July 13.—Duke Ellington drew a \$1,285 house at a colored dance at the Memorial Auditorium here July 4. Take was very good. Auditorium manager Tommy Thompson reported that 1,200 colored had paid 75 cents a head, while 700 white people paid 50 cents each to listen.

Dance Remotes in Full Swing Again, as CBS Comes to Terms

NEW YORK, July 13.—Dance band remote strike which had affected both NBC and CBS networks for two weeks came to a close Thursday (11) when Station WRVA, the Columbia and Mutual outlet in Richmond, Va., came to terms with the American Federation of Musicians, restoring the bands to the network under secretive terms at press time. The center of the NBC strike, Station WSTP, St. Paul, settled with the AFM earlier this week, agreeing to pay the \$30,000 a year asked by the Musicians' Union.

As a result, the roster of bands on the three networks were in full swing again late this week. In all, 41 bands were pulled off the networks for the period of the strike, and raised such a hullabaloo at the important musicians union centers that it was believed this pressure forced an early settlement instead of the protracted battle that the music and radio industry thought they would be up against.

Name leaders were in a fury all last week because of this situation, since many of them were working at night club and hotel locations for scale because of the need of air time prior to

Department of Justice Asking Pubs' Relations With ASCAP

NEW YORK, July 13.—Department of Justice, thru Assistant Attorney-General Thurman Arnold, is going ahead with its probe of the music industry and American Society of Composers, Authors and Publishers, and has sent to music publishers a detailed questionnaire inquiring into the pub's relations with the performing rights society. Accompanying questionnaire was a letter, asking that pubs send along both questionnaire and other pertinent information as quickly as possible. Questionnaire had two forms, one for ASCAP members and one for non-ASCAP pubs.

One of the letters received by a publisher who is not a member of ASCAP follows:

"Gentlemen: The name of your music publishing company has been furnished as one engaged in the business of publishing and selling copyrighted short music among the several States. It is our understanding that your company is not affiliated with any society or organization. In order to ascertain whether your business has been subjected to any unreasonable restraints imposed by any combination

Goodman to Mayo Clinic for Treatment

NEW YORK, July 13.—Benny Goodman entered the famed Mayo Clinic in Rochester, Minn., Wednesday (10) for observation and examination to determine if the ailment from which he has been suffering on and off for some time is actually sciatica, and if not, to find out the exact trouble. Goodman has been advised by doctors that it is sciatica, and he has taken treatment from time to time, but recurrence of the ailment brought about his decision to enter the noted clinic and find out definitely just what it is and have it treated accordingly.

Benny's admittance to the clinic this week climaxes several weeks of rumors and denials regarding his alleged retirement and the breaking up of his band. Reports of the ork's disbanding, or continuing under Ziggy Elman's leadership, are understood to be groundless, with the plan now for Goodman to bring the boys together again after their enforced vacation for a few one-nighters late in August, prior to a tentative set engagement at Frank Daller's Meadowbrook, Cedar Grove, N. J., the first for Benny at this swing band mecca. Ork is definitely set for the Sherman Hotel, Chicago, the beginning of October.

of owners of copyrighted music, the department requests that you prepare the enclosed questionnaire and forward it, along with any other information which you deem pertinent, at an early date, for your convenience there is enclosed a self-addressed, postage-free envelope.

"Careful consideration of the questions and comprehensive answers will be appreciated."

Letter was signed by Thurman Arnold.

Questions Asked

Questionnaire accompanying letter inquired into the relationship between ASCAP and publishers, the questions applying both to members and non-members of the Society. In the event pubs are ASCAP members, they are asked to furnish the following information:

1. Date elected to membership.
2. Lapse of time between application and membership acceptance.
3. At time of election, or prior or subsequent thereto, did ASCAP explain requirements for membership? If so, state these requirements, enclosing correspondence.
4. To what extent, if any, did sale of your sheet music fluctuate after election to ASCAP membership?
5. Were you allowed any discretion in determining terms of membership with Society?
6. What is your present classification in ASCAP and amounts received for the years 1937-'38-'39?
7. Have you made complaint to the Society with reference to your classification and membership agreement? If so, state results and enclose correspondence.
8. Prior to admission, did any public user of music, i.e., radio broadcaster, orchestra, etc., refuse to play your music because of your not having an ASCAP affiliation?
9. Since your admittance into ASCAP membership have you received requests from public performance users of music for the right to perform any or all of your copyrighted tunes?

Non-Member Queries

If pub is not a member of ASCAP, following information is requested:

1. Have you made application for membership in ASCAP? If yes, relate in detail the outcome, enclosing letters be (See Music Probe Under Way on page 13)

Hal Kemp Turns Profit at Celeron Park With \$1,862

JAMESTOWN, N. Y., July 13.—Hal Kemp, playing Celeron Park here for the first time (in the Pier Ballroom) made the turnstile click to the tune of 1,570 people, resulting in a neat profit for Owner-Manager J. O. Campbell.

Advance sale was 200 couples at \$2 per twoome, with 585 pairs going for \$2.50 a couple at the door. Total take amounted to \$1,862, exceedingly healthy. Mitchell Ayres was on tap at the dancant Friday (12).

JOE REICHMAN'S ORK is set to follow Eddy Rogers into the Empire Room of the Schroeder Hotel, Milwaukee, July 18. The ork will have an outfit over WTMJ, as does Rogers' crew.

No Time for Comedy

PHILADELPHIA, July 13.—While the radio networks are continually cracking down on pop ditties where the entendres might be doubted, WDAS locally is cracking down on tunes which might seem offensive in a different way to certain types of radio listeners. Station's program department has put up notice suggesting that artists refrain from featuring the song *Cut Out My Lips and Call Me Shorty*.

Harold Davis, WDAS program chief, in explaining the move, pointed out that under ordinary conditions the song might be acceptable for its comic implications. However, with current news and newscasts depicting the horrors of war, this particular tune and its kind no longer have a comedy meaning, Davis explained.

Wrong Choice

PLINT, Mich., July 13.—Samoa Gardens here closed last week because of liquor license difficulties. The spot was permitted to have either drinks and no dancing, or dancing and no drinks. It chose the latter but found the nut too big to crack.

Weber Help for Philly Local in Warner Trouble

PHILADELPHIA, July 13.—Having already brought James C. Petrillo, AFM presy, into the impasse, local musicians' union, in its fight against the Warner Brothers theater circuit here, has now enlisted the support of Joseph N. Weber, past AFM pres. And in order for Weber to be on hand for the final settlement, the peace pipe will be smoked in Atlantic City at the Hotel Ambassador, where the former union leader is recuperating.

A basis for renewed negotiation toward possible settlement of the eight-month-old strike was laid at a preliminary conference last week in New York when Petrillo huddled with Frank Phelps, labor relations chief for Warner. Altho the local musicians had voted to dump the entire impasse into Petrillo's lap, the union head declared that the matter, being a local one, should be decided locally, with Petrillo sitting in on the meeting in an advisory capacity, the same as Weber. Time of the meeting in Atlantic City depends on how soon Phelps will contact A. Rex Riccardi, local union secretary, on having the get-together.

Settlement Difficult

In spite of the optimism of musicians here because of the interjection of Petrillo and now Weber into the situation, Warner officials here say that coming to final terms will not be an easy one. Pointing to the lost foreign market for its films, Warners say that the circuit can only afford to employ music at houses where it is absolutely necessary, adding that the difference in cost of music not needed at the first-run Fox Theater last year was the difference between profit and loss in operating that house.

At the union here, with the fever of 1931 elections only a few months away, present administration will have a heavy obstacle to overcome unless a Warner settlement is made, and soon. Already an opposition political party has been formed, mostly sponsored by the musicians who were called out of the Earle Theater, downtown raucous house. Warners is agreeable to returning the tooters to the Earle, but in view of the fact that the union is now willing to forego music at the Fox, question of the number of neighborhood houses returning musicians has left the entire strike hanging mid-air for many months.

Orchestra Notes

By DANIEL RICHMAN

New York Nocturns

WOODY HERMAN's opening at the Hotel New Yorker next month is going to be distinguished by one of those real flash press agent stunts that have been few and far between of late... this pillar is not free at the moment to divulge the nature of the stunt, but it's going to be a bonny... another beautiful stunt, the along far different and infinitely more scintillating lines, was attempted by a record company and a booking office this week, in an endeavor to get a certain maestro away from his current waiting affiliation when his contract expires in the fall... it was a superior exhibition of chiseling that, to date, has failed to jell into the hoped-for result... TONY PASTOR gets the fall call for the Hotel Lincoln, band set to start an hotel run in the Blue Room of the Kramer hostelry October 13... Pastor, incidentally, takes in the August 1 week at Westwood Gardens in Detroit, and Surf Beach Club, Virginia Beach, Va., week of the 24th... getting back to the Lincoln, LES BROWN will in all likelihood follow Charlie Barnet in on July 28, altho there's no signed contract as yet... HORACE HEIDT yearns to bring back into the fold the LE ANN SISTERS, whose option he failed to pick up several weeks ago and who have done well for themselves at Monte Proser's Beachcomber since being dropped from the Heidt aggregation... GUY ORANADO takes over the podium at the Fiesta Dantereria, with LEW PAYE for the rumba relief rhythms... musical attraction at the Piccadilly Circus Bar is now BURT BURMAN at the Novachord... MAYA and his National Orchestra make their New York night club debut Sunday (14), replacing Nano Rodrigo at La Coma.

Atlantic Whisperings

GLADYS GRANT is on the stand nightly at Riverview Inn, Reading, in the same Pennsylvania town where FRANKIE DELVIN parks at the Park Cafe... THE HEAT WAVES follow the Three Keys into Subway Grille, Chester, Pa... DOC CHURCH brings his Rhythmeers up from Baltimore to make the season's music at the Little Belmont in Atlantic City... At the same resort, THE OHIO TRIO takes rest at The Commodore... JOE MCGRATH takes in four weeks on the Wilson Lins' Showboat cruising out of Philadelphia... MILTON MANN set at Joe's Casino near Wilmington, Del... MARK HILBURN locates his Nomads at The Inn, Duck Hill Falls, Pa... The Lakeside, Eagles Mere, Pa., returns music for dancing for the first time since the hotel-sponsored square dancers back in the '30s... CHUCK GORDON embarks from Camden, N. J., for a stretch at the Pier Ballroom, Ocean City, Md... HOWE PARKER parked at Ballyhoo Cafe, Harmonville, Pa... In Philadelphia, BENNY HILL leaves Charlie Gaines to bring a band of his own into Tops Cafe, while GAINES gets the call at Bode's Bar Tavern... JOHNNY COLLINS at Depot Grill in Bridgeport, Pa.

Midwestern Murmurs

DUKE ELLINGTON takes in Eastwood Gardens, Detroit, July 26 for a week, after which he hops down to Virginia Beach, Va., and the Surf Beach Club for the August 4 week... CHARLIE BARNET plays the Detroit spot the September 9 week... LOU BRITTS took a few days off from his Ghes Paret, Chicago, duties last week to have himself separated from a couple of recalcitrant tonals... when Barney Rapp exited from his Sign of the Drum nitery in Cincinnati on July 9 for a string of one-nighters, he was followed in by HATTY CARLTON's sweetsters... MCA got JERRY SHELTON on indefinite engagement at the Ambassador's Pump Room in Chi... he starts Saturday (20), following Lew Holden... the Shelton canary, incidentally, is listed in the social register... PRMO spotted LAWRENCE WALK at the Peabody Hotel, Memphis, for two weeks beginning August 9, with Kenwood Park, Pittsburgh, to follow August 26-September 2... FRANK MERKIN gets a six-month contract renewal at the Wisconsin Roof Ballroom, Milwaukee... DICK CISNE took over at Bartlett's Beach, Jackson, Mich., when Eddie Camden moved out to take up a stand at the Cold Springs Hotel, Hamilton, Ind... BOB SIEGRIST, who brought his band to Flint, Mich., from Hamilton's Cold Spring hostelry, had his option picked up at the Madison Dance Gardens in Flint.

Of Maestri and Men

A COUPLE of weeks ago it was stated in these columns that RALPH BARLOW was said to be the first white band to play down in Puerto Rico (Barlow, a Frederick Brothers' org, opened July 3 at Escambron Beach, San Juan)... the impression created was erroneous, in that local white acts are constantly playing Puerto Rican spots, and the idea that was intended to be conveyed was that Barlow is the first band from the United States to play an engagement in that territory... Lake Compaunce (Conn.) Ballroom is playing name bands Sunday even thru the summer... JIMMIE DALEY, Albany, N. Y., booked to take over Silver Ballroom, Menands, N. Y., for a July 25 promotion, with GENE KRUTA booked for the date... WILL BRADLEY set at the Ritz-Carlton Hotel, Boston, July 22-August 3... GRANT THOMPSON into the Narragansett Hotel, Providence, in mid-August for an hotel run... JIMMY TOMLIN makes it a four-weeker at the State Line Country Club, Lake Tahoe, Calif., on August 1... Hotel Belvedere, Baltimore, gets JACK BRYSON July 29 for 10 weeks... JEN CUTLER follows a Surf Beach Club, Virginia Beach, Va., July 21-August 3 stand with New York's Rainbow Room, August 29 to October 16... HENRY OKUN, formerly with Al Donahue, is now handling publicity for Frank Daley's Meadowbrook, Cedar Grove, N. J... JACK EVERETT holds over at Baden Park, Black Hills, S. D., until August 16... DIRK COURTNEY opens a two-week date at the Bay Shore Beach Club, Virginia Beach, Va., today (13), with a promise of a return engagement four weeks later to close the season... DEL COURTNEY into Cedar Point, Sandusky,

This Changing World

HAL KEMP loses the services of three valuable men... HAL MOONEY, for four and a half years tied to the band exclusively as arranger, is leaving to free lance... EDDIE KUSBY, trombone, and CLAYTON CASH, trumpet, are the two other departing Kemp men... the BILTMORE BOYS switch over from Consolidated Radio Artists to the William Morris office, picking up their first date under the new affiliation late this month at the Sir Francis Drake Hotel in San Francisco... several changes in Ben Pollack's outfit find BILL McMANN replacing Joe Harris on trombone, and JAMIE McINTOSH going in for Bud Lescault on trumpet, with a drummer shift due soon... DANNY POLO, noted chifft, takes over the seat in the Jack Teagarden Band formerly held down by Art Beck... Johnny Long takes unto himself a new sax man in SY WOISTMAN, reputed to be one of the best alto men in Pittsburgh, which is where Long picked him up... CAM DONAHUE, formerly heard on sax in the Gene Krupa Org, moves in with Harry James, while JACK PALMER, late of James' crew, takes over vocal-instrumental duties with Larry Clinton.

Vocally Speaking

HARRIET CLARK is now doing the chirping for Charlie Barnet, following Mary Ann McCall's tenure as vocalist with that outfit... Jack Teagarden has a new male balladist in DAVID ALLEY... IDYTHE WRIGHT, remembered for her sock warbling with Tommy Dorsey's Band a couple of years ago, is now doing a single... she takes up a stand at Boston's Sheraton Hotel the first of next month... another lass with the same last name, LUCILLE WRIGHT, succeeds Frances Miller as canary with the Bill Lester Orchestra at the Homestead Hotel, New Gardens, L. I... Johnny Green is using BOBBY GIBSON for vocal chores on one-nighters... Sammy Kayo prides himself on the fact that he has never used a girl vocalist, and to point up the fact he added another singer, bringing his total number of wordage experts to five, all male... HARLAN ROGERS, ex-Frankie Masters' word seller, joins Tommy Ryan, Clyde Burke, Jimmy Brown and Charlie Wilson of the Kayo song department... HENRI NOEL, French baritone, is now doing the vocals for Hal Saunders on the St. Regis Roof, New York... when Ann Brigoda's chirper, Penny Caldwell, failed to show up on a recent date, a local lass, BETTY DAY, filled the breach so satisfactorily that she secured the berth permanently.

Sonny James Cools Heels at Pa. Spot, Leaves as It Opens

STRAFFORD, Pa., July 13.—After laying off for about a month waiting for their summer spot to light up, Sonny James and his band pulled up stakes and left just in time to find the spot opening up after all and another maestro getting the nod over him. James had been booked by Consolidated Radio Artists to start on or about May 29 at the outdoor Garden Terrace of the Spread Eagle Inn here, spot going in for traveling bands for the first time. Con-

Somebody Must Be Forming a Band

NEW YORK, July 13.—Sonny James became the original hard-luck kid of the week, when he and members of his band showed up at his current stand, Roseland Ballroom, Tuesday (9) to play the malinee dance session—and found that most of their instruments had been stolen. Stolen harmony included four saxes, three clarinets, two trumpets and an accordion. The most expensive instrument of them all, the accordion, was insured, but the policy on it had lapsed Monday night.

tract called for James to give the initial downbeat 10 days before or after the 25th. But with rain and cold weather hampering the workmen getting the garden in shape, came June 29 and the spot still wasn't ready.

However, after the usual down and one delays, Spread Eagle spreads out tonight (13) with Clem Williams making the music after James got tired of waiting and said he was going to New York for a run at Roseland Ballroom. Williams, a socialite from these environs, gets two Mutual shots a week. Contract called for James to get three NBC airings weekly. Spot is operated by Warren Foisette and Dick McClellin, who also run the 20th Century Tavern in Philadelphia.

Williams' booking came as a lucky stroke for the stick waver, who had been set for the summer at the Anchorage in Philadelphia until federal men took over at the latter spot because of an alleged \$3,000 in delinquent Social Security tax payment on the part of Arthur H. Padula, Anchorage proprietor. Anchorage had been operating for a week under supervision of E. Joseph Kelly, court-appointed receiver, and finally closed entirely on Wednesday (10) to prevent further loss of its resources, pending organization. Kelly, who is an experienced hand at nitery operations, said the week's operation resulted in a loss of \$250. Closing means another class spot lost to local bands, but for Massee Williams it meant only the loss of several nights until he started carrying on at the Spread Eagle.

1,200 for Erskine Hawkins

KNOXVILLE, Tenn., July 13.—Nine hundred colored dancers, at 85 cents and \$1.10 per admission, and 300 white spectators (85 cents a head), were drawn by Erskine Hawkins at Hodgson's Auditorium here this week. Half-hour concert for whites preceded the dance.

CHARLOTTE, N. C., July 13.—Erskine Hawkins drew approximately \$500 for 10 Negro Beach Ball at the Army here Tuesday (9). The date, marred by recurring showers, drew some 450 dancers and 300 white spectators. Admission for dancers was 75 cents each, 40 cents each for spectators, while 25 cents was charged for admission to a reserved section for Negro dancers in front of the band.

EDDIE CARLIER, formerly of Pond 10 Lac, Wis., took over the English Lake resort near Manitowish, Wis., and unshuttered the spot for the season July 6 with music by Howard Kreamer. O. week of July 19, and then the Clatside, Memphis, opening the 27th for a month... HARRY FIELDS, a NY Green unit, took over the band stand at the Hotel Anderson, Monticello, N. Y., band has a couple of new additions in IRVING GARDNER, saxist, and SNEY KLEIN, trumpet and vocals.

"Easy to listen to..." says The Billboard RON PERRY and his ORCHESTRA in 8th Week HOTEL BELVEDERE New York City and staying indefinitely

PHOTO REPRODUCTIONS 4c

Music Items

Songs and Such

JIMMY MONACO and his writing partner, Johnny Burke, have parted company, with Burke going over to the Paramount studios to pair with Jimmy Van Heusen on the score of the Jack Benny-Fred Allen pic, *Lore Thy Neighbor*.

Band leader Xavier Cugat teamed up with Eddie De LaRosa on a new song, *Whatever Happened to You*. Marks publishing.

Martin Lowell, on the staff of Radio station KTW, Philadelphia, has penned new novelty ditty, *Pump It, Mr. Trumpet*. G. & Z., New York, on the publishing end.

Paul Brito, vocalist with Al Donahue, has switched his talents over to writing songs in addition to singing them, with a ballad, *Is That the Way of All Love*.

Chuck Ram, writer of *Boog It and Slow Weight*, has been signed up by Warner Bros.

Don Raye, of Leeds Music, has also hopped on the patriotic band wagon with *You Is My Country*.

Bill Watters, whose song *Tumbledown Branch* in Arizona has been designated as the official rodeo song of the University of Arizona (his alma mater), left for the Coast last week to work on the film story of *My Gal Sal*, with Theodore Dreiser. Story is based on the life of songwriter Paul Dresser (Dreiser's brother).

Wetmore Music has heard a book of children's songs, *"Song Came and Paint Book"* by Teddy Hall, Jean Herbert and Duke Don. . . . Benedict Publishing Co., of Syracuse, in its three months of existence has already published six songs by composers which it feels will develop into hits. Latest is *"Hail to Our President."* . . . Johnny's has issued *"Have a Cigar, It's a Day"* on their Song Hits of Tomorrow Mea. . . . After a series of recordings

Funny Meeting You Here

LORAIN, O., July 13.—Ned Williams, press herald for the Tony Martin band tour, landed here this week to do some contacting in behalf of Martin and almost got himself in wrong with the law for parking on the wrong side of the street. He was awaiting the return home of Jimmy Ryan, press agent for Crystal Beach Park in near-by Vermilion, where Martin was to appear.

It was straightened out satisfactorily, tho, because Ryan, the press agent for the park, who told Williams to meet him at his home, was also the same fellow who took down the license number. He happens to be a motorcycle cop on the side.

of the number had been made, Jack Mills took over the publishing rights on "Whispering Grass," by Fred and Duke Fisher, and is putting a plugging campaign behind it.

Publishers and People

FRANKIE (*Sunrise Serenade*) Carlo is writing the melody to *Love Caught Me Unawares*, with Frank Capano doing the lyrics from Philadelphia, the whole deal being handled by Postmaster Parley's minute men because Frankie is with Horace Heidt's Band on tour.

Roger Morehouse, pianist with Las Vegas Orchestra at Willow Grove (Pa.) Park, has submitted 10 new tunes to Glen Gray, hoping for at least one to break.

The Four Hottches, harmonizing on WIP, Philadelphia, introduced *When You Introduced Me to Love*, which was written by Bill Stevens, pianist for the foursome.

British Music Royalties Drop Below \$3,000,000 Due to War

LONDON, July 10.—Annual report of the board of directors of the British Performing Rights Society revealed that English composers, authors and publishers collected royalties for the past year amounting to \$24,608 pounds or \$2,250,510 at the present (\$3.80) rate of exchange. When the royalties began to pour in, however, the value of the pound leveled at \$4.93, which therefore sets the amount as ranging between the above figure and \$2,925,071.

Of this amount, more than half is broadcasting fees from the coffers of British Broadcasting Co., Ireland, Australia and New Zealand, amounting to \$1,121,178 at the present value of the pound. This sum is interpreted as being comparatively small. Membership of the Performing Rights Society totals 1,801

members, as compared with 1,210 in the American Society of Composers, Authors and Publishers, which collects some \$5,000,000 alone from the broadcasting industry in the United States.

Home Royalties Down

Present rate of royalties for the BSO has also been lowered until December, 1942, or else for the duration of the war. Other sources of entertainment, however, which pay royalties to the society are going along at the present rate, but even at that, since the beginning of the war home royalty payments have hit a sharp decline because of the curtailment of musical entertainment and the requisitioning of amusement halls and auditoriums for defense purposes.

Williamson Leaves Frederick Brothers

NEW YORK, July 13.—Fred Williamson, location booker for Frederick Bros. Music Corp. and assistant to Bill Frederick, turned in a surprise resignation to the agency yesterday after a "disagreement on policy" with Frederick. Williamson had been with the office eight years, starting in Kansas City, working in Cleveland and moving to New York last year when Frederick opened an office here.

Williamson, reached immediately after his resignation, said he hadn't had much time to think of the future, but stated that in all likelihood he would go into the band personal-management business for himself.

Duchin Good at Salt Lake City With Take of \$1,047

SALT LAKE CITY, July 13.—Eddy Duchin played a one-nighter July 1 at Saltair, Utah dance spot on the Great Salt Lake here, and drew an attendance of 2,330. Seventy-five-cent admission a head resulted in a gross of \$1,047.85. It was the band's second appearance at the spot, having played here last summer.

Dick Jurgens was in for a date Thursday (14), with Phil Harris scheduled for the 15th. Latter drew 4,750 on his stand here last year. Spot's record is held by Ben Bernie, who pulled a crowd of 6,700.

Jimmy Joy succeeded Billy MacDonald as house band here yesterday (13).

TRADE SERVICE FEATURE
Billboard

The Billboard

COMPREHENSIVE GUIDE TO SONG POPULARITY*

WEEK ENDING FRIDAY, JULY 13

SONGS WITH MOST RADIO PLUGS

INCLUDING INDEPENDENT NEW YORK STATIONS

| NATIONAL | EAST | WEST COAST | MIDWEST | SOUTH | POSITION Last Wk. This Wk. | TITLE | PUBLISHER | NET | PLUGS |
|---|---|--|---|---|----------------------------|--------------------------------------|--------------------|-----|-------|
| 1 1. MAKE BELIEVE ISLAND | 11 1. I'M NEVER SMILE AGAIN | 4 1. Make Believe Island | 1 1. Make Believe Island | 1 1. Make Believe Island | 10 | 1. FOOLS RUSH IN | Bregman, V. & C. | 32 | 17 |
| 2 2. IMAGINATION | 3 2. Imagination | 2 2. Imagination | 2 2. Imagination | 2 2. Imagination | 2 | 2. SIERRA SUE | Shapiro, Bernstein | 30 | 11 |
| 3 3. PLAYMATES | 5 3. Where Was It? | 3 3. The Breeze and I | 3 3. Playmates | 3 3. Playmates | 5 | 3. I'M STEPPING OUT WITH A MEMORY | Robbins | 22 | 23 |
| 4 4. THE BREEZE AND I | 1 4. Make Believe Island | 5 4. The Woodpecker Song | 4 4. The Breeze and I | 4 4. The Breeze and I | — | 4. I'M NOBODY'S BABY (?) | Febit | 20 | 10 |
| 5 5. THE WOODPECKER SONG | 9 5. Fools Rush In | 1 5. Playmates | 5 5. Where Was It? | 5 5. Where Was It? | — | 5. YOURS IS MY HEART ALONE (M) | Harms | 18 | 10 |
| 6 6. GOD BLESS AMERICA | 8 6. The Breeze and I | — 6. I'M NEVER SMILE AGAIN | 6 6. God Bless America | 6 6. God Bless America | 10 | 6. THE BREEZE AND I | Marks | 17 | 34 |
| 7 7. WHERE WAS IT | 4 7. The Woodpecker Song | 14 7. Fools Rush In | 7 7. I Can't Love You Any More Than I Do | 7 7. I Can't Love You Any More Than I Do | 4 | 7. DEVIL MAY CARE | Witmark | 16 | 34 |
| 8 8. SIERRA SUE | 7 8. I Can't Love You Any More Than I Do | 12 8. Blue Lovelbird | 8 8. Blue Lovelbirds | 8 8. Blue Lovelbirds | — | 8. WHEN THE SWALLOWS COME BACK | Jan | 16 | 27 |
| 9 9. FOOLS RUSH IN | 10 9. Blue Lovelbirds | 9 9. The Singing Hills | 9 9. Devil May Care | 9 9. The Singing Hills | 1 | 9. NEARNESS OF YOU | Famous | 15 | 5 |
| 10 10. BLUE LOVELBIRD | 12 10. Devil May Care | 3 10. Where Was It? | 10 10. Playmates | 10 10. Playmates | 3 | 10. MAKE BELIEVE ISLAND | Milner | 33 | 37 |
| 11 11. I CAN'T LOVE YOU ANY MORE THAN I DO | 2 11. Playmates | 11 11. I Can't Love You Any More Than I Do | 11 11. You're Lonely and I'm Lonely | 11 11. You're Lonely and I'm Lonely | — | 9. ALL THIS AND HEAVEN TOO (?) | Rovick | 13 | 13 |
| 12 12. I'LL NEVER SMILE AGAIN | 10 12. You're Lonely and I'm Lonely | — 12. I'M STEPPING OUT WITH A MEMORY TONIGHT | 12 12. I'm Stepping Out With a Memory Tonight | 12 12. I'm Stepping Out With a Memory Tonight | — | 9. MR. MEADOWLARK | Mercer | 13 | 5 |
| 13 13. THE SINGING HILLS | 13 13. I'm Stepping Out With a Memory Tonight | 7 15. Shake Down the Stars | 13 13. I'm Stepping Out With a Memory Tonight | 13 13. I'm Stepping Out With a Memory Tonight | 1 | 10. IMAGINATION | ABC | 12 | 12 |
| 14 14. DEVIL MAY CARE | 14 14. The Singing Hills | — | 14 14. The Singing Hills | 14 14. The Singing Hills | — | 10. MADAME LA ZONCA | Bregman, V. & C. | 12 | 12 |
| 15 15. I'M STEPPING OUT WITH A MEMORY TONIGHT | 15 15. God Bless America | — | 15 15. God Bless America | 15 15. God Bless America | — | 11. I CAN'T LOVE YOU ANY MORE | Olman | 11 | 22 |
| | | | | | 7 | 11. YOU'RE LONELY AND I'M LONELY (M) | Berlin | 11 | 16 |
| | | | | | — | 11. DANNY BOY | American | 11 | 2 |
| | | | | | — | 12. FABLE OF THE ROSE | Harms | 10 | 15 |
| | | | | | 9 | 12. WHERE WAS IT (?) | Rovick | 10 | 11 |
| | | | | | — | 12. YOU CAN'T BRUSH ME OFF (M) | Berlin | 10 | 7 |

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, July 12. Independent plugs are those recorded on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

On the Records

By DANIEL RICHMAN

GRAY GORDON (Bluebird)

I Am an American—FT. VO. *Gentlemen of the Jury*—FT. VO.

If operators are looking for patriotic songs for their music machines—and many of them are clamoring for such material—side A here is right up their alley. In perfect tune with the times, the song is expertly projected by Gordon thru a nicely arranged blend of solo and ensemble singing and orchestral backing. It's out-and-out flag-waving, with nothing subtle about either the number or its delivery, but it's surefire for machine plays and home sales in the aroused spirit of Americanism sweeping the country. Reverse likewise has much to recommend it, in a different way, musically and commercially, and it's too bad that it has to be buried on the back of what undoubtedly will be an important disk over the counters and in the machines.

VAUGHN MONROE (Bluebird)

I'm Home Again—FT. VO. *Fill Wait for You Forever*—FT. VO.

This is the most suspicious record debut in some weeks. Monroe makes his bow to record dealers and music-machine ops after attracting attention on nocturnal networks from a Massachusetts spot, and in this initial release he shows a great deal of promise. Band is smooth, a little on the sweet side, and styled in the Glenn Miller school, but, Allah be praised, it doesn't copy the latter. A good list further distinguishes these sides, and Monroe's baritone is another asset. It's too early for this new group to make an appreciable dent in home and music-box sales, but the quality to do it is here. It's just a question now of proper handling in the matter of song selection, exploitation, and all the other angles that sell a band after its basic merit has been established.

WILL BRADLEY (Columbia)

Beat Me Daddy (Eight to the Bar)—FT.—Part 1 and 2; VO on Part 1.

The drive, plus the solo and ensemble virtuosity of the Bradley Band, has too long gone unnoticed except by really discerning swing enthusiasts. This is another (and probably the finest) example to date of the general excellence of this work. The double-sided arrangement ought to attract considerable attention from record buyers, if not music box patrons, and if quality is any criterion, this disk should pitch Bradley up to his rightful place among swing bands. Freddie Slack plays some of the best boogie-woogie piano ever waxed, on the A side, with Bradley's fine trombone and some great ensemble playing featuring the reverse.

AMERICAN SINGERS (Vanity)

Ballad for Americans—V.—Parts 1-4, on two records.

We Sing America—V. *On Freedom's Shore*—V.

More musical accompaniment to the present wave of patriotism brought on by events in Europe. These six sides unfortunately lack both commercial appeal and any great degree of musical integrity, and it's hard to see them winding up as anything but also-rans in the race for supremacy among this type of contemporary recorded music. *Ballad* is so closely associated with Paul Robeson by this time that any other version will have a tough uphill struggle, and here the going is made harder thru a weak organ background, altho the rendition is fair enough vocally. Charles Welch, baritone, is featured with the mixed chorus on these sides. Other pair of songs suffers from the same sort of adequate but uninspired handling, put every Ellington disk on a high musical plane are in customary evidence here.

HORACE HEIDT (Columbia)

On a Simmersy Summers Day—FT. VO. *I Bought a Wooden Waffle*—FT. VO.

First side is one of those summer songs that customarily elick during the hot months and altho this one hasn't started as yet, if it does the Heidt version is a good bet for the machines, thanks to a nice smooth arrangement and a lilting vocal by the Le Ann Sisters. Novelty on the reverse doesn't mean much.

(See ON THE RECORDS on page 75)

On the Stand

Alvino Rey

(Reviewed at The Billmore, Hotel, New York)

FOR years Rey was the featured electric guitar player in Horace Heidt's outfit, but like several other Heidt pupils he deserted the family to front a group of his own. He has taken with him many of the showmanship tricks employed in the Heidt organization, particularly informal touches used to sell novelties and originals.

At a result band is a better attraction at floor-show time than during dance sets. It is devised to furnish entertainment rather than straight dance tempo. Among the 14 men occupying the band stand there are enough individuals with talented specialties to fill up the time of a full show program without the assistance of outside acts. And topping them all are the Four King Sisters, vocal quartet (getting equal billing with Rey) who sing and entertain equally well. They have striking personalities and are quite ornamental on the band stand.

Rey's instrumentation includes four sax, six brass and four rhythms besides the maestro's own guitar. Plenty of music there, but the outfit will have to go some before it can serve a balanced diet of showmanship and dance rhythms.

Band-stand individualists are Skeets Hufnagel, clarinetist, late of Tommy Dorsey's Band, and Dick Morgan, guitarist, who double as singing comedians. The boys are funny and a real asset in the delivery of novelties. A pleasing baritone voice is in the possession of Allen Shelleday, who handles most of the pope. Rey, of course, is prominent with his guitar solos and fortunately is not too generous with them to tire the customers.

Frank Duval, former Heidt and George Olsen man, is responsible for the arrangements.

Honigsberg.

Jimmy Preston and His Pennsylvanians

(Reviewed at Moonlight Cafe, Chester, Pa.)

ONE of the best little jump bands beating it out at the hot spots near this ship-building center. It's three saxes (maestro Preston sitting in the section and piping the alto), single trumpet, piano, drums and bass, giving out with a standard brand of Harlequin jazzology.

Band is just as hot in the vocal department as it is in the horns. William Montgomery, alto saxer, handles the wordage in the James Rushing manner that adds

On the Air

By SOL ZATT

Frank Gagen

(Bordewicks, Tuckahoe, N. Y., Mutual Network, Sunday (30), 5-5:30 p.m.)

IF song titles must be sung, at least Frank Gagen is setting a new style. Instead of the lyrical outbursts of tune tags in the accepted fashion of Sammy Kaye, Kay Kyser et al., Gagen uses rhyming song titles, tunes introduced by two or four-line jingles that are extremely amusing and that tend to give the entire remote a lift in showmanship, because the musical effort doesn't match the selling.

Tune selection borders mainly on the pop side, with two medleys thrown in that divide the similarity of present-day songs. If Gagen can lift the musical side to match the standard of a program that has plenty of novelty he'll really have something valuable and worth while. His catchphrase, "Rhythm and Rhyme," is the beginning of something that can be developed with some improved arrangements and full-bodied rhythms.

Joey Kearns

(Studio remote from WCAU, Philadelphia, CBS network, Tuesday (9) 11:15-12:30 p.m.)

SINCE there were no announcements that Kearns was playing from any particular spot in Philadelphia, it is to be assumed that the sustainer was direct

from the studio, and as such, without even having an audience feel to hypo the remote, it was above average quality on music, very listenable, and with a kingly brand of dance music that would have pleased itching feet.

The remote had a diversity of songs and types of music, with plenty of pops, mixed around with a waltz session and some novelty songs. There was also sweet and swing. Consequently, the program lacked nothing but a hotel or night club to play from. Kearns' brand of dance music deserves that many times over.

Eddie Morgan

(Million-Dollar Pier, Atlantic City, N. J., Mutual network, Tuesday (9), 12:30-1 a.m.)

MARKING his debut to the airwaves, Eddie Morgan took off with a musically good beginning, which would have been even better if the remote wasn't so crammed up (12 songs) with meaningless tunes at the sacrifice of good arrangements.

Since this is Morgan's first spot on the air he can be forgiven for a lot of things, including a poor balance of tunes and bad vocal spacing, but essentially the ark has the basis of a good dance band. There were no efforts at showmanship, either, but that can also be rectified with time and more air experience.

kicks to the Count Basie Band. Also, there's the Preston Trio, scab harmonizing of Montgomery, the maestro and Robert Higginbotham, trumpeter. Latter is brother of J. C. Higginbotham, trombone ace with Louis Armstrong. Also outstanding is the sparkling pianology of Raymond King.

Dick Kuhn

(Reviewed at Ritz-Carlton Hotel, Atlantic City)

ONE has to look more than once to certify the eyes don't deceive and that there are only five boys on the stand dishing out such a satisfying brand of dance-musings. And apart from their highly potent hoof appeal, band sounds as full and colorful as all times as some of the big-manned band brothers. It's undoubtedly one of the best and smoothest big-little bands in the ark whirl.

Combination is unique. Maestro took a true whor sax horn, blending it with the accordion pushing of Len Herman, who is just as adept in beating the pde of vibraphone tones and adequate enough in handling the vocals as well. The rhythmic foundation is solidly set by Roy Seymour at the drums, along with Charlie Bhow at the piano and Hugo Malanga on the bass viol, latter also piping the wordage on the Latin American lullabies.

There's a musical cohesion among the five rarely achieved by any other combo in such circles, achieving not so much a mechanical style to identify the playing, but a personality to their music that catches the fancy and footwork of all within hearing to leave an impression more lasting than that achieved by a design of tricky notes.

Playing is in medley fashion, without music, running the tune gamut from the gay '30s to the forte '40s with a tempo variance from Viennese waltzers to conga kicks. Appearance and showmanship, if Requesto Tune Table making it more to viting for the guests to request numbers from a suggested list placed at each table, are on par with the band's musicianship.

Orodenker.

Matt Betton

(Reviewed at Antelope Park, Lincoln, Nebraska)

HIGHLIGHT of Matt Betton's Band is his Novachord, on which he doubles from his clarinet. The music is sweet of romancey tone, and even the vocals come out with no real blats or mike arabettics. Sectionalized in three, his regular gain enough support from the leader in the needs to make that department an occasional foursome.

Bassist Ray Stuart is the mainstay on choruses, while the quartet gets frequent calls. It's made up of Stuart; Frank Cash, from the trumpet section; Ray Stobely, of the saxes, and Betton, strong on rhythm numbers.

This is a territory in which some novelty instrument—electric organ, Novachord, or some similar powered gadget—goes over big. Therefore, Betton would stand better on quick repetition dates, on longer engagements, rather than one-night stands. Outfit has to grow on demand and it has possibilities in that direction.

Oldfield.

Panchito

(Reviewed at the Versailles, New York)

A NINE-PIECE Latin band, playing a congas, rumbas and tangos in better than accepted fashion. Most of the men are natives and, more important, stand out musically. Instrumentation includes three rhythm, two violins, two clarinets, trumpet and maraca, the last named manipulated by the maestro.

A pulsating rhythm prevails, lending authenticity to the tunes. The leader is a handsome Latin, doing the vocals pleasingly and leading the congo chain sections in commercial style.

Men wear native costumes and combine to make a colorful band stand flash. Go well in the better hotel rooms and intimate niterias drawing the most critical dancers.

Honigsberg.

AUSTIN, Tex., July 13.—Jimmie Weder and a local 11-piece ark opened the Capitol Ballroom of the Stephen F. Austin Hotel here. The dine-dance ballroom will be open Saturday nights during the summer.

LOUIS "SATCHMO" ARMSTRONG

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Bands on Tour

Advance Dates

JAN SAVITT: Casino Ballroom, South Haven, Mich., July 10; Army, Evansville, Ind., 20; Paramount Theater, Hammond, Ind., 31; Riverview Park, Des Moines, Ia., 23; Peony Park, Omaha, 24; Auditorium, Kansas City, Mo., 25; Turnpike Casino, Lincoln, Neb., 26; New Meadow Acres Ballroom, Topeka, Kan., 27; Dunbar Cafe, Clarksville, Tenn., 30; Lydium Park, Lexington, Ky., 31; Auditorium, Abingdon, Va., August 2; Chesapeake-Potomac Boatline, Washington, D. C., 3; Manhattan Beach, Brooklyn, 4-10; Pleasure Beach Park, Bridgeport, Conn., 11; Sandy Beach Park, Russell's Point, O., 15; Lake Breere Pier, Buckeye Lake, O., 15; Lakeside Park, Dayton, O., 17; Crystal Beach, Vermillion, O., 18; Casino, Bradford, Ontario, Can., 19; Crystal Beach, Ontario, Can., 20; Bayou Ballroom, New York, 25; Lakeside Park, Polkville, Pa., 26; Million-Dollar Pier, Atlantic City, N. J., September 1-3.

SAMMY KAYE: Lyric Theater, Indianapolis, July 19 week.

DUKE ELLINGTON: Riverside Beach Park, Charleston, S. C., July 19; Municipal Auditorium, St. Louis, August 27; Oriental Theater, Chicago, October 4 week.

PINKY TOMLIN: Oriental Theater, Chicago, July 19 week.

ELMI OALLARD: Apollo Theater, New York, July 19 week.

WILL BRADLEY: Manito Beach, Rochester, N. Y., July 19; Horsely (Pa.) Park, 20; Pleasure Beach Ballroom, Bridgeport, Conn., 31.

BEN BERNIE: Aragon Ballroom, Chicago, July 20.

GEORGE HALL: Sans Souel Park, Water-Serre, Pa., July 22.

ANDY KIRK: Loew's State Theater, New York, July 25 week.

CLAUDE HOPKINS: American Legion Hall, Mount Kisco, N. Y., July 25.

BLUE BARRON: Coliseum Ballroom, Baysport, Ia., July 27; Auditorium, La Salle, Ill., 28; Colonial Hotel, Rochester, Ind., 30; New Casino, Walled Lake, Mich., August 1; Meyers Lake Park, Canton, O., 2; Joyland Park, Lexington, Ky., 3; Dwelland Ballroom, August 9; Auditorium, Guilmy, Ill., 12; Roof Garden, Florida Park, Ia., 13; Frog Hop Ballroom, St. Joseph, Mo., 14; Peony Park, Omaha, 15; Turnpike Casino, Lincoln, Mo., 16; Tromar Ballroom, Des Moines, Ia., 17; Shore Acres Ballroom, Sioux City, Ia., 18; Howell (Neb.) Ballroom, 19; Joyland Park, Kansas City, Mo., 20; Top Ballroom, Austin, Minn., 21; McKib's Dance Pavilion, Carroll, Ia., 22; Electric Park, Waterloo, Ia., 23; New Meadow Acres Ballrooms, Topeka, Kan., 24; Trocadero Club, Wichita, Kan., 27; Diamond Heath Ballroom, Oklahoma City, Okla., 31.

CHARLIE BARNET: Million - Dollar Pier, Atlantic City, July 29-31; Crystal Beach Park, Vermillion, O., August 1; Cedar Point Ballroom, Sandusky, O., 2-8; Top Ballrooms, Celeron, N. Y., 17.

GEORGE OLSEN: Val-Air Ballroom, Des Moines, Ia., August 8.

EDDIE CHILDS: Enna Jettick Park, Auburn, N. Y., August 4; Pavilion, Brighton Beach, Brooklyn, 11-17.

TONY PASTOR: Million-Dollar Pier, Atlantic City, August 11-17; Manhattan Beach, Brooklyn, 18-24.

Cheerful

CHICAGO, July 13.—Recently police found a man's coat and several suicide notes on the edge of Lake Michigan. One of the notes, addressed to a girl, read: "I hope I will haunt you. Every time that you take a drink of water you will see me in it and every time you hear these two songs, *My Last Goodby* and *A Million Dreams Ago*, you will think of me."

Reading this in the papers, Eddy Howard, the writer of both songs, remembered that *My Last Goodby* was rumored to have been written on the anniversary of his wife's death, although she is alive and well. Eddy is thinking of inviting the composer of *Gloomy Sunday* to move over. Eddy is wondering how come he let somebody beat him to the punch in writing *Gloomy Sunday* first.

Pennsylvania Drives Against Dance Door Prizes as Lotteries

HARRISBURG, Pa., July 13.—The State Department of Justice on Wednesday (10) classified "door prizes" at ballrooms and dance halls throughout the State as lotteries and informed the Pennsylvania Motor Police they should crack down as well on the "door-prize" practice mushrooming up-State. A scheme netting its promoters thousands of dollars weekly was the object of the formal opinion by Deputy Attorney General William M. Rutter, who found it clearly beyond the law and so advised Col. Lynn G. Adams, Commissioner of Motor Police.

Rutter's opinion cited the instance of a dance for which thousands of tickets at 10 cents each were sold and where the "door prize" to the holder of the "lucky" number printed on his ticket got \$500, with the other prizes totaling an additional \$300. "It would thus require 10,000 people purchasing tickets to enable the operators of the dance to take in as much as they gave away," Rutter dryly observed. "If the purchasers of the tickets sold were expected to attend the dance, the dimensions of the dance hall would necessarily be gargantuan."

Regular Ballroom Boon

Rutter's opinion found, "In short, the whole scheme is a lottery, not even thinly disguised in the habiliments of respectability." Colonel Adams said the opinion was not the opening gun of a drive against such dance halls. "We were confronted with a new scheme, and we wanted an interpretation of the law," he said. "Now that we have it, we'll enforce the law just the same as we enforce all laws."

The ruling against these "door-prize" dances is seen as a boon to legitimate ballroom operators and dance promoters

Chi Spots Going for New Band Names in Increasing Numbers; More Orks on Shorter Stands

CHICAGO, July 13.—One look at the roster of name bands at hotels and bistros here this year shows that Windy City ops are going for new names. Although in equal measure last year's box-office bets were brought back for repeat performances and old favorites came back to live in their old haunts, new names stand out prominently as indicative of the Middle West's eagerness to sample the bands that have found popularity in the East.

In the first seven months of this year the number of name or semi-name bands playing Chi hotels and clubs equals the total number engaged throughout 1929, with a line-up of new bookings promising to exceed last year's billings by one-third. The Panther Room of the Hotel Sherman is largely responsible for the increase, its policy having been changed this year to short engagements.

To date bookings at the Sherman are double those of '29, during which year bands engaged numbered only five: Pat Waller, Jimmy Dorsey, Gene Krupa, Harry James and Count Basie. This year 11 bands have played the spot: Larry Clinton, Jan Savitt, Pat Waller, Jimmy McPartland, Jimmy Dorsey, Woody Herman, Slim Gaillard, Stuff Smith, Bud Freeman, Ben Pollack and Glenn Miller, and new dates contracted for up to October include Jimmy Lincolford, Raymond Scott, Duke Ellington and Benny Goodman. The Palmer House, too, has used more bands than in 1929. Added to the buyers of name bands was the Colony Club, which last year hired no names at all but this year suddenly splurged with Xavier Cugat, Carlos Molina and Carl Ravara.

New Chi Bands Okeh

Bands that saw Chicago's night life for the first time were Charles Baum, Ray Noble, Masty Malneck, Blue Barron, Ravara, Clinton, Woody Herman, Savitt and Miller. Herman had played the Ravara ballrooms last year and laid an omelet, but this year was his first venture into a Chi night spot, the Panther Room, where he went over well.

On the whole, the newcomers punched the cash register with gusto, only exception being Charles Baum, who was

unable to develop an enthusiastic patronage at the Palmer House as he had at New York's St. Regis. Outstanding receptions were given Noble, Savitt and Miller. Barron did much to pop up his at the Blackhawk, Malneck cultivated a select group of appreciative Gold Coast diners at the Ambassador's Pump Room, and Ravara registered at the b. o. of the Colony Club.

Although the inclination was toward new outfits, some spots maintained the policy of hiring bands already used and proved, playing for the clientele built up by the band during its previous engagement instead of hoping to induce its trade to accept new musical fare. In this category are the Blumarck, Chez Paree, Villa Moderne, Stevens and, to a lesser degree, Edgewater Beach.

Old stand-bys at the Blumarck are Art Knaef and Phil Levant. The Chez Paree sticks steadily to Lou Broeze, although Ted Lewis is current here for the summer. Villa Moderne repeated this year with Tony Cabot, who will probably remain there all summer; in '29 this club changed bands successively when it used Carlos Molina. The Stevens found Griff Williams a good drawing card in '29 and has built up a steady trade with him again in '30.

MUSIC PROBE UNDER WAY

(Continued from page 9)

1. Have you and Society? 2. Have representatives of ASCAP explained to you the qualifications of music publishers necessary in order to qualify for membership? If so, state qualifications and enclose correspondence. 3. Have any authors or composers of music refused to enter into contractual relations with you for the publication of their music because of your non-affiliation with ASCAP? If so, relate circumstances. 4. Have public performance users of music, i. e., radio broadcasters, orchestras, etc., refused to perform or play your sheet music because of your non-affiliation with ASCAP? Relate details. 5. Have public-performance-for-profit users of copyrighted music, i. e., radio broadcasters, dance orchestras, etc., refused to pay you for the right to perform copyrighted music for the reason that their payments to ASCAP were of such an amount that their business could not justify further expenditures for the purpose? If so, relate details.

No ASCAP Statement

ASCAP, queried about Thurman Arnold's probe, stated it was aware that the letter had been sent to pubs. One Society spokesman stated that inasmuch as the probe was thus far just a probe, with no charges having developed, the Society did not feel it necessary to make a statement.

Society, however, has always felt that pressure on the Department of Justice to investigate the Society's operations are motivated by radio interests hostile to ASCAP.

Typing in with this questionnaire, a couple of months ago the federal government subpoenaed the Society's president, Gene Ruck, and asked for a look-see into the Society's records.

Del Courtney Attracts 983

BRIDGEPORT, Conn., July 19.—Del Courtney and his "Candid Camera" orchestra, in here at Pleasure Beach Ballroom last Sunday night (7), drew an attendance of 983 persons, and at the low price of 15 cents a copy gross amounted only to \$40.63.

Tomorrow (14) Orrie Nelson is due in for a one-nighter, his first Connecticut appearance in three years.

Malcomb Ork at Wis. Spot

MADISON, Wis., July 13.—Bill Liggett's new Royal Palm room in the Antlers Hotel on Brown's Lake near here opened July 6 for the season with Bob Malcomb and his 12-piece ork doing the musical honors. Spot offers dancing every Saturday night until Labor Day.

Grand Terrace To Reopen

DETROIT, July 13.—Grand Terrace Ballroom here, which burned eight weeks ago, is to be rebuilt to open about August 18. The spot was formerly operated as a ballroom, but was to have been converted into a major night club just before the fire. Present plans call for a night club idea.



Selling the Band

Exploitation, Promotion and Showmanship Ideas By M. H. ORODENKER

Patriotic Slant

GRAY GORDON, the big toe looter, with ever an open eye on "selling the band" in so many other ways in addition to his music, has hit on a sure-fire stunt in connection with the *I Am an American*, which Gordon tipped to introduce on the air following an F. D. H. fireside chat. Gray had arranged with the publishers to have telegrams sent to the various nationally known organizations for Americanism informing them of this broadcast, as well as to several congressmen and government officials. He received, in return, letters of congratulation and appreciation from many of the country's outstanding patriots.

Following up on the initial interest created, Gray has distributed 50,000 red-white-and-blue buttons carrying an imprint of the song legend, each button on a card, offered as "A Gift From True Americans," at the same time calling to his recording of the number. Buttons are being distributed thru patriotic organizations that have joined hands with the big toe maestro in spreading this positive brand of Americanism.

Gordon crashes thro again with 118

another promising bit of promotion. Taking his cue from the classic "Hit Parade," Gray has devised for his radio romances from Hotel Edison in New York a "Request Parade." A record of every request for songs that Gray receives during the week is kept and tabulated Friday night. The 10 tunes for which the most requests are received by dancers at the hotel's Green Room constitutes the "Request Parade." These tunes make up his Saturday night romances. A bulletin board is kept handy so that dancers may see the listings of the tunes that are being requested throughout the week, and of the same time building up interest in the balloting.

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(Marked with the current week when no dates are given.)

Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed. ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.



- ABA, 710 (Stuyvesant) Buffalo, N. Y.
Albano, Jimmie (Silver Supper) Louisville, Ky.
Alla Bill; (Embassy Club) Denver, W. J.
Alexander, Vera (Evergreen Club) Bloomfield, N. J.

- Pickler, Lew (Broadwater Beach) Miami, Fla.
Piedling, Alan (Club Ball) PhCo, Pa.
Pier, Bill; (Frost) (Rooster) Grills New Orleans, La., 26.

- Lake, Bill; (1000 Club) Chi, Pa.
Lamb, David; (Lassy Miller's) Clear Lake, Mich., 26.

- Perce, Milo; (625) Chi, Pa.
Perry, Tom; (Belvedere) NYC, N.
Peters, Bobby; (Washington-Yours) Starport, La., h.

- Bailly, Layton; (Crystal Palace) Paw Paw Lake, Mich., h.
Baker, George; (Wilson's) Phila, Pa.
Baldow, Ralph; (Macabron Beach Club) San P.
Barnet, Charlie; (Lincoln) NYC, N. Y.

- Phoenicia; (Jack Lynch's) Phila, Pa.
Florida Belle & Belle of Rhythm; (Balduw) St. Petersburg, Fla., 26.

- Lane, Faded; (Bossier) Brooklyn, N. Y.
Lang, Sid; (Hillside) Chi, Pa.
Lang, Lou; (Canoa Place Inn) South Hampton, L. I., no.

- Power, Miss; (George Washington) Jackson, Fla.
Powers, Walter; (Woodward's Pavilion) Colorado, Mich., h.

- Bark, Fred; (Pleasant) NYC, N. Y.
Bark, Ozzie; (Coopy Island) Cincinnati 12-18, p.
Barker, Joe; (Olympic) Irvington, N. J., p.

- Gabian, Teddy; (Bolton) Harrisburg, Pa., h.
Gager, Frank; (Hialeah) Cleveland, O.
Garcia, Nick & His Spoons; (El Patio) Baltimore, h.

- Laucifer, Jimmy; (Sherman) Chi, h.
Lynn, Bert; (La Coma) Hollywood, Pa.
McCullough, Jedd; (Tully-Mo Tavern) Albany, N. Y., 26.

- Haus, Hal; (Orchestra's) Sea Lide City, N. J., 26.
Haynes, Carl; (Colony) Chi, Pa.
Ray, Avino; (Ambrose) NYC, N. Y.

- Galaberro, Guy; (Sun Island Casino) New Rochelle, N. Y., p.
Cebel, Tony; (Villa Moderna) Chi, Pa.
Canden, Eddie; (Cold Springs) Hamleton, Pa., h.

- Oll, Emerson; (Mayhew Club) Virginia Beach, Va., 26.

- McGee, Howard; (St. Catherine) Catskills Island, Calli, h.
McGuire, Bill; (Tribune) Chi, Pa.

- Reynolds, Howard; (Fleming's) Phila, Pa.
Riley, Mike; (Ponteale Ferry) Louisville, Pa.
Risher, Eric; (The Congo) NYC, N. Y.

- Chabloner, Bob; (Columbia Inn) Atlantic City, Pa.
Chapman, Leo; (Greenleaf) White Sulphur Springs, W. Va., h.
Charley, Louie; (Perry) Perry, O., p.

- Gill, Emerson; (Mayhew Club) Virginia Beach, Va., 26.
Globe, Bob; (Patterson) NYC, N. Y.
Gordon, Al; (Frolic Club) Albany, N. Y., cb.

- McGuire, Jimmy; (Jungle Club) Kansas City, Mo., 26.
McGraw, Don; (Diamond Horseshoe) NYC, N. Y.
McQuire, Jimmy; (Wilson's) Trenton, N. J., p.

- Schiff, Bob; (Madison Gardens) Trenton, N. J., 26.
Siva, Romeo; (Brazilian Pavilion) World's Fair, N. Y., 26.

- Day, Jimmy; (Lake Merritt) Oakland, Calif., h.
Day, Johnny; (Arcadia) NYC, N. Y.
De Hurst, Julian; (Casa de la) NYC, N. Y.

- McCune, Vivian; (Club Ray-Orl) Niagara Falls, N. Y., 26.
Collins, Jack; (Paragon) Huntington, W. Va.
Corcoran, Norman; (Cuban Casino) NYC, Pa.

- Masters, Charlie; (30th Century Tavern) Phila, Pa.
Matta, Frankie; (Tate) NYC, N. Y.
Matten, Dan; (Brown Derby) Albany, N. Y., 26.

- Blending, Ed; (980 Club) Chi, Pa.
Bryant, Bert; (Governor Clinton) NYC, N. Y.

- Karl, Jay; (Society) Buffalo, N. Y.
Kassner, Joe; (Streets of Paris) Phila, Pa.

- Marty, Mary; (Carnegie Tavern) Pittsburgh, Pa.
Jack Jull; (Sky-Du Dancer Club) Dallas, h.

- Wald, Jerry; (Ye Old Tavern) West Branch, Md., h.
Walt, Johnny; (Fitzside) Phoenix, Ariz.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

- Yates, Billy; (Grey Wolf Tavern) Shreveport, La., 26.
Young, Roland; (Lombard's) Bridgeport, Tenn., Eddie (Budd Beach) Cleveland 11-19; (Summit Beach) Akron 79; (Lakewood) Dayton 21, p.; (Overton) Detroit 27-31, h.
Zahler, Al; (Log Cabin) Trenton, N. J., 26.
Zeln, Michael; (Tavern on the Green) NYC, N. Y.
Zinn, Leslie; (Chez Ami) Buffalo, Pa.

OVER 250G COWBARN PAYOFF

Cowbarn Notes

75 Bonded Theaters Offering 8 Weeks' Work for 750 Actors

Chicago's Good Crop
 CHICAGO, July 13.—More than usual activity among Chicagoand cowbarn theaters is indicated this season, with 11 groups under way. Most ambitious of the summer projects is the Michiana Opera Theater Colony, directed by John McManis Jr. and located in a new 350-seat air-conditioned theater near New Buffalo, Mich. It opens Wednesday (17) with Lenore Ulric in the title role of *Let's Delight*. Taylor Holmes and Allison Shipworth are scheduled to appear in forthcoming productions. Among members of the resident cast are Sally O'Neill, Philip Trent, Robert Hardaway and William Marceau. Victor Suberland is directing.

Ann Andrews following with *Yes, My Darling Daughter*, and Constance Collier and Natalie Schafer opening the 15th in *Our Betters*.

Eagles Mere (Pa.) Playhouse sponsors a cycle stock season, collaborating with the community theaters near by at Hershey and Lewisburg. Group splits the week between the three strands, Taylor Holmes in *Ahl Wilderness* current, Kibel Barrymore Colt in *Tonight at 8:30* with a third week giving Allison Shipworth and Dolly Haas.

The Brandywiners, Wilmington, Del., boast a troupe of 125. Carried to do *Prater of Penance* July 25-27.

BRIDGEPOR, Conn., July 13.—Westport Country Playhouse, Westport, Conn., celebrated its 10th anniversary last week with a party to visiting celebrities and to the press, following the opening performance of Ina Claire in *Biography*. Daniel Frohman did the honors, cutting the large cake. House, which is owned by Lawrence Langner and Armina Marshall, is being operated this year by John Cornell and John Haggott.

Stray Straws

Helen Ticken, who directed *Wings of a Century* at a Century of Progress, is directing the production of *Get Ready to Live* at Thoda Cocroff's Coach House summer theater at Oconomowoc, Wis.

J. J. Productions (Mrs. Jean Jayburg) will operate the new Greenwood Lake Players Theater, Greenwood Lake, N. Y., opening next week with *Fanny Wise* and following with *Three Corners* *Hot*. . . . The Milton Players at the Linden Playhouse, Mt. Healthy, O., will present *The Trail of the Lonesome Pine* July 19-21. Bob Clayton will supply the music.

The Nantucket (Mass.) Players, under the direction of MORGAN PARLEY and BETTRAM YARBOROUGH, opened an eight-week season July 7, playing three nights a week. The permanent company includes PRISCILLA NEWTON, GUY SPAULL, MRS. PARLEY, RUTH MARCH, DOROTHY ELDER, JOSEPHINE BENDER, JOHN STRAUB, GIBBS PENROSE, WILLIAM PRICE, FRANK CALLENDER and MARY LAWRENCE. . . . JAMES TODD and PERRY WILSON will be members of the permanent company at the Casino Civic Theater (Newport, R. I.), playing with a list of guest stars that will include EDWARD EVERETT HORTON, ROY HARGRAVE, JOHN HEAL, ARLENE FRANCIS, NORMA TERRIS, DORIS DALTON and VIOLET HEMING. EDWARD MASSEY will direct. . . . GREG MOONEY, managing director of the Salisbury (Conn.) Summer Theater, has signed MICHAEL BRAKE, WANDA HOWARD, HELEN CORNELL, RUTH CONLEY, DONALD McCLELLAND, LEE KRFSKI, JACK TYLE and NORA MASS. There will be a nine-week season, with shows given four nights a week, running thru AUGUST.

The County Theater (Suffern, N. Y.), with WALTER ARMITAGE as managing director, opened with a revival of that old war-horse of the Bowery melior days, *Mazepa*, starring RUTH WESTON and McKAY MORRIS. The whole program is unusual and interesting. It includes *Cafeteria*, by LYLIA GEORGIA (new); *The Constant Nymph*, by MARGARET KENNEDY; *The Swan*, by FRENCH MOLNAR; *River Gander*, by MR. ARMITAGE, with special music by KENNETH WALTON (new); *O Frabjous Day*, by SIDNEY FIELD (new); a revival of *Peter Pan*, *African Vineyard*, by GLADYS UNGER and MR. ARMITAGE (new); a revival of *Marlowe's Tragical History of Dr. Faustus*, and *Selate Tomorrow*, by MARJORIE LEONARD (new), which sounds like an ambitious a schedule as ever a cowbarn has tackled. . . . The Woodstock (N. Y.) Playhouse, under the direction of ROBERT ELWYN, started its season June 27 with *Something Gay*, starring IRENE PURCELL. . . . The Yellow Springs (O.) Summer Theater started an eight-week season June 20 with *What a Life*.

NEW YORK, July 13.—Over \$250,000 in salaries will be paid to about 750 actors employed in the 75 summer theaters bonded by Actors' Equity Association this season. This is a minimum computation based on bonds already posted and does not include the several thousand additional dollars which will be paid out by the numerous other cowbarns operating outside Equity's contracts. A minimum eight-week season is allowed.

With the exception of one or two, for which allowances have been made in this computation, the bonded groups usually last for the season. Excluding companies exempt from posting cash bonds, summer theaters have already posted with Actors' Equity over \$35,000, which represents two-week salaries for companies employed. The exempt groups represent \$30,000 in salaries for the season. Equity officials look upon the season as a better guarantee of employment of actors, even if the number employed may be less than the all-time high of 1938.

Breakdown of the number of actors

employed indicates that based on an average minimum of six who compose the permanent company of each theater, there are 450 actors in the permanent acting group. Several of the companies have listed additions to the permanent company, totaling thus far 125. Estimate of number of jobs floating among the companies, as registered thus far with Equity, is 75. If Equity were to add to this the large casts used by the St. Louis Municipal Opera, the Memphis Open Air Theater and Shubert's Louisville operettas, list would be increased by at least a thousand. Majority of those in the permanent companies, survey reveals, are averaging \$40 and \$50 a week. (Equity minimum is \$40.) The rest between \$75 and \$125 a week. The jobbers, which include the bigger names, get several hundred dollars for a week's engagement.

There are a dozen more bonded theaters this year over last year's figure. The accompanying box lists nine theaters bonded by the union since *The Billboard's* annual round-up published in the June 29 issue.

Addenda to Cowbarn Casting List

The following is a supplementary list of summer theaters operating under direct supervision and approval of Actors' Equity. Class "A" companies operate in a competitive area which is within 40 miles of another stock company and produce new and old plays; Class "B" companies are in non-competitive areas and produce only revivals; Class "BM" includes lodging arrangements in return for reduction in minimum cash salary; Class "EP" is a special dispensation whereby company uses Equity principals and local extras. "S" indicates security required; "E" means exempt from posting bond.

- S B Barnstormers -----Tamworth, N. H., Francis O. Cleveland, \$500 check.
- S B Brattleboro Playhouse----Brattleboro, V. T., Harry L. Young, \$350.
- E A Brighton Theater-----Brighton Beach, N. Y., Jules Leventhal.
- S A Harbor Playhouse-----Marion, Mass., J. Bennett-Southard, \$270.
- S B Keene Summer Theater----Keene, N. H., Freeman Hammond, \$300.
- S BM Marquette Summer Theater -----Marquette, Mich., Melissa E. Delf, \$310.
- S BM Peterborough Players----Peterborough, N. H., Edith Bond Sisters, \$180.
- S BM Red Barn Theater-----Westport, Mass., Louise Galloway, \$350.
- S A Red Barn Theater Co-----Locust Valley, L. I., N. Y., Stewart Cheney and Arthur Hanna.

A group calling itself Players of the Lakes opened Monday at Lake Dawn, Sherman, Wis. The company is composed of Chicago radio performers. The Lake Zurich Players opened a 10-week season at Lake Zurich, Ill., June 24 with B. N. Sherman's comedy, *The Second Men*. Plays are presented Friday, Saturday and Sunday evenings under the direction of Percy Brewse, with Mary Elizabeth Arvitas as associate director. The Briery Players, at Williams Bay, Wis., are giving bi-weekly performances in a former Mormon church. A new group, known as Uni-Theater Presents, opened a six-week season Tuesday (9) at the Salt Creek Theater, near Hinsdale, Ill.

Thoda Cocroff, in charge of the Theater Guild subscription season in Chicago, opens her Coach House Theater at Oconomowoc, Wis., Wednesday (17) with *Get Ready to Live*, a new play by Sarah Greenhill. Second offering will be *East Lynne*.

Other cowbarn theaters in the Chicago area are the Caravan Players, Ironstone Theater, near Charlevoix, Mich.; Chicago Mummies Theater, Eagle Point, Wis., Sherman Marks, director; Cornell Summer Theater, Cornell College, Mount Pleasant, Ia.; Grand Detour Players, Grand Detour, Ill.; Marquette Summer Theater, Marquette, Mich.; Joe A. Callaway, director, Paalimo Players, Oak Park, Ill.; Peninsula Players, Fish Creek, Wis.; Port Summer Playhouse, Port Washington, Wis.; Theater of the Dunes, Beverly Shores, Ind.; Woodstock Summer Theater, Woodstock, Ill.

Up New England Way

The Players Guild, Plymouth Theater, Milford, Conn., where Frank Gaunt is casting director, placed all members of the company on an equal footing this season. No stars are being used. Performer leads alternate weekly.

Westport Country Playhouse, Westport, Conn., will do no new plays for the first six weeks. Later Lawrence Langner may try out his own new play, which is said for New York in the fall.

The Community Playhouse, Stamford, Conn., will put on a new play, *Second Step*, by David Carey, with Jessie Lane Landis in the lead, week of July 10.

The New England Playhouse, Ridgefield, Conn., will introduce *Jericho*, by E. L. Duffie, week of July 29.

Name Attractions

There's a bumper crop of names in roles for New Jersey, Pennsylvania and Delaware districts. Cape May Theater at New Jersey's seashore resort has the Raydon for the summer leads and set to give William Saroyan's newest, *Money in the Trees*, a try-out an August 6. . . . Hunterdon Hills Playhouse, Holland, N. J., invites this week with *Little Nugent* in *Room Service*, along with Cliff Dunstan, Owen Martin and Lewis Joyce, of the original company.

Kenley Deer Lake Theater near Orwigsburg, Pa., is planning on a steady stream of Hollywood names. Following Ruth Chatterton in *Private Lives*, currently *The Fit for Fat* with Lila Lee and Bert Wilson. Bucks County Playhouse, New Hope, Pa., which opened the season with *Lenore Ulric* in *Personal Appearance*, has Shannan and Louis Calhern current in *The Kind Lady*, Italia Stoddard and

From Out Front

By EUGENE BURR

THE bookstalls have recently broken out in a rash of play anthologies, most of them dealing with the modern theater. That, of course, is a good thing; many plays whose book sales would be less than startling if published alone are thus saved for what optimists will call posterity—and many of them actually deserved such modified immortality. For the life of a play, surely, is not over when the final curtain rings down on the Broadway run, sometimes undeservedly short, or when the road troupe breaks up because the manager is unable to line up further profitable play-dates. Even in the days when the stage life of a play was indefinitely extended thru the boon of stock and repertory, its total life was lengthened by publication; surely now, when last year's Broadway shows are as dead as last week's criticisms, publication is even more greatly needed.

One thing, however, is wrong with the current epidemic of anthologies: a person incautiously exposed to them would get the idea that almost all the better products of Broadway were written from a single viewpoint. The Pulitzer Prize collection, it is true, avoids that pitfall; but its selection of plays, as has been hinted from time to time, would hardly lead the casual reader to an overwhelming regard for the abilities of Broadway dramatists. As for such a collection as that edited by John W. Cassner, it would inevitably leave the unwary with the idea that the best Broadway plays are (1) written with an overwhelming social bias, (2) lacking in any sort of interest or, indeed, good workmanship, and (3) unbearably, fantastically dull.

SO LONG as personal bias is and must always be the basis of selection, this corner petitions some friendly, improvident publisher, who has no particular regard for the value of his money, to get out an anthology containing the usual number of plays—20—but containing precisely those 20 plays that this corner will suggest. The publisher would be assured of selling one copy (tho, I'm afraid, not many more) and this corner would be assured of having its favorite modern dramas assembled under a single cover for easy reference.

The selection would not be based on the 20 greatest plays of the 20th century, or the 20 greatest plays to receive medals from the Punziulawny Literary and Boating Club, or the 20 greatest plays to be written by Americans dedicated to the proposition that the only noble souls are those whose bodies fester in filth. It would merely be a selection of the 20 best plays (from this corner's viewpoint) seen on Broadway during the past 10 years, whether written by Americans, Icelanders or (Lord, spare us!) Armenians, whether dealing with slums, country clubs or the Throne of Heaven.

In the 20 that this corner jotted down, with due labor and to the detriment of what is supposed to be a vacation, there are none from the season just ended. The year's plays are too close for true perspective—and there was only one real

(See FROM OUT FRONT on page 14)

Booking Plan Would Revive 24-Week Tour

NEW YORK, July 13.—A permanent booking organization for road shows only is being established by the National Playgoers' Guild, Inc. Plan embodies some of the ideas talked about at American Theater Council conventions a couple of years ago. Booking aspect of the guild will not go into effect until the 1941-42 season, according to Hal O'Her, organizing representative. As a preliminary measure, organization is devoting itself this year to producing and touring four shows on a block-booking plan.

For the immediate season, guild is offering *The Second Man*, with a cast including Violet Heming, James Rennie, Barbara Robbins and Donald McDonald; *Outward Bound*, with Effie Shannon, Tom Powers and Betty Bronson; *Mistouri Legend*, with Ralph Forbes, Blanche Sweet and Raymond Hackett, and a new musical with Bert Wheeler, Lester Allen, Cleo Mayfield, June Haver, Hank Ladd, Pranchetta Malloy and Joe Cook Jr. Title of the last-named production is tentatively set as *Words and Music*, although guild is negotiating for use of title *American*. Lyrics and music will be by Irving Gordon and Al Kaufman. Clarence Nordstrom will stage the sketches. In selling the shows to local sponsors, NPG guarantees there will be no motion picture productions of any of the shows released until at least 60 days after the showing of the plays in a particular city.

In setting up the booking office plan, O'Her explains that the guild hopes to establish a sort of Good Housekeeping stamp of approval. Aim is to obtain 24 shows to tour with original casts for 24 weeks in other than key cities, thus avoiding conflict with the United Booking Office. Guild is already organizing local audiences in playgoer guilds, claiming 47 established already. In addition, organization is mailing 200,000 cards to families offering 10 per cent discount on box-office price to those patronizing shows toured by guild. Customer, of course, would have to present card at local theater.

The stamp of approval promotion was long discussed by ATO which had hoped to keep up road standards via such a method. Council got as far as sounding out producers for available product, but found a scarcity there and dropped the matter.

Columbia Broadcasting Co. reports that its theater booking plan, if adopted, will not go into effect until the 1941 season also. O'Her said the CBS tour would not compete with his. Cites lined up for his tours, he claims, are outside the concert subscription plan circuit.

FEDERAL JUDGE WILLIAM BONDY, of New York, appointed Samuel A. Miller auxiliary receiver under \$5,000 bond for John Barrymore. Proceedings were filed in California. Actor's principal assets are said to consist of his rights in the play *My Dear Children*.

| BROADWAY RUNS | | | |
|---|---------|-----|--|
| Performances to July 13, inclusive. Dramatic Opened Perf. | | | |
| Ladies in Retirement (M.M.) | Mar. 28 | 127 | |
| Life With Father (Comedy) | Nov. 8 | 245 | |
| Wife Without (The Heart) | Jan. 9 | 215 | |
| Man Who Came to Dinner | | | |
| The (Misses No.) | Oct. 14 | 312 | |
| Marriage Broke (Hollywood) | May 23 | 129 | |
| There Shall Be No More (A.B.) | | | |
| Taboo (The Heart) | Apr. 29 | 64 | |
| Tobacco Road (Farrell) | Dec. 12 | 244 | |
| Musical Comedy | | | |
| Polkay Was a Lady | | | |
| 1492 (M.M.) | Dec. 4 | 254 | |
| Anticlimax (Hollywood) | May 24 | 43 | |
| New Hibernation (Winter) | | | |
| Getaway | Dec. 13 | 244 | |
| Walk With Me (The Heart) | | | |
| Barrymore | Dec. 4 | 47 | |

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Summer Theater Review

"Stand Up and Take It" (Pinebrook Theater) NICHOLS, CONN.

An intimate revue staged and presented by Jesse Kruger. Setting by Robert Rose Padlock. Cast included Sandra Lynde, Jackie Michaels, Alden Turner, Rima and Rodian, Art Ross, Bob Weil.

Here is a fast-moving sophisticated revue, utilizing veteran vaudeville performers. Sandra Lynde, formerly with Al Trahan at the Casa Manana, New York, displays a fine voice, working with Jackie Michaels, whose low comedy is one of the highlights of the show. Miss Lynde's playing of a miniature accordion and her love scene with Michaels are show-stoppers. Michaels also shares emceeing with Alden Turner. The Four Mulatlys, who claim to be winners of the Bronx Barber Shop Quartet contest, score in a session of old-time pop songs while in costumes of the Bowery era.

The best of the skits is "The Unholy Three," a trestle on leaders of the Fifth Column. The large revolving stage is used to good advantage. Tops among several new tunes introduced is *Fans Regrets Romance*. Roy Davis, who pantomimes songs while a phonograph plays, went over big. Bob Weil, a diminutive comic; Art Ross in a straight role; Rima and Rodian in interpretative dancing; Carol Simon, a high kicker; Tom Brown, torch singer, and Gene Barry, from *Pins and Needles*, round out the cast. Ten-piece pit crew is under the baton of Alden Porter.

Finale is weakest spot in show. Should the show ever head for Broadway, finale would have to be revamped and pepped up considerably.
 Samuel A. Lefkowitz.

U. S. ACTS FLEE ENGLAND (Continued from page 3)

cowboy act which worked the Hippodrome, Bristol, last month, and Clifford and Marion, comedy act and the only American act in the new Palladium show in London.

Jimmy Madras, dancer who was in the last George Black revue at the Palladium, turned down an offer to produce and has returned to New York. He states that it is more profitable to work in England any more because of the prevailing percentage deals. When he worked in the Palladium a 35-cent to \$2.20 admission scale was in effect and business held up nicely until France gave up.

According to Madras, the night club business in London also has reached bottom. Spots are not allowed to serve liquor, but customers hold "bottle parties" by bringing in their own liquor. Due to present conditions, however, few spots enjoy a profitable business. Within the last month many spots folded. Several tried nude shows as a business stimulant, but the government closed them up. Most successful spot in London today, according to Madras, is the Cafe de Paris, which has Evelyn Laye for its headliner. Spot has a \$2.20 cover charge and caters to London's elite.

Other acts recently returned from England are the Seven Freddysons, teeterboard act which played the London Casino for 24 weeks, and the Cordos Brothers. The Freddysons state that Vic Oliver, English comedian who has been playing vaude here, has been of great help to American acts which had difficulty in securing the proper papers necessary for departure. Oliver is the son-in-law of Prime Minister Winston Churchill and, naturally, is in a position to do acts some good.

Willie West and McGinty, one of the last acts to leave London, are due in New York this week-end. They are aboard the American liner Washington, which sailed from England last Saturday (8). Act just completed a profitable engagement in Blackpool, summer resort, but decided it

was too dangerous to remain any longer. Don Galvin, who worked in the *Merlo America revue*, recently returned from Paris. The Seven Royal Yvonne, acrobatic troupe which has been working in Germany, are back in this country. They sail for Australia September 19.

FOUR A'S CUTS

(Continued from page 3)

committee on efficiency and economy, in conjunction with the committee on Four A's relations, noted that Gillmore's contract has about \$31,000 to go. Report asks that the other solvent branches—Screen Actors' Guild and American Federation of Radio Artists—underwrite the proposition whereby Gillmore would be paid \$150 a week for the remainder of his life. If he should die before the \$31,000 would have been paid in the \$150 weekly installments (approximately over a four-year period), the difference between the salary he had received and the \$31,000 would be paid to his estate. Along with the salary deal the recommendation includes the suggestion that Gillmore become president emeritus, so that he may offer his services if he wished. Committee left to the other branches the problem of electing an active president or not. Four A's secretarial and clerical staff may be completely done away with. Equity pointing out that the clerical chores had always been attended to by Equity's own staff without strain.

Should any branch set up opposition to the proposed Equity economies, left union stands ready to remind the board that the branches had revoked the charter of the American Federation of Actors last July (14) and brought on the expensive fight with the International Alliance of Theatrical Stage Employees, as well as the costly establishment of the American Guild of Variety Artists, not only against the wishes of Equity, but unbeknownst to Equity delegates. It is now disclosed that at that historic meeting of the Four A's, Equity representatives had disappeared the more to disenfranchise the AFA and upon receiving the assurance of the other delegates that no definite action would be taken on the matter until a later meeting, left to keep another appointment. After Equity delegates retired the remaining members of the International Board voted to revoke the AFA charter, resulting war with the IA cost between \$30,000 and \$40,000. In addition, Equity, SAC and Chorus Equity have had to loan \$45,000 to get AQVA started.

It Cost Four A's 40C To Fight AFA and IA

NEW YORK, July 13.—Solvent branches of the Associated Actors and Artists of America have finally settled division of responsibilities for costs of last summer's war with the IATSE. Debt, which ranged between \$30,000 and \$40,000 (excluding \$45,000 which has been advanced to the American Guild of Variety Artists to replace the defunct American Federation of Actors) was disposed of in the following manner:

Laurence Dellmann tore up his bill for legal service.
 Legal staff of other branch members, including Paul Turner and Henry Jaffee, agreed to "dramatic reductions." Indebtedness for legal staff brought in from outside was paid for by individual contributions by solvent branches. Equity and Chorus Equity paid \$3,250 toward this.
 There remained \$20,600 of Four A's debts.

Screen Actors' Guild had spent \$17,000 on the fight. Having realized \$4,100 from its bill in Los Angeles, SAC was still stuck for \$13,000. SAC then canceled \$3,500 which it had advanced in cash to the International. Equity canceled a similar amount and AFRA \$1,500. Of \$8,300 remaining, Equity and Chorus Equity paid \$2,000, AFRA another \$2,000 and SAC \$4,300. SAC waived its share of the \$1,700 realized from Four A's bill in New York so that remainder was divided between AFA and AFRA, with the left union getting 70 per cent.

Money advanced to AQVA is as follows:

| | |
|-------------------------|----------------|
| From SAC, Approximately | 427,000 |
| From Equity | 16,000 |
| From Chorus Equity | 11,500 |
| Total | 454,500 |

FROM OUT FRONT

(Continued from page 15)

contender anyhow. That was, of course, Sidney Kingley's *The World We Make*, and my kind, improvident and fictitious publisher can put it in the appendix if he wants to.

Here follows, then, the selection from the Broadway seasons of 1929-'30 to 1938-'39, inclusive. The plays are arranged roughly in the order of merit, but no hidebound claims are made except in the case of the first six or seven.

HERE Come the Clowns, by Philip Barry. Without the slightest shadow of doubt (at least in this corner) the greatest play of our generation—magnificently imaginative, brilliantly intellectual drama of the war between good and evil. *Berkeley Square*, by John L. Balderston. An imaginative, poignant and brilliantly humorous fantasy of time.

To Quit and Back, by Ben Hecht. The one play of our generation that brilliantly, dramatically and powerfully presents the terrifying plight of the emotional and intellectual liberal.

Journey's End, by R. C. Sherriff. The one truly great war play ever written.

Dangerous Corner, by J. D. Priestly. The most exciting mental mystery tale that this corner has ever seen.

The Animal Kingdom, by Philip Barry. A strong, sparkling dissection of the greatest social injustice of our post-Victorian era—marriage.

Valley Forge, by Maxwell Anderson. A moving, finely written tribute to that greatest of all Americans—George Washington.

Bright Star, by Philip Barry. A further discussion of marriage, digging even deeper than *The Animal Kingdom*, but slightly below it in purely theatrical effect.

Richard of Bordeaux, by Gordon Daviot. A sweepingly dramatic biography of the life-drama of Richard II.

Wintered, by Maxwell Anderson. A play containing some of the finest dramatic poetry of our era, but which fumbled its action, and went to pieces in its last act.

On Borrowed Time, by Paul Osborne. A tender, salty, tear-catching fantasy of Death and how he was outwitted for a while by old Grampa.

Marching Song, by John Howard Lawson. By long odds the most powerful and important of our proletarian plays.

Mrs. Moonlight, by Benn W. Levy. A Barrie-esque, moving fantasy of a girl who wished that she'd never grow old.

The Moon in the Yellow River, by Denis Johnston. The one play to come out of Ireland in our generation that possesses true power and beauty and insight.

Little Of Boy, by Albert Britn. A strong, tender, exciting story of reform school lads.

You Can't Take It With You, by George S. Kaufman and Moss Hart. A slick and hilarious comedy about a cock-eyed family, bolstered by a simple but startling underlying idea.

The Devil Pays, by Benn W. Levy. A witty and sometimes moving discussion of the make-up and modus operandi of evil.

One Sunday Afternoon, by James Hagan. A tender, simple, nostalgic tale of a lad and two girls.

Once in a Lifetime, by George S. Kaufman and Moss Hart. One of the most hilarious satires that the American stage has ever seen.

Mary of Scotland, by Maxwell Anderson. A poetic and sometimes powerful biography, hurt by a too energetic whitewashing of its heroine.

IT MAY be noted that Philip Barry and Maxwell Anderson each wrote three of the 70 plays selected—the Mr. Barry's stand much higher on the list—and that Benn W. Levy and the Hart-Kaufman combine each wrote two. The Theater Guild produced, if memory serves, four of the plays. Four are English, one is Scottish, one is Irish and the remaining 14 were written by Americans. It's not a bad average for the home team.

Now if only that publisher will carry on from there. . .

Niteries Hopeful; Saratoga Readies For Track Season

SARATOGA SPRINGS, N. Y., July 13.—The night club season here will be in full swing July 20, the opening date of the racing track. All of the leading spots will be in operation, using shows topped by niteries and vaude headliners.

Herman Citron, New York agent and veteran Saratoga Springs booker, has handed two clubs this season—Piping rock, the largest here operating with a policy of names, and Riley's Lake House, which he acquired for the first time this year. Citron has been in town over the week-end lining up shows. Both spots will open July 20.

Other clubs to operate are Arrowhead Inn, Meadowbrook and Mother Kelly's. From all indications, the season promises to be a prosperous one.

Bernard Bernard, New York night club floor-show producer, says he will book two local spots.

New Jersey Spots Compete for Trade; Many Shows Used

WILDWOOD, N. J., July 13.—Only cash bars found at this resort is at the Casino, all theaters being straight films, and the single pier, Hunt's Ocean Pier, offering only dancing to name bands. Keenest competition is between Bud Moore's Inlet Cafe and Frank Palumbo's Old Avalon. Also in the Angeleno sector are Billy's Eldorado, Lady Bishop's and Tom's (Dangler) Cafe.

The Blitmore Surf Club operated by Maurice Taylor, Jack Dismond's Maritime Cafe and Marie Moore's High Steppers night club are other Wildwood spots using entertainment.

In North Wildwood Lou Booth's Chateau Monterey continues as the class spot. Russo's Golden Dragon Cafe, Morrow's Cafe; Dutch Kitchen Inn taken over by Ervan Dhanau, Mrs. Elizabeth Brown's Gingham Club, Hotel Atlantic, Clara Tranchitella's Villas, Orenoble Hotel, (Michael) Jordan's Cafe, Hughie Clark's Windsor Hotel Cafe and Connie Ward's Shamrock Hotel Cafe also offer shows.

Entertainment is also on tap at (Mrs. S.) Werner's Cafe; Mrs. Emma McCardell's Sun-Wood Hotel Cafe, managed by Irene B. Kirk, and at the Little Club Cafe.

At the near-by Cape May resort are Ben's (Dorbach) Arnold's Cape Club, J. Wallace's Anchorage Cafe and Mrs. Jeanette Dean's Bay Shore, near Seavers Point.

Golf Tournament of EMA Gala Occasion

CHICAGO, July 13.—Entertainment Managers' Association held its annual golf tournament Tuesday (9) at Bon Air Country Club, some 35 miles from Chicago, with more than 100 in attendance. It was a gala event that included golf, dinner and show. Numerous prizes were awarded, among the donors being Arme-ster Studios, Globe Poster Corporation, Barzes-Carruthers, Warner Brothers, William Helden, Nate Platt; Jones, Lunick & Schaefer; Mort Singer, Asher Levy, MCA, R. Hat Club, Easness Theaters, Allied R. Theaters, Sam Roberts, David P. O'Malley, Al Borda, Sam Kahl, Filmack Corp. and the Tin Fan Alley Boys.

Prize winners were Al Borda, Mort In-Red, Sam Roberts, Mrs. David P. O'Malley, Ed Morse, Eddie Sligh, John O'Neil, James H. Roberts, Ray O'Hara, Sam Herman, L. N. Fieckler, Tommy Jones, Ralph O'Neil, Ralph Capper, Billy Gunna, Billy Gray, Wayne Jones, Frank Smith, Abe Fox, (Miss) Alpha Demaree, Mrs. Al Beckelfield, Marilya Keller, (Miss) H. Joda Kinason, Johnny King, Jay Lantieri, Frank Minneti, Boris Hurlig, Ralph Post, Mrs. Mann and Miss Gertz.

Remodel Des Moines Spots

DES MOINES, Ia., July 13.—The Green Parrot night club downtown has opened. Joe Dominick, proprietor, spent \$14,000 in remodeling. Johnny Calvia has remodelled his Spa downtown with a heavy outlay of money, while the New Belmont club has been renovated.

Cautious

NEW YORK, July 13.—An agent was trying to induce a magician to take a cheap date in a country resort over the week-end for coffee and cakes.

"It's an outdoor hotel pavilion. You get \$10 for doing an afternoon and an evening show for two days. If it rains one day you get \$5 only. If the hotel wants you to stay a third day, then if the weather is okay, you play the third day and get your full \$10 for the three days. . . ."

"The magician broke in sarcastically. "And what do I get if the wind comes" up and blows the cards out of hands?"

Hollywood Wants Bands, Performers For Film Musicals

HOLLYWOOD, July 13.—Evidence that vaude and night club performers may once again get the Hollywood call was seen here this week when those close to film production predicted an increase in musical films.

With theater audiences expressing a strong desire for "escape" films, it was pointed out that musicals will be in favor.

Indication of the trend was seen when Republic added \$20,000 to its current production, *Simp, Dance, Plenty Hot*. Added budget will go for scoring and additional scenes to build up slicker. Film features Johnny Downs and Ruth Terry.

Republic is also set to do another *Hill Parade*. Plant is now casting for name oak to build story around.

Paramount is preparing a musical starring Orrin Tucker and orchestra with Bonnie Baker. Twentieth Century-Fox is currently making a deal with Bob Crosby's Band for a feature. The line-up is to include Betty Grable.

Already in production on the Paramount lot is *Second Chorus* with Artie Shaw and band and the Merry Macs. Columbia is also planning a couple of musicals and wants Glenn Miller's Band for one.

Nazarro Still Has Them

NEW YORK, July 13.—Nat Nazarro says the comedy team of Stump and Stumpy is still under his personal management, pointing out that he has each of them under a five-year contract. One of the boys has returned here, but the other apparently is still in Philadelphia, where Eddie Lieberman and Charlie Marasano issued a statement last week that they were "again managing Stump and Stumpy."

Phony "Vacation" Resort Dates Again a Real Performer Problem

By PAUL DENIS

"How about going away for a week-end? Get yourself a nice vacation; beautiful country; just a couple of shows a day; rest of the time is yours. . . ." And the performer knows that the booker is giving him the quick double talk on one of those phony "vacation dates."

It's always the same line—"vacation, get away, rest"—but what the booker doesn't stress is the long, tiresome trip to and from the country resort, the transportation cost, the usual afternoon and evening shows that make impossible a real rest, the resort guests who make every performer's "vacation" a harrowing experience, and, of course, the pay-off in the dark.

Most bookers get a good sum for delivering shows to country hotels and resorts, but they shrewdly line up most of their talent on the "vacation" or audition angle, and pocket 50 or 60 per cent of the fee.

When the phony vacation angle doesn't work, these bookers pull the "every-body-will-see-you" gag. They paint glowing pictures of important bookers, talent scouts and other agents being on hand to see the talent. Most of the time the only "show people" seeing the shows are the relatives of the booker. (In fact, a booker will often invite personal managers and agents to bring their families for a vacation, provided they deliver one or two acts.)

The Fourth of July week-end saw hundreds of acts performing either for room and board or for room and board and a few dollars in resort spots throughout the country. In many instances the performers actually lose money on these dates because the transportation cost, need for summer wardrobe and tips for service far outweigh the small "salaries" they receive.

Of course, the summer resort gag is not new. It has been thriving summer after summer. In fact, the resort bookers use some of the tricks the excursion-steamers bookers learned years ago—"How about a nice steamship cruise? Vacation; just like a guest; of course no salary," etc." It's really the cruiser-booking gag, but in the mountains instead of on water.

The performers don't like this resort-booking gag; but they are afraid to complain to their union or to anybody else because they fear possible blackballing by the bookers. The individual bookers are making their dough and will never voluntarily stop this practice. The performers' union covering this field is neither strong enough nor does it have sufficient performer loyalty to be effective in reforming conditions. And the few booker associations around are not worrying about being fair to performers.

So the problem falls back into the laps of those exploited—the performers. What are they going to do about it?

New Dough for Niteries Owners in Photo Concessions; Rental and Percentage; Popular in New York

NEW YORK, July 13.—The photo concession in night clubs, a comparatively recent innovation, is now big business and is now being sought as eagerly as the hat-grabbing concession. New clubs now have a new angle for raising dough before even opening. The checkroom concessioners have been guaranteeing themselves the checkroom privileges by advance payments for several years.

Many night club operators are unwilling to lease the photo concession for a flat sum. Those who have leased the concession on a percentage basis have gotten as high as \$30 as their share on peak nights.

Since the advent of photographers in local night spots some two years ago the business has undergone many changes. In those early days the photographer agreed to supply publicity photos for the spot in return for the privilege of working the customers with a camera. Many of the cameramen cleaned up. Split deals, with the club operator getting 25 per cent, were made when the operators caught on to the coin involved.

The profits for the photographer are

high. The maximum cost of the first print is approximately 30 cents, which includes the price of the flash bulb, film, chemicals, paper and other lights. The customer pays \$1. Subsequent prints, costing the cameraman about two cents, also sell for the same price. The bulb squibber will concentrate on groups, since they are the best prospects for more than one print.

In most spots pretty girls have supplanted the male cameraman. Since practically no experience is necessary the photo business, just as the checkroom line, is offering employment opportunities to show girls and models.

The origin for the night club photography business is claimed by several people, but the greatest impetus was given to this angle by Jerome Zerbe, whose candid shots of celebs at El Morocco gave the spot, as well as himself, more publicity than any other medium.

When other spots caught on to its financial possibilities and brought in a camera operator the fad started to decline, especially with persistent solicitation. Several columnists took exception to the sales methods used and it appeared that the fad would go the way of miniature golf. But with the change to females and with high-pressure solicitation avoided, the photo biz is holding its own.

Unusually quick service is necessary. Developing and printing are usually done in a dark room near the club. About 15 minutes is necessary for the print to be delivered.

One of the very first local night club owners to let out a photograph concession was Alex Finn, who started at the International Casino. He previously had operated at the Mayfair, Boston. One of the larger concessioners now operating is the La Farge Studios, which has camera girls in Leon and Eddie's, Diamond Horse-shoe and Jimmy Kelly's. Will Webberg, photographing cafeteria society at the Fiesta Danceteria, charges only 50 cents per photo. The El Chico at one time presented patrons with free photos.

Nearly all the larger niteries have cameramen. Among them are the Havana-Madrid, La Conga, Old Roumanian, Zimmerman's Hungaria. The Famous Door, El Morocco and the Cotton Club, now closed, also had photo concessioners.

New Jersey Spots Want Open Sunday

CAMDEN, N. J., July 13.—Citing discriminatory tactics, which they charge have been used to the town's disadvantage, New Jersey Licensed Beverage Association asked city commissioners to authorize an open Sunday. Elsewhere in the county all the spots are open on Sunday, road-houses drawing heavily as well from Philadelphia, where there is an absolute closed Sabbath.

Law permits entertainment and dancing Sundays, but no liquor sale. Change would be a boon for the niteries here, getting a Sunday advantage over neighboring Philadelphia also meaning that the clubs here could afford to go heavy on band and talent budgets.

Sandusky Club Burns

UPPER SANDUSKY, O., July 13.—Fire of undetermined origin June 14 leveled the Evergreens night club near here, with loss estimated at \$15,000. Operators have made no announcement as to whether the club will be restored.

Miami Cameramen Organize

MIAMI, July 13.—Local press photographers have secured a State charter for an association patterned after the press photographers' association in New York. Charley Ebbetta is president.

Jack Cole Corrects

NEW YORK, July 13.—Jack Cole, whose dance troupe recently appeared at the Beachcomber, did not appear with his troupe as was erroneously stated in the review of the Beachcomber which appeared in our June 18 issue.

Versailles, New York

Night Club Reviews

Talent policy: Dance and show band and Latin outfit; shows at 10, 12, and 2. **Management:** Nick Frountz and Arnold Rossfield, owners; Leonard MacBain, press agent. **Prices:** a la carte.

One of the classy East Side cafes. Managers as a rule feature two small bands and a floor show headliner, augmented occasionally by a dabos team.

On hand until July 17 are Adelaide Moffett, society song stylist, and Don Loper and Maxine Barratt, dancers. They will be succeeded by Beverly Roberts, former film player, who will remain as the sole floor attraction.

Miss Moffett is a good club entertainer and is particularly impressive with ballads. Both her personality and voice command attention. She opened with a rumba tune and continued with a Show Boat medley and *Imagination*. Well received.

Loper and Barratt dress and work informally. They have a fluid style which is noticeable in their whirlwind numbers. Loper employs good arm tricks to highlight the routines.

Nicholas D'Amico and his orchestra play American music. Soft arrangements go best here and the outfit's instrumentation, including four rhythm, violin, accordion and sax, is made to order for such a demand. Rumbas and congas are dished out by Fanchito's combination. The leader handles the maracas and vocals.

Miss Doris, pianist, works tables during cocktail and dinner hours. Miss Annabelle, a sand reader, is on hand between 3 and 7 p.m.

Sam Honigberg.

Ritz-Carlton Roof, Boston

Talent policy: Dance and show band, vocal band; floor show at 1:30 and 11:30. **Management:** Ed Wyner, manager; John Murphy, assistant; John Rooney, publicity. **Prices:** Minimum, \$1.50; cover, \$1 after 10 p.m.

The sky-high rendezvous of the upper crust opened for summer business last month and has been steadily packing them in with such bands as Ruby Newman, Ernie Madriguera, Ben Cutler and the incumbent, Emil Coleman. Bands are featured because of the drabbles and their accents come mainly to see and be seen and to dance. Only two acts are used, generally a singer and a dance team.

Current show is headed by Mario and Florin, a youthful dance team whose routines excited endless applause from the "too loo" patrons. Opening with a beautiful waltz done to Strauss music, these youngsters keep the customers keenly interested through. Altho using none of the intricate steps sometimes employed to hold interest, these youngsters give out with a sparkling variety of waltzes, tango and fox-trots that keep the customers calling for more.

There are few, if any, dance teams that can put such grace and sparkle into simple routines. They made a startling impression on Boston's drunk set.

Ruth Petty, blond songstress, is gifted with a clear, lovely voice, but seems determined to ruin it by an overdone accent and exaggerated motions that might have passed in the old Florodora days. Her gyrations while singing *Panama* and her delivery of *Me, He's Making Eyes at Me* are anticlimactic. She also delivers *Stormy Weather* and the only reaction is the realization that Miss Petty is no Ethel Waters.

Coleman and his 11-piece band hold the floor for dancing and for the show. Dick Kuhn plays raffles. M. N. Kaplan.

Blue Gardens, Armonk, N. Y.

Talent policy: Dance band. **Management:** Salvatore Sura and Abe Abel, operators. **Prices:** Cover charge, 25 cents week nights and 50 cents Saturdays; drinks from 15 cents; dinners from 25 cents.

A roadhouse in Westchester County, some 30 miles from Manhattan, open all year and in competition with several neighboring enterprises. Present owners acquired this spot some eight months ago when it was a German restaurant.

Good dance bands and "Woolworth" prices have clicked so nicely with the young trade that management is opening a 400-seat addition next week to bring the capacity to 1,100. Covers are known as "music charges" here and the kids gladly pay them. Average weekly covers amount to some \$750, enough to pay for the band and remote wire charges.

Such bands as Spud Murphy and Bob Sylvester have been here, in addition to the McFarland Twins, current attraction filling a return engagement. The WOR-Mutual broadcasts originating here do a good job in publicizing both the band and spot.

The McFarland Twins lead a band that furnishes both entertainment and danceable music. The boys spent some six years with Fred Waring, playing in the sax section and assisting on comedy. They have acquired many of the showmanship tricks used in the Waring outfit and use them here to good advantage. The music is sweet and smooth and seldom monotonous. The boys furnish many vocals in addition to Burt Ennis, a pleasant tenor.

During intermissions music machine records are available. Nearest Blue Gardens competitor is the Log Cabin Farm, which operates on the same policy and is currently offering Ray Hebeck's Band. Sam Honigberg.

Rice Hotel, Top Deck, Houston, Tex.

Talent policy: Dance and show band, novelty entertainment by band members. **Management:** R. Bruce Carter, manager; Henry Morris, publicity. **Prices:** Lunch from 55 cents; dinner from 21; Sunday dinner, dancing, no cover. Week nights, 10 to 1 a.m., 50 cents; Saturdays, \$1.20; Monday, college night, 40 cents plus tax. No mixed drinks, only light wines and beer.

The hotel's Top Deck has been open since May 24 with Red Nichols Ork. The Deck is a roof garden decorated with heavy ropes, life savers and other ship accessories. It is one of the most popular local night spots, with Nichols and his 12 musicians playing luncheon, dinner and supper dancing. Their popularity increases nightly, with Nichols playing 101 Parade tunes and featuring numbers from Louisiana Purchase.

The hit of the show is Harry Jagger, drummer, who thrills singing *Real Me, Daddy, Night to the Bar*, Lou Valero and Blanche LeBow do the vocals. Valero pleased with his *You're Lonely and I'm Lonely*. Miss LeBow's best number was *Latin Know How*.

Monday night, which is a bad show of dance night in Houston, found the Top Deck crowded with 400 dancers. Nichols and his "Five Pennies" were featured during the dancing and broadcast. "Five Pennies" is an ork without the larger band group. Drums, clarinet, sax, piano, bass and Nichols (cornet) compose the group.

There are approximately 20 to 30 requests for folk dances now sweeping Houston, particularly *Put Your Little Feet*. Nichols has not made the arrangement for this number and had to suggest some substitution.

K. Evans Houston.

State Line Country Club, Lake Tahoe, Calif.

Talent policy: Dance and show band; floor show. **Management:** Bert Kiddick, Steve Parlorick and Nick Abelman, operators; Miss Everett Kalfus, press agent. **Prices:** \$1 dinnerette, \$2 dinner week night.

Spot opened June 27 under management of Kiddick, Pavlovich and Abelman, a Reno combine. Location is on the southern end of Lake Tahoe and just inside the Nevada State line.

Show opened to a sellout house, offering Lilliane and Mario, Bobby Pinkus, Petch and Deaurville and Bill Roberts' Orchestra. First opener was provided by the tap and acrobatic work of Petch and Deaurville, who scored heavily.

Bill Roberts next with a pair of songs which he sold well. Was followed by Bobby Pinkus in a series of sock comedy bits, particularly "Punch-Drunk Fighter" and "Snake Charmer" numbers.

Closing the show is the smart ballroom dancing of Lilliane and Mario. Man is usual Latin type and girl a blonde. Altho they offer nothing out of the ordinary, their act is presented smartly and goes over well.

Show ran 30 minutes and was well paced by Bobby Pinkus, who also emceed. Bill Roberts' Orchestra played the show well for opening night. Roberts also provides the vocals.

Gambling casino in next room got heavy play. Floor show and band booked by Sam Roney agency, of San Francisco. Edward Murphy.

The Beachcomber, New York

Talent policy: Two dance bands and floor show at 4, 12 and 2. **Management:** Monie Proser, owner; Dorothy Kay, press agent. **Prices:** Dinner, \$1.50 and a la carte; drinks from 30 cents. No minimum or cover.

Proser's now well-known Tahitian spot, capitalizing on atmosphere, native rum drinks and food and continuous late-hour entertainment, is attracting both the transients and the East Side crowd. Latter element comes to hear the Sonny Kendis Band, a great combination which made the name in the classy Stork Club. Kendis, at the piano, is a veritable dynamo, dishing out bouncing dance rhythm that keeps both the dancers and table occupants in high spirits. The maestro also has a winning personality, displaying admirable enthusiasm over each note he plunks out. Chavez's Latin outfit is the alternate band and it is well equipped to beat

out with pulsating rhythm the latest congas and rumbas.

The floor show is small and only from midnight on has entertainment value. During the late shows Hanson and Kenita, ballroom team, exhibit authentic rumbas. The other entertainers are El Nango, native dancer, and the LeAnn Sisters, harmony quartet recently with the Horace Heidt Band. The girls will need much more experience to make any decent showing. They lack showmanship and proper arrangements. Appearance isn't bad, altho a couple of the girls still using stage make-up can very well do without it.

Chavez plays for the shows and on his night off (Tuesday) Kendis also supplies the show music. On night caught Kendis delivered unusually lively arrangements of *Limehouse Blues* and *My Heart Belongs to Daddy*. Sam Honigberg.

Belmont Club, Miami Beach

Talent policy: Show and dance band; floor shows at 12, 2 and 6. **Management:** George Shelton, Charley and Sewing Friedman. **Prices:** Dinner from \$1; \$1 minimum.

Another fine show headed by Billy Vine, one of the best emcees ever to appear in the area. A fine satirist, he does several take-offs that are excellent, his drunk act being positively magnificent. Vine handles his emcee chores in his own style, aping none and coming up with no threadbare gags.

Deane and Del Campo have been held over, a not uncommon occurrence for this splendid act. With their wardrobe and routines, these ballroom dancers could go on forever at one spot. Del Campo is a showman and handles the act well, giving Deane 100 per cent of the spotlight. "Only one person in a room will watch the male member of the ballroom team," he says, "and that's the tailor from whom you've rented your tuxedo."

Joan Grey, attractive blonde, handles the vocal work adequately. She has several fine arrangements, notably one on *Carolees*.

Two girl specialty dancers are Fete Miller, local lass and acrobat, and Ted Masters, who steps from the chorus to do a specialty, *Good*.

Noel Sherman has staged some fine line routines, best of which are *Toboo* and a number from Louisiana Purchase. Two bands are Johnny Silvers and Alberta. Lee Simmonds.

Reno Gardens, Milwaukee

Talent policy: Band and show. **Management:** Rudolph Muhtoh. **Prices:** No cover or minimum.

Entertainment has a liberal sprinkling of feminine pichritude. Three shows are presented nightly except Mondays.

One of the favorites is Joy Hamilton, exotic dancer. Her best is her "Midnight Fantasy," a routine that is not only daring but well executed.

Another nifty bit of terpsichoring is turned in by Claretta, clever can can dancer whose offering drew good response.

The Wagner Sisters, cute pair of tap and rhythm dancers, entertain with vim and zest. They are easy on the eye and have pleasing personalities.

Old stand-bys who continue to give customers their money's worth are Jean Allen, dancer, and Hoss Vine, songstress. These, together with Joy and Betty, a specialty combo, round out a well-balanced

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Specialty by Rudy Bagert's Ork is tuneful.
H. C. Brunner.

Renault Tavern, Atlantic City

Talent policy: Dance band from 9 p.m. to 7:30 a.m. Management: Frank Palumbo. Prices: Food a la carte; drinks from 50 cents; no minimum; no cover.
Emulating his nitery at Philadelphia, Palumbo divides his attention during the summer between the local spot and the Club Aralon at Wildwood.

Floor shows have been dropped this year in favor of name bands. Tavern, just off the Boardwalk, takes on the palm tree decoys in housing Eddie LeBaron, exponent of the Latin Rhythms. However, room is still dedicated to the Renault wine makers, emphasizing that beverage in the main room and the cocktail lounge.

While the forte of the LeBaron Ork of 11 is in the rumba-conga tempo, maestro wisely gives generous portions to hit parade numbers. LeBaron makes an ingratiating maestro out front, continually stepping out on the floor to give dancers elementary lessons in building a conga chain. Band features the fiddling of Morris King, with pretty Jacqueline Salter handling the vocals capably.

Room is large, but with the following Palumbo has built up in this territory, he should have little trouble in filling.

Bands booked in by Manie Sacha, of MCA, thru Dick Ingram, indie agent. The Ray Hutton and Dick Stable act to follow.
M. H. Orosenker.

Embassy Club, Philadelphia

Talent policy: Rumba and show band; poco relief. Floor shows at 8, 12 and 3. Management: Sam Silber and Herb Saiter, owners-managers. Prices: Dinners from \$1.25; drinks from 75 cents; no cover or minimum.

For the summer the same intimate atmosphere has been created on the ground floor as found in the year-round upstairs rooms. The talent budget remains practically the same.

Major show interest is centered on the appearance of Marion Kingsley, youthful songstress and sister of Lillian Carmen, making her bow here. Gives out on her own with tutored pipes and colorful arrangements on *I Know That You Know*, *Let There Be Love*, *Six Lessons From Madame LaZonga*, and on the cabaret, *Blue Stes*. Had an easy time voting 'em.

Show gets off to a nice start with tuneful tapping by Loretta Lane. Adele Krella, a Latin-type looker, is just as tall in the time-selling department with *The Breeze* and *I, Perfidia* and *St. St.*

Nino Nanni, who emcees expertly, follows with his own song specialty, giving good voice in his bony range for *Jealousy*, a lango in the Italian idiom and *It's a New World*. Miss Lane returns for another tap which clinches the original impression, and Miss Kingsley gives the encore offering a fine finish.

Another star-maker making good ground here is Clig Hall, whose engaging personality, coupled with singing to his own pianology, arrests attention at all times. Makes the full seasons big-time and creates as much interest here as the floor show itself.

Mendoza Trio (guitar, accordion, bass) make up for their numbers in the quality of the Latin American music purveyed. Also rate a nod in their show playing. Hall joining at the piano.
M. H. Orosenker.

New York Spots Harassed by Heat, Poor Biz

HAL TARARIN, NEW YORK.—French atmospheric basement club in Times Square is holding its own thru the summer with Eugene Jelenik's five-man band. Tony Gray's four-man rumba-conga band, a lively four-girl line offering three fair numbers, singer-accordionist Eugene Putran, and the ballroom team, Deklar and Denise, who haven't been in New York for three years. The team is okeh on looks and comes thru with good, interesting routines full of well-handled spins and lifts. Low ceiling handicapped their lifts.

Jelenik emcees and offers a couple of fine fiddle solos during the floor show as well as leading his show and dance band.

Fiesta Danceteria, New York.—Richard Decker's two-floor "night club for the masses" is struggling thru the hot weather, with business way off. It doesn't expect much business until the fall. (Jimmie Lunceford's Band opens a return four-week engagement in October.)

Current act Guy Granada's eight-man band, which opened here July 5, coming from the Hollywood Cabaret up the block, and Lew Payne's five-piece Latin combo. Granada's outfit dishes out lively, chattering rhythms that draw a large percentage of the patronage out on the floor. Payne's combo has been here for some time and is right in the groove for Latin stuff.

In the fall Decker plans to always have one sweet band, one hot or swing outfit, with a Latin smaller combo doing relief.
Dents.

Talent Agencies

WILLIAM B. MURRAY, of the radio department of the William Morris New York office, is spending a few days in Chicago.

EDDIE SMITH, in conjunction with Peter Jodice, of Detroit, has set Maxie Rosenbloom at the Bowers, Detroit, week of July 26. Salary is reported to be \$1,750. The same pair recently had Sally Rand unit playing at that spot for three weeks at a \$1,000 a week.

AL GROSSMAN has signed Eleanor Sherry to an exclusive management contract.

TEDDY PHILLIPSON, secretary to Charlie Yates, of Consolidated Radio Artists, New York, is vacationing in Connecticut.

HENRIETTA BERNSTEIN, Al Grossman's sec, left New York Friday (12) for a respite. . . . JOHNNY GREENHUT, president of International Attractions, New York, returns Monday (15) from a delayed wedding trip to Cuba.

AL SIEGAL has opened a New York office.

MORRIS SILVER, in charge of the William Morris office, Chicago, has added Leo Balkin to the staff. Balkin, heretofore virtually on his own on an arrangement with the Morris office, will be on the road at least three days a week during the summer.

BERNARD BERNARDI, New York, booked the entire entertainment staff of 40 for the summer into the Hotel Nemerson, South Fallsburgh, N. Y.

Ops Want Tootlers To Pay

PHILADELPHIA, July 13.—A test case by the Cafe Owners' Association on the liability for State unemployment compensation of musicians was instituted yesterday. Frank Palumbo, night club op, filed an appeal with the Unemployment Compensation Board of Review, seeking to reverse an earlier ruling making cafe owners liable for the band's taxes. Board had originally ruled the band leader liable, but three musicians appealed and the State attorney-general ruled the nitery owner liable. State law licensing agents makes ops liable for the taxes on acts. Musicians' union forbids musicians to pay the tax.

Mentalists Chattanooga Feature

CHATTANOOGA, Tenn., July 13.—Floretta and Dorette, mentalists, are being featured at the Patio, outdoor dance spot of the Lookout Mountain Hotel.
They are appearing with Bill Doherty and his Palm Beach Orchestra.

Fast Work!

NEW YORK, July 13.—Marion Dollet and the English Brothers, acro trio, worked a showing date for Billy Rose in his Diamond Horseshoe here last Friday.

Ralph English, member of the act, met Ellen Howard, captain of the spot's girl line, agreed they liked each other and were married the same evening.

Name Bands Again For State, Hartford

HARTFORD, Conn., July 13.—The State Theater will resume with name bands August 23. House has been closed since June 1. Alterations including the installation of air conditioning are now in progress. Opening bill is not yet set.

The Andrews Sisters, with Lou Brevue's Ork, are booked for week of August 30; Sammy Kaye, September 6; Gene Krupa, September 13; Glenn Miller, September 20, and Jimmy Dorsey, September 27. Eddie Sherman books from New York.

Many Acts Benefit by New WHN Country Club Circuit

NEW YORK, July 13.—Standard acts are being routed thru a circuit consisting of the Berkeley-Carteret Hotel, Aabury Park; the West End Casino, West End, N. J.; and the Wayne Country Club, Tyler Hill, Pa. The route begins with the Wayne club, with the other two following.

Among those now on tour are Lewis and Ames, Frank Gaby, Baby Rose Marie, Duck and Rubbins, Ames and Arno, Carol and Howe, Jack Waldron and the Calles Brothers, Marty May, Moore and Revel, Pat Rooney Jr. and Herman Timberg Jr. are scheduled to make appearances there.

Bookings are by Leo Cohen, of the WHN Artists' Bureau, who persuaded these resorts to dispense with the regular house talent in favor of the traveling shows. The acts play Saturday and Sunday, with talent getting food and lodging in addition to the salary.

Ft. Worth Casa Off Again; Good Talent Lacking

FORT WORTH, Tex., July 13.—William Moning, president of the Casa Manana Association, which sponsors the Casa Manana Revue, announces that plans for a 1940 Casa Manana season probably will be abandoned because of contract difficulties.

An agreement made July 1 by the local committee and representatives of the William Morris Agency called for a 30-day show beginning August 2, but the written contract has not been signed by the Morris Agency, and the local committee believes it will not be at this late date. Inability to get suitable entertainers in such a short time apparently had a bearing on abandoning the plans. Another reason given by the Morris reps here was that the proposed road show benefit tour for the Red Cross of the Screen Actors' Guild might possibly interfere with patronage at Casa Manana, since the Guild is planning a Texas engagement.

Moning recommends that the association prepares for a big show next year and get it off early enough to avoid last-minute disappointments. The building committee of the association is going ahead with plans to make Casa Manana a permanent structure.

The association signed a contract early in June with Music Corporation of America to produce the show, but MCA backed out because of the war scare and inability to get acts and bands as promised.

This will be the first time since the cafe's opening in 1936 that the open-air spot has not had a summer show.

Jordan New Kinsey Manager

SALISBURY, N. C., July 13.—W. Sanford Jordan has been made city manager of the Kinsey theaters (Carolina and Granada) in Lexington. He has been manager of the Broadway at Charlotte.

DELLA CARROLL and the *52d Street* Jamboree unit is currently playing in and around Salisbury, N. C.

The New Dancing Stars
★
ARTINI
and
CONSUELO
indefinitely
★
BOWMAN ROOM, BILTMORE ROOF
The Biltmore
New York City
Personal Manager:
DAVID MURRAY
54th St.
New York City

The Viennese Roof
of the
HOTEL ST. REGIS
Presents
the distinctive music
of
HAL SAUNDERS
and His Orchestra

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

A
 Airmann & Juliana (Westchester Road) Doreham, N. Y.
 Aces, The Two (Morocco) CHI, N. Y.
 Alford, Betty (Rally Cruise) NYC, N. Y.
 Allison, Carolyn & George (Hotel Continental & Ambassador) New York (Blissom Hotel) Downtown, N. Y.
 Almas & Arno (Stardust) NYC, L. I.
 Amos, Mary (Martino's Grill) Amory Park, N. Y., N. Y.
 Amos & Lillian (Cantina) San Francisco, N. Y.
 Anna & Bill (Oriental) CHI, N. Y.
 Arnold Bros. (Stivers) Fort Lee, N. J., N. J.
 Arnold & Constance (Biltmore) NYC, N. Y.
 Asbury, The (Boscawen) CHI, N. Y.
 Atco Savino (Paddock) Miami Beach, Fla., N. Y.

B
 Bailey, Bill (Canton Club) PHILA, N. Y.
 Baker, Bert (Chateau Moderne) NYC, N. Y.
 Bakoff & Cannon (Harry's New York) NYC, N. Y.
 Baker, Sam (Old Roman) NYC, N. Y.
 Baker, Irene (Barney Cabaret) NYC, N. Y.
 Barnhart, Peggy (Rally's Bachelors) NYC, N. Y.
 Barrow, Three (Olivier) Wilmington, Del., N. Y.
 Barr & Zlatar (Crown) Kansas City, Mo., N. Y.
 Barst, Fred & Clark (Vesta) PHILA, N. Y.
 Barry, Lajos (Hungary) NYC, N. Y.
 Barst, Dick (Palmer House) CHI, N. Y.
 Barst, Karl (Liquor) NYC, N. Y.
 Barst, Pierre (Moritz Carle) NYC, N. Y.
 Barst, Buddy (The Manhattan) Cairo, N. Y., N. Y.
 Barst, Bob (Pier) NYC, N. Y.
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(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions

Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club;
 h—hotel; mh—music hall; n—night club; pm—amusement park; r—road
 house; rs—restaurant; s—showboat; t—theater.
 NYC—New York City; PHILA—Philadelphia; CHI—Chicago.

Coffro & Galla (Orlando) Mackinac Island, Mich., N. Y.
 Coltrane, The (Astor) NYC, N. Y.
 Conli, Philia (Village Barn) NYC, N. Y.
 Compton, Harold (Old Hour) Atlanta, Ga., N. Y.
 Conlin, Joe (Circus Club) Atlantic City, N. Y.
 Connolly, Frances (La Marguerite) NYC, N. Y.
 Conroy, Bob & Grace (Osborn) CHI, N. Y.
 Conroy, Tuschy (Man's Casa Nova) Buffalo, N. Y.
 Cook, Alton (Babette's) Atlantic City, N. Y.
 Conway & Paris (Village) Sheepshead Bay, N. Y., N. Y.
 Cooke (Winstanley) Boston, N. Y.
 Corbelli, Kay (St. George) NYC, N. Y.
 Corle, Arturo (Havana-Madrid) NYC, N. Y.
 Costa, Magician (Ventura) Oakland, Ky., N. Y.
 Costello, Sam (Lions) NYC, N. Y.
 Cota, Mildred (Lion & Eddie's) NYC, N. Y.
 Cragg, Vernon (Rally Club) Oak Hill, N. Y., N. Y.
 Crawford & Coney (Festa) NYC, N. Y.
 Cross & Dunn (Cass) St. Louis, Mo., N. Y.

D
 D'Amore, Franklyn (Rally) NYC, N. Y.
 D'Arcy (Circus Club) Sheepshead Bay, N. Y.
 Deane, Yvette (Lion & Eddie's) NYC, N. Y.
 Deane & Korda (Kiafairs) Boston, N. Y.
 Deane, Yvette (Celebrity) NYC, N. Y.
 Davis, Eddie (Lion & Eddie's) NYC, N. Y.
 Davis, Yvette (Club Mimit) CHI, N. Y.
 Davis, Edith (Club Mimit) NYC, N. Y.
 Day, Barry (Carnegie) NYC, N. Y.
 DeAnna & Del Campo (Belmont Club) Miami, Fla., N. Y.
 DeBel, Melic & Dee (Lyric) Indianapolis, Ind., N. Y.
 DeCarlin & Oranada (Chez Ami) Buffalo, N. Y.
 Decker, Don (St. Louis Garden) Bay City, Mich., N. Y.

E
 Deering, Rosemary (Villa Moderne) CHI, N. Y.
 DeLore, Marjorie (Kansas City) Mo., N. Y.
 Del Mar, Josephine (Club Mimit) CHI, N. Y.
 Del Rio, Jose (Fountain) Detroit, Mich., N. Y.
 Delrishy Sisters (Wonder Bar) Zanesville, Ohio, N. Y.
 DeLya, Donette (Chez Ami) Buffalo, N. Y.
 DeMarco, Isabel (Algonquin) CHI, N. Y.
 DeMar, Don (Dearborn Inn) Lansing, Mich., N. Y.

F
 DeMar, Tony & Renee (New Aly) CHI, N. Y.
 DeMar, A. & Bayne (Parkway) Goshenport, N. Y., N. Y.
 DeMunn, Carol (Queen Mary) NYC, N. Y.
 DeNant, Johnny (Jack Lyndell) PHILA, N. Y.
 DeNant, Dora (Forth Club) Canton, O., N. Y.
 DeNant, Carol (Belmont) NYC, N. Y.
 DeNant, Arthur (Forth Club) Canton, O., N. Y.
 DeNant, Jimmy (Rally) NYC, N. Y.
 DeNant, Marjorie (Diamond Horseshoe) NYC, N. Y.
 DeNant & Beverly (Blackhawk) CHI, N. Y.
 DeNant Julian & Marjorie (Edgewater Beach) CHI, N. Y.

G
 DeNant, John (Lawrence) NYC, N. Y.
 DeNant, Walter (Lion & Eddie's) NYC, N. Y.
 DeNant, Harry (Rally's Gay 90s) NYC, N. Y.
 DeNant, Mary (Village Barn) NYC, N. Y.
 DeNant, Dorothy, Orlis (Edgewater Beach) CHI, N. Y.
 DeNant, Geri (La Vache Bar Le Tott) NYC, N. Y.
 DeNant & Diane (Fountain) Klamath Lake, N. Y., N. Y.
 DeNant, Edith & Co. (Lyric) Indianapolis, Ind., N. Y.
 DeNant, Charley (Toll) NYC, N. Y.
 DeNant, Renee (Paddock International) Atlantic City, N. Y.
 DeNant, Herb (Wallon) PHILA, N. Y.
 DeNant, Ed (Lion & Eddie's) Detroit, Mich., N. Y.
 DeNant, Marie (Circus) NYC, N. Y.
 DeNant, Duke (Hall Club) PHILA, N. Y.
 DeNant, Red (Chicago) CHI, N. Y.
 DeNant, Don (Lionville's Hotel's Landing) NYC, N. Y.
 DeNant, Bob (Capitol) Washington, D. C., N. Y.
 DeNant, Jack (Universal) Fort Lee, N. J., N. J.
 DeNant, Dick (Club 13) PHILA, N. Y.

H
 Fisher's, Hob, Francis Flyers: Fort Huron, Mich., N. Y.
 Flanagan, Lillian (Lexington Casino) PHILA, N. Y.
 Flottie & Boyette (Lockport Mountain) Tenn., N. Y.
 Fogarty, Alex (Tony's Cafe Trouville) NYC, N. Y.
 Fogarty & St. Clair (Arcadia) PHILA, N. Y.
 Fogarty, Gae, Olga, Susan (Katie's Washington, D. C., N. Y.
 Fogarty, Forrest (Cafe 13) Richmond, Ind., N. Y.
 Fogarty, Beverly (Madison) Detroit, Mich., N. Y.
 Fogarty, Leo (Celebration) Greenwood, Ind., N. Y.
 Fogarty, Leo (Lion & Eddie's) NYC, N. Y.
 Fogarty Sisters (Hollywood) Galveston, Tex., N. Y.

I
 Fogarty, James J. (Miami Club) Baltimore, Md., N. Y.
 Fogarty, Three (Chicago) Cal. N. Y.
 Fogarty, Marge (Whitney Top) NYC, N. Y.
 Fogarty, Virginia (Belmont) NYC, N. Y.
 Fogarty & Janna (Waldorf-Astoria) NYC, N. Y.
 Fogarty, Tria (Lamada) Culter City, Calif., N. Y.
 Fogarty, Paul (Royal) Detroit, Mich., N. Y.
 Fogarty (Paramount) NYC, N. Y.
 Fogarty, Mildred (Georgetown) NYC, N. Y.
 Fogarty, Virginia (Belmont) NYC, N. Y.
 Fogarty, Ethel (Gay 90s) NYC, N. Y.
 Fogarty, Julie (La Vache Bar Le Tott) NYC, N. Y.
 Fogarty & Starr (Frederick) Long Branch, N. J., N. J.
 Fogarty, Charles W. (Ritz-Carlton) Atlantic City, N. Y.
 Fogarty, Jack (13) NYC, N. Y.
 Fogarty, Louis (Columbia) CHI, N. Y.
 Fogarty & Lamas (Mayflower) Akron, O., N. Y.
 Fogarty, Ralph (Borren-Kay) NYC, N. Y.
 Fogarty, Gold Quartet (Cafe Society) NYC, N. Y.

J
 Fogarty, Jane, Danette (Hidmarck) CHI, N. Y.
 Fogarty, Carol (Pine Springs Casino) Freehold, N. Y., N. Y.
 Fogarty, Cliff (Embassy Club) PHILA, N. Y.
 Fogarty, Hank (The Mole) Columbus, Chi., N. Y.
 Fogarty, Tom (Hilltop) NYC, N. Y.
 Fogarty, Lou (Sherman) CHI, N. Y.
 Fogarty, Spick (Rally's Gay 90s) NYC, N. Y.
 Fogarty, Hal (Daring) Wilmington, Del., N. Y.
 Fogarty, Babak (Radio City) NYC, N. Y.
 Fogarty, Fred (Lion & Eddie's) Detroit, Mich., N. Y.
 Fogarty & Lando (Washington) Boston, N. Y.
 Fogarty, Cecile (Astor) NYC, N. Y.
 Fogarty, Kenzie (Club Royale) Detroit, Mich., N. Y.
 Fogarty, Bobby (Sardust Trail) NYC, N. Y.
 Fogarty, Robert & Beris (Winger) Flaton) NYC, N. Y.

K
 Fogarty, Hayes & Ginger (Hidmarck) Jacksonville, Mich., N. Y.
 Fogarty, Grace & Charles (Mother Kelly's) Miami, Fla., N. Y.
 Fogarty, Murray (Coco Moore's) NYC, N. Y.
 Fogarty (Savoy-Plaza) NYC, N. Y.
 Fogarty, Joe & Co. (Summit Beach) Akron, O., N. Y.
 Fogarty, Six (Lyric) Indianapolis, Ind., N. Y.
 Fogarty, Harry (The Caballero) Seattle, Wash., N. Y.
 Fogarty, Myrtle (Madison) Milwaukee, Wis., N. Y.
 Fogarty, Billie (Kelly's Radisson) NYC, N. Y.
 Fogarty, Glenda (Torch Club) NYC, N. Y.
 Fogarty, Prince (Wittler) Wisconsin Rapids, Wis., N. Y.
 Fogarty, Joe (Wilson's) PHILA, N. Y.
 Fogarty, Josephine (Waldorf-Astoria) NYC, N. Y.
 Fogarty, Winnie, Orlis (Harry's New York) CHI, N. Y.
 Fogarty, Joe (Belmont Plaza) NYC, N. Y.
 Fogarty, Ann (Town and Country) Milwaukee, Wis., N. Y.

L
 Fogarty, Buddy (Tower) Kansas City, Mo., N. Y.
 Fogarty, Andy (Mayfield) Jackson, Mich., N. Y.
 Fogarty, Joyce (Royal Hawaiian) San Francisco, Calif., N. Y.
 Fogarty, Vic (Chicago) CHI, N. Y.
 Fogarty, Frank (Club 13) NYC, N. Y.
 Fogarty, Warren, & Co. (State-Lake) CHI, N. Y.

M
 Fogarty, Margo (Whitney Top) NYC, N. Y.
 Fogarty, Virginia (Belmont) NYC, N. Y.
 Fogarty & Janna (Waldorf-Astoria) NYC, N. Y.
 Fogarty, Tria (Lamada) Culter City, Calif., N. Y.
 Fogarty, Paul (Royal) Detroit, Mich., N. Y.
 Fogarty (Paramount) NYC, N. Y.
 Fogarty, Mildred (Georgetown) NYC, N. Y.
 Fogarty, Virginia (Belmont) NYC, N. Y.
 Fogarty, Ethel (Gay 90s) NYC, N. Y.
 Fogarty, Julie (La Vache Bar Le Tott) NYC, N. Y.
 Fogarty & Starr (Frederick) Long Branch, N. J., N. J.
 Fogarty, Charles W. (Ritz-Carlton) Atlantic City, N. Y.
 Fogarty, Jack (13) NYC, N. Y.
 Fogarty, Louis (Columbia) CHI, N. Y.
 Fogarty & Lamas (Mayflower) Akron, O., N. Y.
 Fogarty, Ralph (Borren-Kay) NYC, N. Y.
 Fogarty, Gold Quartet (Cafe Society) NYC, N. Y.

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 Fogarty & Lamas (Mayflower) Akron, O., N. Y.
 Fogarty, Ralph (Borren-Kay) NYC, N. Y.
 Fogarty, Gold Quartet (Cafe Society) NYC, N. Y.

O
 Fogarty, Val (Brown Derby) NYC, N. Y.
 Fogarty, Stone & Harry (Osborne's) CHI, N. Y.
 Fogarty, Bonnie (Rally's Gay 90s) NYC, N. Y.
 Fogarty, Sam (Hilltop) NYC, N. Y.
 Fogarty, Jay, Anna (McKee's) Manhattan, N. Y., N. Y.

ORLEANS DAN'S HILLOTT CIRCUS
 Following
POLLY JINKINS
 AND HER MUSICAL FOLLOWERS
 Heavy Book & Paper, Everything, For Sale at
 JOHNNY BINDER
 2210 Pennsylvania Bldg., New York City

P
 Johnson, Myra (Cotton Club) PHILA, N. Y.
 Johnson, Dorothy (Harry's New York) NYC, N. Y.
 Johnson, Fred (Cafe Society) NYC, N. Y.
 Jordan, Jeanne (Harry's New York) NYC, N. Y.
 Joy, Mitz (Club 103) Detroit, Mich., N. Y.
 Juster, Juanita (La Cege) NYC, N. Y.

K
 Karen & Crockett (The Dixie) Seattle, Wash., N. Y.
 Karson, Madeline (Moose) Miami Beach, N. Y.
 Kaye, Don (Brooklyn) Buffalo, N. Y.
 Kaye, Orlis (Lion & Eddie's) NYC, N. Y.
 Kaye, Betty (Lion & Eddie's) NYC, N. Y.
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L
 Lackey, Jim, & Fritz (Dancers) CHI, N. Y.
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CAPPELLA and BEATRICE

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Thanks to Paul Small and Dick Hanft

The VANDERBILT BOYS

WEEK OF JULY 21-27
 STEEL PICK, ATLANTIC CITY, N. J.

DRAMATIC AND MUSICAL

REPERTOIRE-TENT SHOWS

ICE SHOWS ON TOUR

Vaudefilm Grosses

Tucker, Baker Give Para 100G in Two Weeks; MHI Big 110G; Vallee Opens OK

NEW YORK—Most of the business during the Independence Day week was concentrated in two houses. The Music Hall and the Paramount got the lion's share of the coin on Broadway, both having strong attractions.

The Paramount for the week ended Tuesday (19), with the first week of Orrin Tucker and Bonnie Baker, wound up with a terrific \$50,000. The screen has Bob Hope's pic *The Ghost Breakers*, which is helping the draw. Second week of this layout is expected to do around \$47,000. (Previous bill with MacFarland Trina Ork, Red Skelton and Judy Starr with pic, *Safari*, did \$62,000 in two weeks.) The Tucker-Baker bill will stay for a third week.

The State big fell to about \$17,000 for week ended Wednesday (20) with a bill headed by Jay C. Flippen and Betty Hutton and *Waterloo Bridge* on screen. (Previous bill with Ray Kinney's Ork and George Orisk with film, *My Son, My Son*, tallied a neat \$24,000.) New bill in Thursday (21), including Beverly Roberts, Henry Youngman and Teddy Powell's Band, with the pic, *Typhoon*, should be good for approximately \$19,000.

The Music Hall had a record-breaking Independence Day week-end, registering a terrific \$110,000 for week ended Wednesday (20). Current attraction, Warner's *All This and Heaven, Too*, is the draw, with the stage offering headed by Jan Preter and Tinbor's Beas. The

holder week looks like a \$90,000 grosser, which will automatically hold the layout over for a third week. The house has been playing to standees. Prior bill, with Tom Brown's *School Days* on screen and the Mulcahys and the Top Hatters, drew \$68,000.

The Strand with the second week of Bob Crosby's Band slipped to \$17,000 for week ended Thursday (21), which was much below expectations. The first week garnered \$34,000. Pic was *The Man Who Talked Too Much*. New bill came in Friday (22) with Rudy Vallee headlining and Amca and Arno in support. The bill is expected to gross about \$38,000. (Previous bill, with Jimmy Dorsey's Band and Maxie Rosenbloom, grossed \$92,000 in three weeks.)

The Roxy, with *Private Affairs* on screen and Corinna Mura, Lynn, Royce and Vanya, and Jimmy Madras, did \$29,000 for eight days. Previous bill, consisting of Moke and Peko and Oil and Bernie Malson, with *Seller's Lady* on screen, did a poor \$15,500 in six days. New bill Friday has Franklyn D'Amore and Jeanne Hildebrand, with *Marjand* on screen. Take should be around \$37,000.

Twin Girl Shows 40G in Milwaukee

MILWAUKEE—Twin girl shows, Sally Rand at the Riverside and George White's Scandals at Fox's Wisconsin, did right well for themselves during the week ended July 11. The former connected for an \$18,600 take and the latter for \$21,300. The Riverside show included William and Joe Mandel, Harger and Maye, Dora Maugham, Flower, Nelson's International Dog Show Champions, Elizabeth McKee and the Highland Scotchie. Pic, *I Can't Give You Anything But Love* (Univ.). The Scandals' cast included Ben Blue, Ella Logan, Billy Hayes, Craig Mathews, Kim Loo Sisters, Ross Wyo Jr., Christine Forsyth, Knight Sisters, June Mann, Fred Manatt, Kedia Hayes, Olga Corey, Fran English, Elmer Counts and Ayla Dunlop. Pic, *Earthbound* (20th-Fox). Riverside admission was 32, 44 and 58 cents, and the Wisconsin's 40 and 53 cents, tax included in each instance.

Spokane Grosses Hit by Weather

SPokane, Wash.—Foot Street vaude-film continues to struggle on in face of hot weather competition. Manager Bill Evans hoping to keep vaude going all thru the summer, so he won't have to build it up again in the fall. Grosses have been below house average of \$1,750 for past two months.

The Four Worthys, Johnson and Dziel, Martha Cooper, Three St. John Brothers and Sammy White, plus pic, *Danger Flight* and *Isle of Destiny*, went several hundred under July 5 to 7.

Evelyn Brent Draws 6G in Tower, K. C.

KANSAS CITY—Despite strong opposition from other local houses, the Tower, held its own for week ended July 4, hitting the house average of \$6,000. Bill consisted of Evelyn Brent, Harry Fox, Gene Fields, Three Olympic Girls and Jackson and Nedra.

Film was *Girl in 313*.

Berni Vici Big 94C in Seattle

SEATTLE—The Palomar with a Count Berni Vici unit, *Comedie Francaise*, nearly doubled the house average for week ended July 5, with a hefty take of \$9,400. Usual tally is around \$3,000. Pic was *George of Chicago* (Rep.).

Pre-Convention Week Is Disappointing; All Grosses Down; New Shows Only Fair

CHICAGO—Expected grosses failed to materialize in the vaudefilmers last week. For want of anything better to blame it on, the theater ops lay it to war news and Democratic pre-convention distractions. Chicago Theater was big well and with Jack Benny's "Rocheater" as the attraction along with the pic, *Brother Orchid*, a comedy, a mark between 45 and 50G was expected. But it wound up with little more than \$35,000 which, while disappointing, still gives the house a profit. *Stake-Lake* likewise was off and mustered only a poor \$11,500. Oriental, with plenty of capacity, had figured on a very fair week

with the *Funafire* unit and a picture starring the new kid find, *Sandy*. But it registered a weak 14G.

The new shows offer nothing startling for Democratic convention week. Oriental has another unit show, *Cotton Club Revue*, with Buck and Bubbie, Stepin Fetchit and Andy Kirk's Band, along with a horror pic, *Island of Doomed Men*. Started light. May end up with \$16,000. The Chicago has Jan Savitt and his ork, a fair stage bill and a Hardy Family picture and should hit around \$10. Bernie Cummins' Ork, Hattie McDaniel and a Cable-Crawford picture should bring a satisfactory \$16,000 to the State-Lake.

Club Talent

New York:

BAMMY BARTON sailed aboard the S. S. Brazil for a date at the Casino Urcia, Rio de Janeiro. . . . **MAX AND HIS GANG** will follow July 26 for an engagement at the Caba Cabana. . . . **BEVERLY ROBERTS** goes to the Versailles starting July 17. . . . **PAUL DRAPER** has been signed for the cast of *The Little Dog Laughed*, which opens in Atlantic City in August. . . . **EDWINA BLADES** replaced Belita, and **JACKSON AND LYMAN** replaced Alfred Trenkler, as of July 11, in the ice show at the Hotel New Yorker. Jackson and Lyman came in from *Ice-Capades*, Arena Managers' Association's show, which just closed in New Orleans.

Chicago:

MERI WAKEFIELD, vocalist, recently underwent an appendectomy and will not be able to return to work for a couple of months.

Philadelphia:

CLIFF HALL will leave the Embassy next month to take his piano-singing chores to Newport, R. I. for socials booked by Meyer Davis. . . . **PATBY KING**, dancer at Kugler's Arcadia Cafe, is a graduate of the Children's Hour on WCAU. . . . **VIVIAN VANCE**, at Evergreen Casino, set to return to NIG in the fall. . . . **LEE CLIFFORD**, of Clifford and White, punting an unnatural lump on the back of his head as the result of hitting the floor too hard during one of their routines at Carsonia Park, near Reading. . . . **CASPER FRANKLIN** to continue emcee chores at Jack Lynch's for the rest of the summer. **TUTS MACE** and **GARY LEON** dance duo also holding over at Lynch's until fall.

Atlantic City:

BELLE BAKER, her throat ailment cured, takes over headline duties at the Bath and Turf Club. . . . **T K 9** drops the joy-boy routine in favor of a standard show including **ALAN GALE**, emcee; **Louie (Popo and Louie) Williams**, **Fa-telle Elean**, **Sandia** and **Elaine Hinkle**. . . . **THREE MUSICAL RIFTS** come down from Boston's Savoy Club for La June's Chester Inn. . . . **WILLIE JACKSON** has been featured at the Paradise Cafe each summer since 1939 and this year he has his son, **Willie Jr.**, teamed with him.

Here and There:

AVIS KENT, singer and ad model, will head a new all-American show that opens in the Hawaiian Room of the Mayflower Hotel, Akron, O., July 22. Show was booked by MCA. . . . **THE DEMARCOs** are slated to open at the Palace Hotel, San Francisco, July 16 for a two-week engagement. . . . **ARTINI AND CONSUELO**, dancers, after being out of the Hotel Baltimore, New York, for a week, were brought back and opened at the hotel's roof garden for an indefinite engagement. . . . **MARIO AND FLORIA**, dancers, are penciled in for the Earle, Washington, for two or three weeks with the film *All This and Heaven Too* after their current Ritz-Carlton Hotel, Boston, date. . . . **DOROTHY MACK**, former pianist for Mary Haynes, and the trio of John Lewis, Virginia Welles and Marie Dale opened at Jimmy Dwyer's Sawdust Trail in New York. . . . **HANK LEWIS**, emcee, concluded an engagement at Mattoni's, Stockton, Calif., July 10 and was replaced by Russ

Byrd, formerly at the Silver Dowl in Sacramento.

EDWINA BLADES replaced Belita, and **JACKSON AND LYMAN** replaced Alfred Trenkler, as of July 11, in the ice show at the Hotel New Yorker. Jackson and Lyman came in from *Ice-Capades*, Arena Managers' Association's show, which just closed in New Orleans.

NADINE AND CHARLES are current at the Roosevelt Hotel, Jacksonville, Fla. . . . **EVELYN KING** has teamed with Bernie Lit and are at the Atlantic Hotel, Wildwood, N. J., for the season. . . . **DONALD MARLOWE** opens at the Carter Hotel, Cleveland, for two weeks. . . . **FLAOLER AND MARLA** are now doing the champagne hour at the Flagler Hotel, Palm Beach, N. Y. . . . **NICK LUCAS** opens at the 100 Club, Sioux City, Ia., Monday (18).

Vaudeville Notes

RADIO ACES joined Al Johnson's musical *Hold On to Your Horses*. . . . **FRODY TAYLOR** is now doing a new adagio act. Was booked by Eddie Eberman for four weeks of theaters, starting July 14. . . . **DAVE RUBINOFF** starts a one-night concert tour in September.

BUSTER SHAEVER, with Olive and George, sailed July 12 for South America to open a six-week engagement at the Club Urcia in Rio de Janeiro. . . . **JERRY LESTER** has been signed for nine weeks on the Tommy Dorsey Precedent program which replaced Bob Hope for the summer. This will carry Lester right thru to the fall.

BEN BERRY has been set for the Strand, New York, for two weeks beginning July 26. He played with the Dave Applon unit all season. . . . **THE CHEZZIS** will tour with the Orrin Tucker Band. . . . **THE COLSTONS** have been booked for dates by Eddie Smith which include the Chicago, Chicago, July 26; Buffalo, Buffalo, August 2, to be followed by the New York Paramount early in August. They are current at the Astor Roof. . . . **THE THREE MURTHA SISTERS** go to the Strand, New York, August 9.

VERNA AND ROLLO PICKERT are booked for the Capitol, Washington, starting July 12. . . . The original **THREE REVOLVERS**, consisting of Dora Helmet, Thomas Riebs and Jerry Tilot, disclaim any connection with any other act using the same name. . . . **LOUIS ARMSTRONG**'s Ork plays a date at the Paramount, starting July 24. Met by Joe Glaser. . . . **BEVERLY ROYAL UYENOS** have returned from Germany and are current at the Carman, Philadelphia. They sail for Australia on September 19. . . . **DON GALVIN** is back from Paris.

BUSTER SHAEVER and Olive and George have been booked by Hal Sands, of New York, to open a six-week engagement at the Casino Atlantic, Rio de Janeiro, July 29. Act sailed Friday (19).

Variety Club Seeks 75G

PITTSBURGH, July 13.—With a quota of \$75,000 set for its charitable activities, Pittsburgh Variety Club members launched a drive to sell at least 2,500 racing turtles for the big "Turtle Derby" set for late September. Club includes most of the showmen in this district.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SCHELL SCENIC STUDIO, Columbus, O.

Sock Films Up Washington Takes

WASHINGTON—Town's two big houses get a break this week with sock film attractions and putting grosses up over previous seven days. Warner's Earle showing *Heaven, Too*, for week ending July 18, is expected to do near capacity—\$22,000. An 18-minute stage show, including Betty Bruce, the New Yorker, Jeanne Lanier and the Hoxettes, keeps program to regular length. Unaimed didn't meet expectations, registering only \$12,500 against an estimated 16G.

Loew's Capitol showing *Four Sons* will do \$20,500 for week ending July 18. Stage with Bob Crosby and his band, plus Bob Dupont, Rollo and Verna Pickert and the Collegians help the bill. Last week *Safari* didn't register over \$15,500, despite hope for 17G.

Philly Carman Click With White for 54C

PHILADELPHIA—With only Eddie Weis, a home-town product with a big local following, to carry the bill for the week ended Thursday (11), Carman Theater came thru with another good gross as the only flesh house in town, garnering \$5,400, which was plenty good for this time of the year. Screen support was minimized in showing *An Angel From Texas*. Supporting acts included Frank Conville and Sunny Dale, the Seven Uyenos, Ginger Duke, Dorine and Valde, with Louis Badi's house band.

Follies Okeh 84C In Indianapolis

INDIANAPOLIS—The big holiday week-end helped local houses appreciably. The Lyric with a stage show consisting of the *Jubilee Follies*, with Princes Chyno, Sid Marlon and Cliff Hall, registered an okeh \$8,400 for week ended July 3. Film was *Lucky Cisco Kid*. House average is around \$8,000.

Malneck Band F&M Revue 21Gs in L. A.

LOS ANGELES—A Fanchon & Marco crew together with Matty Malneck's Ork drew a strong \$21,000 at the Paramount for week ended July 3. The house average is around \$18,000. Bob Hope's pic, *The Ghost Breakers*, was a definite aid to the b. o.

Strand, New York

(Reviewed Friday Evening, July 13)

Rudy Vallee and a pick-up band (using his old Connecticut Yankee tag) sided and abetted by three standard acts, opened for a fortnight in company with Warner's *My Love Come Back*, a strong box-office combination judging by the good opening-day biz. During the last show house draw some extra trade with the personal appearance of Jeffrey Lynn, co-star of the picture, who flabbed for laughs with puns and gags, but with little success. The females went big for him, tho.

Vallee, as a rule, takes little chances with talent for his shows. He has good time-tested acts, properly spotted, that help make up a well-balanced program. And Vallee is generous with his nasal voice, which is all right with his fans.

After a stock opening, Vallee delves thru a novelty, *Lydia the Teetotal Lady*, and brings on the Readinger Twins, young, refreshing kids who do the type of interpretative dancing that is unmercifully commercial for both theaters and nighties. The girls work with speed, neat and display deft and well-timed too and leg work. Went big.

Vallee next with *Imagination* and then another sock act—Arma and Arno, a mixed team of cut-up comedians who garner plenty of laughs. Between bits of nondescript nonpareils they take great falls and exhibit funny balancing stunts.

The Gentlemen Songsters, harmony quartet, help Vallee revive the Yale *Whiffenpoof Song*, cooing with sentiment, and later, in a faster tempo, offer a tongue-twisting ditty, another oldie.

Sylvia, coloratura, has a good voice but lacks a projecting personality. Did *Will You Remember* from Romberg's *Maytime*, *Blue Moon* and a duet with Vallee. Reception wasn't bad.

Bob Keller and his dummy partner, Reginald J. Trickpuss, offer a highly

Vaudeville Reviews

amusing ventriloquistic turn. Once only strong as a technician, Keller has now gained considerable polish as a soloerman. Not much change in material, but it is well presented. For an encore Vallee brings out a dead-pan colored dummy and joins Keller in some cross-cross patter.

In the finale Vallee revives bits of old hit tunes associated with his name and radio programs. Sam Honigberg.

State-Lake, Chicago

(Reviewed Friday Afternoon, July 13)

Bernie Cummins not only has a first-rate band but also a fine bunch of entertainers in his note-sending crew, and they are furnishing the major part of the entertainment this week. Rest of stage bill also is very good, and on the screen *Strange Cargo* gives the Gable and Crawford fans some thrills.

Cummins starts the show with the band playing *I Need Lovin'*, Cummins doing the vocals nicely. Thurman Shieler soloed *Hot Lips* on the trumpet and Walter Cummins did a pleasing job of crooning *Fools Rush In* and *Under the Midnight Blue*.

Theresa Rudolph, graceful dancer, won a nice hand for her rendition of a Viennese waltz and a military number.

Jed James, of the band, came on for a couple of comedy song numbers. Down in Arkansas and *I Like to Stay After School*. He has a keen comedy sense and put the numbers over to plenty of applause.

Sammy White, comedy star of Showboat, garnered a big hand with his eccentric dancing, and his comedy chatter got a favorable response.

A show-stopper was Connie Barbeau, songstress, teamed up with Jed James. *Shake Down the Stars*, *Rapline Cowboy Joe*; *Ma, He's Making Eyes at Me*, and *Friendship* were put across in great style by the pair and the audience clamored for more.

Hattie McDaniel, who appeared at the Chicago Theater first week in May, is repeating her success here this week. Her songs, comedy and bits from *Gone With the Wind* brought repeated rounds of applause. Nat Green.

Loew's State, New York

(Reviewed Friday Evening, July 13)

State this week has a fair stage layout, with comic Henry Youngman encoosing and Teddy Powell Band on stage

for the closer. Youngman's emcee was fair enough, gags coming with good timing. Some of his material has become old and should be discarded. Youngman came on to introduce the second act, did his sequences until the closer. Toward the end did his usual victim routine. Scored okeh.

Opener to Helen Reynolds, flashy skating act of eight girls. Routines are done in most rapid fashion, some of the turns being sensational. Lack of men in the turn only makes the act flashier, as the females do stunts requiring strength and skill. Closed very well.

Paul Spedell and Spotty, classic dog turn, went over big. Spedell used two terriers in balancing and acro stunts that seemed unbelievable—as somewhat out of balance on one thumb. Act is paced swiftly, second dog coming on immediately after Spedell finished routines with the first. Turn is without a doubt the top in its field, requiring utmost skill. It is a sight stuff that cannot fail to register in any spot.

Dewey Roberts, who played the State not so long ago, is back with a series of songs. Sang a couple of numbers straight, as *Saladina*, and then went into a type of recitative delivery with dramatic interludes. One of the latter was a version of French singers, including Lucienne Boyer and Maurice Chevalier. This opus branched out into something of a flag-waving piece of business and shed a tear for the present plight of France. Reviewer did not care for it overly, but it was topical. Miss Roberts is attractive and has a husky voice of some appeal. Audience liked her.

Teddy Powell Band was in a jiving mood, letting go with pulsing rhythm. Most interesting of the instrumentalists was drummer Bunny Shawker, a gent who is completely out of this world while beating the skins. Shawker writhes, mugs and seems to talk to himself. Band has two vocalists, Ruth Gaylor and Jimmy Blair. Gaylor just so-so, but Blair a very smooth warbler.

Specialty with band are Toy and Wing, mixed team of Oriental dancers. They did two or three numbers, hoofing with dexterity and charm. Powell fronts nicely.

Pic, a dog, *Typhoon*. Business okeh when caught. Paul Ackerman.

Hippodrome, Baltimore

(Reviewed Friday Evening, July 13)

Current stage offering, with Bob Chester's Orchestra satisfying the jitterbugs and Dennis Day handling the more conservative element, has wide appeal. Sax-playing Bob Chester and band open with a swingeroo arrangement of *I Can't Resist You* and then follow with some sweet tunes, including *Blue Skies*, *You Came to Me* and *I Love You Truly*. Following this, they really turn the heat on with *Boogy Woogy*. Chester, a personable chap, does a swell job of baton waving, and okeh blows plenty hot to the rug cutters' delight.

Una Cooper, blond acrobatic dancer, gives band a brief respite while she performs a series of flying turns, cartwheels and back flips. She works fast and gets a good hand. Having obtained his second wind and gaining momentum, band's tortoise rendition of *Oceana Jump*, one of its popular recordings, is greeted with wild acclaim. *The Breeze* and *I* serves to introduce vocalist Dolores O'Neill. A brunet looker, Miss O'Neill's voice and mugging tie in well with the band. A cover tune called *Pushing the Conversation Along* was her second choice and she returned to sing *You Heartbreaker*, You.

Band gets another rest while Beatrice Howell, character comedienne, presents a series of imitations and succeeds in provoking considerable laughter with her impersonations of Lionel Barrymore, Greta Garbo, Barbara Stanwyck and Jimmy Durante. For an encore she mimics Katherine Hepburn. A novelty turn by the band follows, with male vocalist Al Stuart leading a choral arrangement of *Sunny Side of the Street*, which gives instrumental comedians a chance for some cutting up.

Dennis Day, fresh from the Jack Benny air program, now in summer recess, has gained many followers thru the airwaves. He sings with the same melodious tone qualities on the stage and his personal appearance should not only strengthen his position with his following, but tend to increase it. Day scored handsomely with his *Say It, I'll Never Smile Again* and *Fools Rush In*. He was forced to return for three encores, Chester's band, after excellent accompaniment for Day's

singing, closes show with a killer-diller arrangement of *The St. Louis Blues*. Chester's performance here stamps him as a comar.

Pic is *The Lone Wolf Meets a Lady*. Seating capacity taxed at performance caught. Phil Lehman.

Roxy, New York

(Reviewed Friday Evening, July 13)

The Southern atmosphere of the pla Maryland, provides the setting for this week's stage show. The layout is sufficiently entertaining to please the majority of patrons.

The Gae Foster Girls, Whitey's Southeners (billed as Whitey's Jitterbugs on a previous trip here) and the Ben Vot New Yorkers provide a populous stage, the production for the most part having them on the stage simultaneously. Specialties by these groups leave time only for two outside acts.

Franklyn D'Amore has a great sight act coming on stage, with his femme stooge being carried in a bag which he drops with a dull thud. Dumping the stooge out of the bag and the later unveiling of the foil to be a femme are good surprise angles which drew hands. The duo do some good knockabout pantomime acro work for good effect and wind up with balancing and lifts from the back of a chair. They brought a good hand.

Jeanne Bridson, a looker in etnaizine costume, plays the violin expertly, getting rich tones and displaying fine technique. She played a Stephen Foster medley, a spiritual, and wound up with variations on the theme of *Dirk*, for a swell hand.

The Foster Roxyettes show up best in their peculiar tap number dressed in abbreviated skirts with full-length pantalettes. Another good number is that in which they throw their skirts overboard, revealing an Aunt Jemima head where the bustle should be. Working on hands and knees gives the effect of an obese Southern mammy.

Whitey's Southeners do some frenzied jitterbugging for good effect and the Ben Vot New Yorkers do the vocal work in front of the mike and also for atmosphere.

Brenda Joyce, appearing in Maryland, made a p. a. on opening day and nervously delivered a speech.

Biz good when caught. Joe Cohen.

Orpheum, Los Angeles

(Reviewed Friday, July 13)

A good standard vaude bill with Johnny Burke in the top spot. Burke makes his first appearance here in years and still seems to be able to sell his act. His "Doughboy" turn is as good as it ever was.

The Stadlers, dance combo, did a nice job of terping. Their travelog of dances featuring numbers from different parts of the world was an eye-filling bit.

Fid Gordon garnered his share of chuckles with his screwball fiddling. He can play the instrument any way that is humanly possible and went well.

The Five Herzogs in a top aerial act kept the customers sitting on the edge of their seats. The gals all have personality and know how to handle themselves as they throw themselves thru the air. One of the alsters, a plant in the audience, comes on the stage to show the others how it's done. They have taken a standard act and put a couple of new angles to it.

Al Lyons and his crew still dish out the music, with vocals capably handled by pretty Janice Chambers.

A pair of flecters, *The Saint Takes Over* and *Alias the Deacon*, rounded out the show. Dean Owen.

Chicago, Chicago

(Reviewed Friday Afternoon, July 13)

Making his first theater appearance in Chicago, Jan Saritt brings to the Chicago a capable crew of swingers. Balance of stage bill is somewhat skimpy, but the three acts provide acceptable entertainment. Picture is one of the popular Hardy Family series. Cool, sunshiny weather on opening day and business was good.

To the vaude-minded there is too much band in the bill, but Saritt pleased the customers with a well-selected variety of numbers, including *Fools Rush In*, *Devil May Care* and *Rancho Grande*, the last-named featuring drums and trumpet. He has some colorful arrangements which go over big with swing fans. The music lovers may find fault with the bias of brass and excessive emphasis on the drums.

Erwlyn Parley, youthful and attractive tapstress, has some cute mannerisms

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Selling July 26 to open at the **CASINO ATLANTIC, Rio de Janeiro, Brazil.**
Thanks to Hal Sands
Dir.: **WM. MORRIS AGENCY**

BUSTER SHAVER
with
OLIVE AND GEORGE
Sailed July 12 To Open at the **Casino Atlantico,**
Rio de Janeiro, Brazil, July 26.
Thanks to **HAL SANDS,**

which, together with her dancing ability, put her across nicely.

Lou and Jay Bellers are back with their familiar act. Opened with comedy fencing dance that garnered laughs, and finished with the *March of the Toy Soldiers*, on semi-circular skis, a sure-fire comedy bit.

Don Bon, colored vocalist with the band, has an excellent voice and sells his stuff solidly. Clicked handsomely with *700 in the Book*, *Old Men River* and *Parkin's Papers in the Park*.

The Hyde, one-man band, has a clever novelty act that went over big. Hyde plays some half-dozen instruments in multiples of two, three and four. Playing drums, cymbals, piano and trumpet simultaneously, he gave excellent imitations of Hal Kemp, Tommy Dorsey, Abe Lyman and other band leaders. Garnered laughs with comedy comments about his home town, Niles, Mich. After playing two trumpets simultaneously, he proceeded to play Fred Waring's theme song, *Serp*, on three trumpets, then returned to play four trumpets and twirl a baton.

Finale has band playing *Boop II*, with Don Bon doing the vocals.

Nat Green.

Theater Unit in War Relief

NEW YORK, July 13.—The American Theater Wing of the Allied Relief Fund has contributed, as of July 1, six ambulances, 5,000 garments, 4,000 pounds of coffee and 92 cases of supplies, including bedding, soap, gauze and cigarettes, to the current war in Europe. Aid now is being confined to Britain.

ATW is headed by Rachel Crothers, who had presided also over the Stage Women's War Relief in the first World War. Her executive board and assistants are practically the same women who had worked with her for EWWR. ATW also has a men's committee. Share of the funds raised by ATW will be used to care for refugee children whose parents are of the theater.

Hollywood, N. Y., Shutters

NEW YORK, July 13.—The Hollywood Restaurant shuttered for the season last week. Business at that spot had been dropping steadily for several months. Earlier this year the spot attempted and came talent. The policy was soon dropped in favor of cheaper entertainers. The spot was owned by Harry Goodman and managed by Nicholas Lombardi. They claim they will reopen after Labor Day.

AGVA Admits Breaking Promises In Leon & Eddie's Negotiations

NEW YORK, July 13.—Hoyt S. Haddock, executive secretary of the American Guild of Variety Artists, admits that the union erred in picketing Leon and Eddie's here recently. Haddock points out that AGVA pickets did not get his final okay to parade in front of the club and that they had been picketing it for 20 minutes before he could contact any one of them and remove them. Haddock at that time was in meeting with the Leon and Eddie attorney, Moses Polakoff, and was delayed longer than originally anticipated.

A promise that no adverse publicity against the club will be published in the AGVA paper, *Actors' News*, was also

Old But Good

NEW ORLEANS, July 13.—A couple of practical jokers gave a local night club and two of its patrons a lot of trouble this week.

The jokers dated a friend with a fellow and told her he was hard of hearing and later told him she was also "a little deaf." For the better part of the dinner hour the blind dates screamed back and forth at each other. The perpetrators of the meeting finally had to cut down the volume when other patrons complained.

Review of Unit

"Midnight on Broadway"
(Reviewed at State Theater, Salisbury, N. C.)

Midnight on Broadway with Maurice and Andrea, Belmont Brothers, Seror Twins and Three Harmonica Rogues came in on the heels of another stage show here.

The only old faces with Salisbury audiences were the Seror Twins in a comedy pantomime act seen at the Capitol here a few weeks ago with another unit.

The Belmont Brothers, in a juggling act, topped the unit in popularity here. The finale features lighted flares, tossed about on a dark stage.

Maurice and Andrea, dance stylists, were on with three routines, ballet and adagio in nature. They are good performers, but lack color.

Three Harmonica Rogues, young swing performers, scored.

A line of eight girls are spotted in the production numbers.

Business was good at the matinee session caught. John W. Harden.

Lake Charles Club in Jam

LAKE CHARLES, La., July 13.—Sam Smith, operator of the Grove Night Club on the Old Spanish Trail, posted bond for \$5,000 with parish sheriff on an indictment "charging" operation of Bank Night.

Fire Damages N. J. Inn

PENNSAUKEN, N. J., July 13.—Fire Tuesday (9) almost gutted the Old Mill Inn, top roadhouse in South Jersey. Spot, operated by Neil P. Deighan, is one of the top talent spots in this territory. Deighan estimated the damage at \$3,000.

Thanks for the Memory

BOB HOPE!

Despite the Torrid Weather of Mid-July in St. Louis — Despite the All-Star Baseball Game — Despite the Tremendous Competition Afforded by the Municipal Opera — You and Your Crew of Comies Have Given Us

ONE OF THE ALL-TIME RECORD-BREAKING WEEKS IN THE HISTORY OF THE FOX THEATRE, ST. LOUIS!

Attendance Figures Chalked Up by You Firmly Place You Alongside KAY KYSER and AL PEARCE—two other well-known Gents!

Thanks, too, for the Grand Co-Operation You and JERRY COLONNA Gave so GRACIOUSLY to our Staff!

Congratulations!
Gratefully
FANCHON & MARCO
SAINT LOUIS

P.S. SINCE YOU OPENED YOUR PERSONAL APPEARANCE HERE, WE HAVE BEEN DELUGED WITH REQUESTS FROM OUR PATRONS FOR RE-ENGAGEMENTS OF MANY OF YOUR PICTURES!

JUST OUT!
McNALLY'S BULLETIN No. 21
PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club, Casino, Radio and Home Stage. Interchanges. Contains:

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WM. McNALLY
81 East 125th Street, New York

CHICAGO, July 13.—First summer spot signed by AGVA was announced this week. It is Barton's Resort, South Haven, Mich., one of the larger Lake Michigan resorts. (See AGVA ADVERTISEMENTS on page 27)

3,000 Find Work in Coffee and Cake Joints in Chicago Area; Mostly Entertainers Who Mix

CHICAGO, July 13.—Hundreds of home guards are working for coffee and cakes in small cafes throughout the city. It is estimated their number will over 3,000, with no more than 40 per cent receiving a decent living wage.

\$2.50 to \$3 a night and in some spots the strollers depend entirely upon tips. They cater mainly to low-wage workmen who are looking for five-cent beer and 15-cent whisky.

Conditions in these latter spots are very bad, with little hope of betterment. In a few better spots a dancer may receive as much as \$15 or \$40 a week, but the average is considerably lower.

West Madison Street has dozens of entertainment spots, a few putting on regulation floor shows going heavily for strip teasers. The others employ a dance set or two, a piano or accordion player and one or two singers.

The average booking office seldom bothers handling joints because of the low and uncertain commissions involved. Booking is mostly direct and thru curbstone bookers who exist on 81 and 82 commissions.

Small Decision Due This Week; Taps, Lester File New Charges

NEW YORK, July 13.—The Artists' Representatives' Association is expected to make a decision this week on charges brought against Paul Small, of the William Morris office night club department, by Eddie Smith, who accused Small of unethical conduct in allegedly violating an agreement which forbade Small to contact Peter Lodge, booker of the Bowers, Detroit, and Frank Senne, who books the Gray Wolf Tavern, Sharon, Pa., and the Ohio Villa, Cleveland.

says that after submitting Vincent (a Morris act) for that spot he received an okay from Dick Henry and Nat Lefkowitz, of the Morris office, for Taps to get 5 per cent commission. Taps charges that after the okay had been received Small allegedly entered the scene and told Marie Tappelt that the Morris office would not book thru another agent and it would not split the commission.

William Morris Jr., Small and Smith have been notified to appear at a meeting of the ARA board of governors tomorrow (14). According to the ARA letter received by Smith, the charges were read to Morris at a meeting Tuesday (9) and was asked to answer them at the next confab.

According to Taps, Small came in after publicity was released and there was no alternative for Marie, Hurricane manager, but to book Vincent on Small's terms.

Lefkowitz's only comment was that arrangements had been made to have Taps collect his commission from the Hurricane for servicing the spot. Small declined to comment.

A complaint against Paul Small has been received by AGVA from Jerry Lester, Comedian Lester complains that while working at the Club Ball, Philadelphia, Small allegedly told the operators of the spot that they were overpaying for Lester's services and that he could have been bought thru the Morris office for considerably less.

ROUTES

(Continued from page 20)

- Walters, Mickey (Cinderella) NYC, no.
Mann, Jerry (Club Royal) Detroit, no.
Manning, Marie (Mammy's Chicken Farm) NYC, no.
Mandor & Mirson (Ohio Villa) Cleveland, no.
Mandor, Marie (Impetial) Detroit, no.
Mann & Maralyne (Mammy's Chicken Farm) NYC, no.
Mante, Cynthia (La Conga) NYC, no.
March, Linda (1831 Club) DC, no.
Mark Talent Trio (Harry's New Yorker) CHI, no.
Mars, Tony (Columbo's) CHI, no.
Maryann & Michael (Rainbow Grill) NYC, no.
Marino, Carlos (The Cabaret) Seattle, no.
Marlowe, Donald (Carter) Cleveland, no.
Marguerite, Bill & Myron (Satin Music Hall) NYC, no.
Marquie, Marjolan (Opera House) Buchanan, Va., no. 18; (Kathasia) Grantville 17; (Surrey) Parkersburg 16; (Lassick) Pottsville, Pa., 15; (State) Ft. Warrick, Va., 23-27; (Virginia) Fayette 24; (Maretic) Beckley 23-24.
Marshall, Jack (Club Royal) Detroit, no.
Mast & Beach (Villa Moderne) CHI, no.
Mathis, Kitty (Studio) Detroit, no.
Matzke & Cardona (Yacht Club) Sea Bright, N. J., no.
Mayer, Bob (Rosedale) New Orleans, no.
Mayer, Fole (Paddock) Miami Beach, Fla., no.
Mayer, Elaine (Village Cafe) NYC, no.
Mayana (Lorington) NYC, no.
Modern Dancers (Pine Springs Casino) Freedhold, N. Y., no.
Moen, Hawaiian (Shady Glen) Oak Hill, N. Y., no.
Moore, Bob (Marlin Basler's Tally-Ho Tavern) Atlantic City, C.
Moore, Diane (La Vache Bar Le Tote) NYC, no.
Morgan, Stuart Dancers (Club Palace) CHI, no.
Morgan & Gerhart (The Regis) NYC, no.
Moye, Lou's (Havana-Madrid) NYC, no.
Murphy, Richard, Four (Lexington Casino) Phila., no.
Murray, Arthur, Dancers (Dues House) NYC, no.

- Murray, Charley (Mammy's Chicken Farm) NYC, no.
Murtay, Jean (Tro Ecks) Albany, N. Y., no.
N
Nabree, El (Horchumbers) NYC, no.
Nachtigal, Owen (Mayflower) Akron, O., no.
Neily, Bob (Strand) NYC, no.
Nelson, Jane & Kay (Ambassador West) CHI, no.
Newell & Steyer (Warwick) NYC, no.
Nichols, Howard (Vera Moderne) CHI, no.
Nickel, Fred (Chestnut Club) Atlantic City, no.
Newman, Karl (Frontier) Detroit, no.
Norman & McKay (Leon & Eddie's) NYC, no.
Nostons, The (Gay '90s) Phila., no.
Notes of Rhythm, Four (Battle House) Memphis, Ala., no.
Novelties, Four (Vesuvius) Phila., no.
Nunn, Claire (St. Francis) San Francisco, no.
O
O'Brien & Evans (Francis) Kokomo, Ind., no.
O'Connor, Phil (Gay '90s) NYC, no.
Owen Sisters (Barham) Detroit, no.
P
Pape & Mayor (Herman's Music Bar) Atlantic City, no.
Palce & Parker (Westminster) Boston, no.
Palmer, Jay & Co. (New Bedford) New Bedford, Mass., no.
Pancho & Dolores (Olen Island Casino) New Rochelle, N. Y., no.
Pantite, Jacqueline (Villa Moderne) CHI, no.
Parler & Fredericks (Harry's New Yorker) CHI, no.
Parler, Frank (Bon-Air) CHI, no.
Parler, Eddie (Gay '90s) NYC, no.
Parler, Gene (Town & Country Club) Milwaukee, no.
Parks, Frances (Cat & Fiddle) Cincinnati, no.
Parsons, Kay (Queen Mary) NYC, no.
Peaches Sly House (Riverdale) Springfield, Mass., (Palisades) Palisades, N. J., 23-24.
P.
Pierre, Jan (Music Hall) NYC, no.
Prochiron, Buntz (Tony's Cafe) Troyville) NYC, no.
Pryor, Mildred (The Cabaret) Seattle, no.
Peters, Rolly & Verne (Capitol) Washington, D. C.

- Pliska, Bobby (2631 San Francisco) no.
Pletcher, Three (Rainbow Room) NYC, no.
Post, Yee & Grace (Palmer House) CHI, no.
Post, Frank (Leviage Casino) Phila., no.
Pritchard, Fern (Evergreen Casino) Phila., no.
R
Rabner, Charle (Cafe Society) NYC, no.
Ralph, Leonard (Barney O'Connell's) NYC, no.
Rango & Rema (Schomburg) NYC, no.
Randa, Jack (Ball and Tail) Atlantic City, no.
Rays & Arthur (Dovey) Detroit, no.
Redinger Twins (Strand) NYC, no.
Reese Bros. (Club Ball) Phila., no.
Reyes, Paul & Eva (Waldorf-Astoria) NYC, no.
Reynolds, Margaret (Harry's New Yorker) CHI, no.
Reynolds, Helen, Ohio (Levy's State) NYC, no.
(Royal Pier) Atlantic City 21-27.
Rhodes, Carol (M. Royal) Cincinnati, no.
Ricker, Jean (Northwood Inn) Detroit, no.
Richard, George (Chateau Moderne) NYC, no.
Riley, Eric (Havana-Madrid) NYC, no.
Rink, Blanche (Diamond Horseshoe) NYC, no.
Riss, Rosita (La Conga) NYC, no.
Rivers, Talley (Club Palace) Pittsburgh, no.
Roberts & Farley (New Yorker) NYC, no.
Roberts, Beverly (Club) NYC, no.
Roberts, Bob (Club) NYC, no.
Roberts Troupe (Edgewater) Detroit; (Piano) Phila., 23-27.
Roch & Dean (Alfarrat Alexandria, Pa., P. House, Jackie (Town & Country Club) Milwaukee, no.
Rohlfinger Trio (Sagamore Rochester, N. Y., h. Ronald & Roberta (Royal Hawaiian) San Francisco, no.
Rosen, Pat (Diamond Horseshoe) NYC, no.
Ross, Lila (Evergreen Casino) Phila., no.
Ross, Paul (Chestnut Club) NYC, no.
Ross Sisters, Three (Park Central) NYC, no.
Ross, Alma (Hurricane) NYC, no.
Ross, Murray (Fox River) Havana, Ill., no.
Ross, Geraldine (Club Palace) CHI, no.
Rouss, Bill (Beverly) Detroit, no.
Rouss, Bill (Chestnut Club) NYC, no.
Rouss, Charles (Chestnut Club) NYC, no.
Royal, Arthur (Jungle Club) Kansas City, Mo., no.
Ryzel, The (Shesham) Washington, D. C.
Rydz, Irving (Tri-Corner) Marshallfield, W. Va., no.
Rydz, Arlene (Algonia) CHI, no.
Rydz & Melba (Havana-Madrid) NYC, no.
Rydz, Alvin (Chestnut Club) NYC, no.
Rydz, Slim & Sam (Senat) Phila., no.
Rydz, Smart (Three (Town and Country) Milwaukee, no.
S
Sandler & Pittman (Cocacola Grove) Boston.
Sally (La Vache Bar Le Tote) NYC no.
Sally, Irving (Diamond Horseshoe) NYC, no.
Sally, Irene (La Polonaise) NYC, no.
Sally, Patricia (Paradise) NYC, no.
Sally, Lois (Lockett House) Covington, Ky., no.
Sara, Elaine (Sarat) Hancock, Mich., no.
Satterthorn, Ode (Silver Slipper) Louisville, Ky., no.
Satterthorn Sisters, The (Earl Carroll's) Hollywood, no.
Stewart, Jean (Dime Ranch) Atlantic City, no.
Stone, Betty (1831 Club) Phila., no.
Stone, Marie (Columbo's) CHI, no.
Stout, Vivian (Club Minsky) CHI, no.
Strahan, Freda (Bamburgh Tavern) Edinburgh, no.
Strand, Rachel (Park Place) St. Louis, no.
Straw, Paul & Betty (State) NYC, no.
Straw (Strand) NYC, no.
T
Tanner Sisters, Three (Royal) Detroit, no.
Taylor, Johnny (Daisy) NYC, no.
Taylor, Estelle (Lockett House) Newport, Ky., no.
Teal & Swift (Palmer House) CHI, no.
Teal, Jack (Blue Lantern) Detroit, no.
Teal & Walker (Royal) Detroit, no.
Therion, Henri (Ora. Washington) Jacksonville, Fla., no.
Thomas, Estelle (Cluquet Club) Atlantic City, no.
Thompson, Oley (Edith's Emerald) Atlantic City, no.
Thorn, Valerie (Palmer House) CHI, no.
Thorn, C. & Co. (Music Hall) NYC, no.
Thomas, Jerry (Evergreen Casino) Phila., no.
Toppers, Three (Three) Panama City, no.
Torres & Nora (Havana-Madrid) NYC, no.
Torres, Magda & Louis (Embassy) Phila., no.
Trotter, Alfred (New Yorker) NYC, no.
Turner, Alice (Club) CHI, no.
Turner, Jack (Villa Moderne) CHI, no.
U
Una, Odessa (Radio Station WDAY) Danville, Ill.
V
Valley & Lyons (Gaiter's) Ottawa, no.
Van & Allen (Jack Lynch's) Phila., no.
Vance, Jerry (Leon & Eddie's) NYC, no.
Vance, Vernon (Evergreen Casino) Phila., no.
Vance, Joe (The Manhattan) Cairo, N. Y., no.
Varnotes, The (West Stone City, Ia., h. Vaughan, Virginia (Cocacola Grove) Boston, no.
Vassler, Nancy (Barney O'Connell's) NYC, no.
Vera, Joe (Cocacola) CHI, no.
Vernon, Wally (La Oca) Hollywood, Calif., no.
Vernon, Evelyn & Nancy (La Marlinique) NYC, no.
Vivmont, Rome (Hurricane) NYC, no.
W
Wade, Bill & Betty (Book-Casillac) Detroit, no.
Walbert, Tony (Fox and Crow) Cincinnati, no.
Waltke, Jack (Club 18) NYC, no.
Walker, Ruth (Southland) Detroit, no.
Walker, Nathan, & Edith Dastman (New Yorker) NYC, no.

WALTER DARE WAHL
Billy Rose's Aquacade
Golden Gate International Exposition, San Francisco, Calif.

- White, Sammy (State-Lake) CHI, no.
Whitton, Fred (Harry's New Yorker) CHI, no.
Whittier, Snowball (Club Palace) CHI, no.
Wessell, Ray (Town & Country Club) Milwaukee, no.
Whelan, Eddie (Hocmad) Atlantic City, no.
Whelan, Maurice & Betty (Edgewater Beach) CHI, no.
Whitely, Bert (Earl Carroll's) Hollywood, no.
White, Lawrence (Ambassador) NYC, no.
Whitely, Southport (1831) NYC, no.
White, Gus (Gay '90s) NYC, no.
White, Bobby (Cocacola Grove) Boston, no.
Whitton, Dorothy (New Yorker) NYC, no.
Williams, "Pat" (Metrolite) NYC, no.
Williams, Larry (Metrolite's) NYC, no.
Wilson, Sam (Club Minsky) Atlantic City, no.
Wimler, Esters (Latin Quarter) Boston, no.
Woodall, Harold (Wynia) NYC, no.
Woods, Tom (Chateau Moderne) NYC, no.
Woods, Barbara (St. Regis) NYC, no.
Wood & Gray (Jack & Loretta Lodge) Lake River, Wis., no.
Y
Yoursman, Henry (State) NYC, no.
Yost, Ben, Variety Singers (Lester Park) Atlantic City.
Yost's, Ben, New Yorkers (Rocky) NYC, no.
Z
Zelars, Ruth & Eddie (Gay '90s) Albany, N. Y., no.

ADDITIONAL ROUTES
(Received Too Late for Classification)

- Arthur, Marjolan; Armethwelle, Tenn., 19-20
Buron, Magician, Ventriloquist; Madrid, Ind., 15-20; Hillsdale, Mich., 23-27.
Carmen, Wild Bill, & His Death Riders; Virginia, 18-20.
Davis, C. C. Wild West theatrical show; Waterford, Mass., 17; Utica, N. Y., 18; New Hartford 19; Long Beach, N. J., 20; Haverhill, Md., 27; Barre, Vt., 29; Lunenburg, N.H., 24.
Decker, Magician; Maryland, O., 16-20.
Howard, Magician; San Angelo, Tex., 18-21
Jaxon, Ventriloquist; (Whiting Hotel) Chicago, Wis.
LaToya Troupe; Manly, Ia., 17; Prairieview 19-20; Homick 24-27.
Lester, Magician; Cumberland, Me., 19-21
Leon, Leon, Magician; Carrollton, Ala., 18-22
Mills Troupe; Milwaukee, Wis., 15-20; Danville, 23-27.

MISCELLANEOUS

- Ry-Gosh Co. Circleville, W. Va., 15-20.
California Golden Carnival of Fun; New Baldwin, Me., 17; E. Sebago 18; Casto 19; Concordia Estrada; Fayette; Roswell, N. M., no.
Loy, Thea; Elmora; Custer, S. D., 16; Pacific 17; Rochford 18; Rungia 19.
Lavin, H. Kay, & Hollywood Varieties; Detroit Lakes, Minn., 18; Housar 19; Deer River 18; Redby 19; Hemlock 20; Minnemosota 21.
Lafayette & Ed. Bob; Monkeys; Montrose, Ind., 15-20; Lebanon 22-23; Gas City 24-25.
Meyer's Entertainers; Garden City, S. D., 16-20.

CARNIVAL

- (Notice are for current week when no date are given. In some instances possibly mailing points are noted.)
Alamo Expo; Crawford, Neb.
All-American Expo; Navarro, Ia.
American United; Harrison, Mo., 16-17.
Big Timber 16-19; Ansonia 23-27.
Anderson-Brad; Arkansas City, Kas.; Doris 23-27.
Arens; Rural Valley, Pa.
Beck, O. J.; Canton, N. Y.
Becky's All-American; Charleston, W. Va.
Berwick's Commonwealth; Switchback, W. Va.
Hester, Ky., 23-27.
Barker; Le Mars, Ia., 17-18.
Barthel; Brook; Harrison, Mich.
Barringer, Al; Omaha, Neb.
Beams; Agra; Oriskany, Pa.
Beckmann & Corley; Lake Front) Milwaukee, Wis., 17-20.
Beck, F. W.; (Fair) Grayson, Ky.; (Fair) Columbia 23-27.
Boris; (Fair) Princeton, Mo.; (Fair) Eden 23-27.
Bremer Tri-State; Washburn, Wis.
Brook; Tallonia, Ohio.
Burr, O. G.; Greenfield, Mass.
Burr, M. J.; Boston, Ma.; Crosby 23-27.
Buffalo Am. Co.; Marquette, W. Va.
Burdick's All-Texas; Hillsboro, Tex.
Burris & Russ Am. Co.; Belleville, Ill., 17-20.
Smithson 24-27.
Central City; Hartsburg, W. Va.; Sitartow 23-27.
Cary, E. J.; All-Canadian, No. 3; (Fair) Caterway, Minn., Can., 16-17; (Fair) Redwood 18; (Fair) Russell 19-20; (Fair) Redwood 21; (Fair) Gilbert Plains 24-25; No 2; (Fair) Stone Lake, Mich., Can., 16; (Fair) Oldstone 18; (Fair) Rotor 18-20; (Fair) Rector 23-27; (Fair) Gilbert Plains 24-25.
Cetral States; Colby, Kan.
Cottin & Wilson; Hammononton, N. J.; (Fair) (See ROUTES on page 26)

Conducted by BILL SACHS—Communications to 15 Opera Plaza, Cincinnati, O.

Better Biz Noted For Choate Troupe

FAIRFIELD, Ill., July 13.—Business for Choate's Comedians, according to Mrs. Arlie Choate, has shown a great pick-up recently, especially on the show's current tour in Illinois and Indiana.

Show opened here week of July 1 to a full house. The lot was beside a large picture house and the theater's manager, Harry Pittman, greeted the personnel on their arrival and invited the company to see Waterloo Bridge. A banner crowd turned out for the troupe's recent opening in New Harmony, Ind., and good business was recorded in Grayville, Ill., for the June 24-26 stand.

W. C. Choate, founder of the show, is visiting for a few weeks. Other visitors have been Mr. and Mrs. Tom Finch and sons, Cedric and Bruce, and Mr. and Mrs. Cameron Russell, at Grayville; Mrs. Ella Hobart, Mr. and Mrs. Walter Hammett, Mrs. Jefferson, Mrs. Hawk, and 51 Knight, circus man, at New Harmony; Mr. and Mrs. Lane Shanklin and Alice Mudd, of Mount Vernon, Ill., at Fairfield. While playing Carmi, Ill., the show was visited by Jack Jordan, Fred Hamilton, father of the Three Hamilton Sisters, has returned to his home in Tennessee.

Majestic En Route To Tenn. Territory

CINCINNATI, July 13.—While T. J. Reynolds' Majestic Showboat was playing Constance, Ky., July 10, Jack and Margaret Griffith visited the Cincinnati office of The Billboard and reported the boat en route to play spots on the Tennessee River. Business on the Upper Ohio River, where the show played in recent weeks, was spotty, but during the past week on its southern trek a decided pick-up has been noted.

Roster this year has Garnet Reynolds, tickets; Margaret Reynolds, ingenue and dance specialties; Tommy Reynolds, advance and drummer; Martin Reynolds, pilot; Katherine King, piano specialties and parts; Harry King and Ralph Young, specialties and parts; Lagna Young, specialties; Paul Palmer, piano and callope; and Esther Reynolds, cook.

New Silas Green Company Playing Southern Territory

SALISBURY, N. C., July 13.—Charles Collier's Silas Green From New Orleans company recently played Burlington, N. C., with everything new but the title. This year's version was written and staged by E. H. Dudley Jr.

The enlarged cast is headed by Ford Wiggin and Billy Mills, the original Silas and Lila. In addition there is a chorus of 20 and vaude acts, including Johnny Hudgins, mimic, late of Blackbirds; Pedro and Dolores, adagio dancers; Kid Lippe Hackette, clown drummer; Sparky and Spencer, late of the Butterbeans and Susie revue; Al Galnes' acrobatic troupe

WANTED
Complete Tent outfit, consisting of Tents, Tent, Stave, 2,000 Seating Capacity, for JACK SCHENCK'S DARKTOWN SCANDALS

WANTED
All show companies, white or colored, for steady and profitable business. Address: Mrs. M. J. Simpson, 1111 N. 2nd St., Chicago, Ill.

THE PRINCESS STOCK CO. WANTS
Please place that double, see or phone, long record. Other useful people, write. Address: E. C. WARD, Benton, Mo.

MILT TOLBERT SHOW CO. WANTS
For August opening, Single and Double Vaudeville Acts, Cherry Girls who do specialties, Musicians, Contracting Agent, Bill Posters, Lithographers (Sid Lovett, write), Best Canvas Men, Truck Drivers and Ticket Men, All Canvas Men who have worked for me, wife. Also want Blackface Comed. All people state all and lowest salary in first letter. All who have written, contact. To those who don't know, this is a one-time tent show that pays salaries every week. Address all correspondence to BUDDIE HALE, Box 552, Dalton, Ala.

of six; Cherry Griffin, blues singer; Peg Jefferson, monoped tap dancer; Lottie Howard, contraltino novelty, and Lasses Brown, pinatrel. Noon street parades are headed by Eddie Washington's Band.

Nelson, Hamilton Combine

CINCINNATI, July 13.—While passing thru here on July 12 en route to headquarters in Columbus, O., Morris Nelson visited the repertoire desk and reported that he is going to combine his Avenue Magnificent with Olite Hamilton's Comedians Nelson, who will produce shows, and Hamilton plan to play Southern territory, opening in August. Nelson closed July 6 as producer for the Variety Theater, New Orleans.

Rep Ripples

ROBERT COBB is doing okeh with his vaude-pie trick at Maine resorts. . . . Word is that Corolla's Tent Show is moving along satisfactorily in West Texas territory. . . . Renaud's Wonder Show, vaude-pie outfit, is playing to okeh results in Southern Vermont. . . . Bob Robinson, vet rep and vaude manager, is booking his Robinson's Radio and Stillbill Stars thru New England. He has been emcee at W.L.H. Lowell, Mass., for some time. Cast includes Smiley and Sue, Hazel Childs, Charles Horvitz, Turnblowed Twins and Happy and HIA Western Bunchards. . . . Hank Keene's Tent Show is playing to good biz in New England under auspices. Miss Ohio, beauty contest winner, is again featured with the show. Keene expects to play several stands in Maine soon. . . . After his first leading role at 20th Century-Fox in The Bride Wore Crutches, Ted North Jr., of the Kansas and Nebraska tent rep North, was told his next assignment would be in Yesterday's Heroes. "I'm here six months and by title, at least, I'm a has-been already."

DONALD MARLOWE former juvenile lead with the Avon-Winslow Players, is appearing in the floor show at the Hotel Carter, Cleveland. He expects to be back with a Midwest rep company soon. . . . COASTS RADIO STATION

TENT SHOW has been playing to good biz in Forrest County, Miss. Ouliff presents vaude and a 40-minute bill, De Jabber, written by E. F. Hannan. . . . HENRY LA TERA'S four-people trick is now playing in British Columbia to satisfactory results. . . . SLIM VERMONT cards from U. S. Veterans' Hospital, Dayton, O., that he is feeling a lot better and would like to read letters from friends.

ROUTES

- (Continued from page 24)
Harrington, Del., 23-27.
Cherokee Am. Co., Pomona, Kan., 10-10; Monaghan 24-26.
Clark's Greater: Yuba City, Calif.
Clyde's United: Hotterville, Pa.; East Freedom 23-27.
Colman Bros.: Hudson, N. Y.
Colley, J. J.: Sapulpa, Okla.
Conklin: Chubbuck, Ind., Cal.
Conroy: Coopersville, N. Y.; Mt. Morris 23-27.
Coston State: Warsaw, Ky.; Carrollton 23-27.
Crafts 20 Big: Modesto, Calif., 10-11; Merced 23-24.
Crescent Am. Co.: Hampton, S. C.
Crosby United: Scot Lake City, Utah.
Crystal Expo: Bassett, Va.; Leesville Spring, N. C., 23-27.
Cumberland Valley: Sweetwater, Tenn.
Cunningham's Expo: Statesville, W. Va.; New Martinsville 23-27.
Curt, W. R.: Lebanon, O.; Camden 23-27.
Daley Bros.: Oklahoma City, Okla.
Dick's Paramount: Weonocast, R. I.; Cambridge, Mass., 23-27.
Ditto Sells: Tall City, Ind.; (Fair) Rockport 23-27.
Douglas Operator: Longview, Wash.
Dudley, D. S.: Tulsa, Tex.
Dyer's Greater: Boscobel, Wis., 10-11; Soldiers Grove 10-11.
Edwards, J. R.: Clyde, O.; Berneville 23-27.
Eitz: Fairport, N.Y.
Eix Valley Fair, Tenn.
Empire: Friday, Tex., 10-20.
Eddy Bros. Expo: Newark, N. Y.; Laborsboro, Mass., 23-27.
Eddy Bros.' Shows: Saco, Me.
Evangelist: Irving, Ark.
Fair-at-Home: Lebanon, N. H.
Fairly & Little: International Falls, Minn.; (Fair) Rosseau 23-27; (Fair) Mahanoe 23-27.
Falls City: Brookfield, Va.
Fisher's United: Bertha, Mich.
Flaming, Mad Coy.: Metch, Ga.
Francis Bros.: Clinton, Ill.; Alton 23-27.
Frank Greater: Keosauqua, Minn.
Ferland: Ashland, Ky.
Francis United: Cedar Falls, Ia.
Gibbs, W. A.: Finsburg, Kan.
Golden Arrow: Oak, Mo.; Humpreys 23-27.
Golden Gate: Crab Orchard, Ky.
Gold Medal: (Fair) Langdon, N. D., 10-17; (Fair) Hamilton 10-20.

- Golden Rule: Rivesville, W. Va.
Odessa West: Deerpark, Miss.; Hixdale 23-27.
Goodman Woods: Oklahak, Wis.
Grand, Kulis: Carleton, Ala.
Great Lakes Expo: East Peoria, Ill.; (Fair) Tuscumbia 23-27.
Great Sultana: Coahoma, Ind.
Greater Expo: Clinton, Ill.
Greater United: Mangrove, Okla.
Greater United: Alton, Ill.
Hamis, H.R.: Leeward, Tex.; McKinney 23-27.
Happy Attrs: Stone Creek, O., 17-21; Beverly 23-27.
Happyland: Fort Huron, Mich.
Harris: Winfield, Ind., 17-20.
Harris' Acme: Monticello, N. Y.; Walden 23-27.
Hennes Bros.: Menasha, Wis., 10-11; Massena 23-27.
Hess: Mt. Airy, N. Y.
Hess's Bros.: Iron River, Mich., 15-21.
Hess, L. J.: Newton, Ill.
Hilderbrand's United: Reno, Nev., 10-21; Salt Lake City, Utah, 23-27.
Hines, H. J.: Cyrus, Minn.
Hoffner, Wm.: Orleans, Ill.
Horton United: El Paso, Ill., 10-17; Mason City 10-17.
Hottel, Bill: Perry, Ill.
Hughes & Graham: Columbia, Miss.
Hulse, Eric M.: Sallersville, O.; Versailles 23-27.
Imperial: Ok City, Pa.; Owan, N. Y., 23-27.
Imperial: La Fayette, Ind.
Jackson Am. Co.: Isle of Palms, S. C.
Joba, Johnny J.: Expo; Youngstown, O.
Jones Greater: Dunwoth, N. D., 10-11; Woodhope 10-20.
Joyland: Tracy, Calif.
Kates Expo: Afghanistan, N. Y.
Kates, Wm.: Watler, N. Y.; Lancaster 23-27.
Krystone Modern: Kilmadine, Pa.
Ladensse Attrs.: Valley Mills, Tex.; (Fair) Mebom Festival Du Leon 23-27.
Lagans Am. Co., No. 1: Central Falls, R. I.
Lagans, Mass., 23-27.
Lagans Am. Co., No. 2: Providence, R. I.
Leahody, Mass., 23-27.
Lagans Am. Co., No. 3: Buzzards Bay, Mass.
Lander: Nevada, Ia.
Lang's, Dec., Panama: Sealers, Minn.
Lars, H. F.: Findlay, Ill.; Driesson 23-27.
Layton's Greater: Cumberland, Md.; Watling, W. Va., 23-27.
M. & M.: Middlebury, Vt.
Mogio Empire: Sierra Lake, Ia.
Miller, Ralph R., Am.: Shrewsbury, Ia.
Miller Bros.: Dakota, Pa.; Elmira, N. Y., 23-27.
Minor Midway: Penobscot, Pa.; (Fair) Kimberton 23-Aug. 2.
Monarch Expo: Jeffersonville, Ind.
Motor City: Huntington, Ind.; Peru, 23-27.
Nail, C. W.: Pataskalia, Ark.
Northwestern: Vicksburg, Miss.
Ohio Valley: Mulberry, Ind.
Olivet Am. Co.: Montgomery City, Mo.
Page, J. J.: Fleming, Ky.
Palace United: Chanderlyville, Ill.
Pan-American: Detroit, Ind.; Auburn 23-27.
Patrick's Greater: La Grange, Ore.
Pastorok: (Fair) Newman, Ill.; Wyoming 23-27.
Perry Premier: Williamsport, Pa.; Williamsport 23-27.
Pioneer: Johnson City, N. Y.; Dushore, Pa., 23-27.
Pretz: World's Fair: Syracuse, N. Y.; Cuba 23-27.
Pryor's All-State: Eddale, W. Va.
Rainbow Am. Co.: Statesville, Va.
Reading's: Tompkinsville, Ky.; Southport 23-27.
Reid, King: Covington, N. Y.
Reynolds & Walker: Shreveport, La.
Rogers Greater: Elizabethtown, Ky.
Rogers & Powell: Henderson, Tenn.
Royal American: (Fair) Edgemoor, Ark.; (Fair) Baskinook, Ark., 23-27.
Robin & Cherry Expo: Bismark, N. D.
Rosa Bros.: Shalabyville, Ky.; Campbellville 23-27.
Rotational Park Ride & Shows, No. 1: (Two-calcium Park) Ripras, O.; (E. Park and Service) Cleveland 23-27; No. 2: (E. Park and Carnegie) Cleveland; (W. Park and Judd) Cleveland 23-27.
Shelburne Bros.: Stillman, N. D.
Silver: St. Alton, Abbeville, La., 17-21.
Leighton, Okla., 23-24.
Skrybeck's Great Northern: Eagle River, Wis.
Smith Bros.: Quinton, Okla.
Smith's Greater Atlantic: Salisbury, Pa. (See ROUTES on page 23)

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Ross Contest Starts Well With 27 Couples, 2 Solos

WASHINGTON, July 13.—Hal J. Ross' latest contest got under way here at the Riverside Stadium July 4 with 27 couples and two solos. There are 2,000 ringside seats and 3,500 general admission seats, Monday night the stadium was comfortably filled and the number of contestants had changed to 23 couples and three solos. Weather has been very nice and the show appears to be a winner. Ray Dunlap is with Ross again on this show.

Contest features Bill Stein, Art Wolf and Monte Hall, emcees; Jane Shannon, singer, and Don King and his Rio Grandians, who furnish the music. Couples include Jack Kearns, Phyllis Davis; Johnny Bowman, Opal Verdigr; Stan West, Margie Bright; Lee Wes Collins, Pat Gallagher; Phil St. Clair, Eleanor Shaw; Jack Andrews, Margie Harbough; Johnny Reed, Peggy Jackson; Hughie Henderson, Mary Rock; Joe Van Rans, Margie Van Rans; Jimmie Stephens, Margaret Hansen; Frankie Costello, Helen Custard; Charley Tourso, Trudy Wright; Marvin Holough, Jean Hobaugh; Jack Kelly, Beale Young; Micky Thayer, Eileen Thayer; Charles Pralick, Mary Welch; Danny Fradig, Audrey Harris; Chester McCarthy, Margaret Landdown; Lloyd Hackler, Edis Beach; Sammy Allen,

Shirley Shelton; Marco Alessandro, Marie Miller; Billy Caldwell, Laverne Hedrick; Dick Miller, Lucille Miller; Jimmie Pterazy, Minnie Pterazy; Jimmie Fox, Dolly Ilwitt; Eddie Tompkins, Bernice Pike. Solos: Jerome White, Jimmy Daly and Daniel F. Beatty.

JIMMIE HORAN is vacationing for a few weeks at Catalina Island, California.

BILL GARRISON has been out of the endurance field for some time and has been with carnivals. He and Mirra Van Dyke are in Seattle, Wash., resting and expect to make the Oakland, Calif., show when it opens. Bill wonders what his become of Johnny Dillon.

HELEN PACE is enjoying her work as nurse in the obstetrics department of the North Louisiana Sanitarium, Shreveport, and would like to hear from friends in the endurance field.

BILLIE SNYDER a walkathon fan, says many runners of the endurance field are working in St. Louis night clubs, including Moon Mullins at Club Boulevard; Tony Lewis, Canadian Club; Skipper Williams, Lakeside Club, and Al Zuckerman, Studio Club.

INQUIRIES WERE RECEIVED last week on Ernie Meale, Lucille Tuck Gault, Phil Rainey, Edie Negley, Kenneth Oruwell, Tim Hammeck, Ducky Naccorato, Al Baker, Russ Martin and Nat Catiglio.

FLASH SPRINT TEAMS ONLY! HERE IT IS! Opening Contest, Thursday, Aug. 1st ST. LOUIS, MO. SAME PRIZES—SAME DEAL AS KANSAS CITY TO TEAMS THAT QUALIFY Ahead—Don't Wait King Brady—Moon Mullins—Earl Clark Care New Plaza Hotel, St. Louis, Mo.

LAST CALL LAST CALL
DIET DERBY SHOW
JOLIET, ILLINOIS, OPENS FRIDAY, JULY 19
Following with immediate start: Pee Wee Collins, Pauline Berg, Clyde Hamdy, Angie Ryan, Linda Marshall, Neen Calhoun, Leon Thayer, Mickey Thayer, Eddie Thompson, Service Pitt, Stan West, Margie B. Jay, Joe M. Jay, Gene West, Betty Lee, Doris Martin, Jean Hobaugh, "Tony" Eddie Meale, Betty G. With, Ruth Corvett, Joe Van Rans, Ralph Finney, B. F. Binks, Maxine Lamb, Joe Miller, Curtis Wears, Jerry (Fifty) Broome, Betty Margaret Haber, Jack Dyer, Jane Larson, Jane Larson, Jerry's Richard, Gus Wilber, Viola Conroy and all other known act. Entries close July 20th. Beautiful 600 capacity location. Spans guaranteed up to \$1750.00 cash prize. Show 100% finished. Transportation to those qualifying. No one accepted until notified. Address by mail only HAL BROWN or KING BRADY, Lincoln Hotel, Joliet, Illinois.

ALLEN—Melvin (Red), 39, Milwaukee commercial artist and husband of Gail Parker, night club dancer, drowned in Lake Michigan July 6.

BARTI—George, 71, until his retirement five years ago a member of Milwaukee bands for 44 years, July 6 at his home in Green Bay, Wis. Barti was an honorary member of the Musicians' Union and following the organization of Milwaukee Local No. 205 in 1903 he was named its first president. Survived by his widow, three daughters and a sister.

BATES—Granville, 68, character actor of stage and screen, suddenly at the Hollywood Hospital, Hollywood, July 9. His death was on the eve of the biggest screen role of his career. He was to have started work in Frank Capra's new production, *Meet John Doe*. Born in Chicago, his first stage appearance was with James K. Hackett in *Wells of Jericho*. He interrupted his stage career for a few months to appear in several silent pictures at the Embassy Studio, Chicago. His first role in Hollywood was in Paramount's *The Smiling Lieutenant*. He married Josephine Weller in 1930. Survived by his widow. Funeral in Hollywood and burial in Chicago.

BENEDICTI—Eduardo, 53, for many years one of the internationally known violin-playing acrobatic duo, the Benedetti Brothers, at Wrayburn, Buckinghamshire, England, June 17. He worked singly and with his daughters, Jean and Dolina, following the death of his former partner. For several numbers he was featured clown at Skagness Winter Gardens Circus.

BERNARD—Harry (Max), 42, West Coast showman and former manager of Crafts World's Fair Shows, instantly in an auto accident June 29 on a highway near Santa Rosa, Calif.

CLAPTS—Fred H., 91, father of Orville H. Crafts, owner-operator of Crafts Enterprises, at his home in Hollywood, Calif., July 4. A Civil War and Spanish-American War veteran, he was well known to West Coast showfolk, altho never active in outdoor show business. Burial in Forest Lawn Memorial Cemetery, Glendale, Calif., July 4.

CONWAY—Michael P., in Hartford, Conn., July 5 after a short illness. He was one of the first presidents of the American National Association of Dancing Masters. Survived by two daughters and one son.

CULVERHOUSE—Thomas D., theatrical auditor, July 8 at 35th Avenue Hospital, New York City. He was auditor for Dwight Deere Wiman, theatrical producer, for the past 12 years. Previous to that he was chief accountant for Comstock & Co., theatrical managers, and handled the personal accounts of many theatrical personalities.

DELLMORF—Toddlie, 36, son of Deacon and Lizzie Dellmorf, formerly of the Oakhill-Mundy Shows, July 3 in Erie, Pa. Burial from his parents' residence in that city.

DOUST—Billy, 68, tenor singer, in a London hospital June 15. Doust went to London from the United States to join the Colham comedy vocal team. Later he joined the Tally-Ho Trio, and when this combination split after 11 years he went into vaudeville as a comedian, working for Harry Burns and Tom Arnold, and in pantomime with Florie Purdy, before retiring some years ago. Survived by his widow.

EDINGER—Ralph G. (Cuey), 57, at St. Joseph's Hospital, Denver, July 2 following a heart attack. Born in Philadelphia, he formerly sang with the Metropolitan Opera Co., and was with the Orpheum Circuit before going to Denver 23 years ago. Edinger operated several theaters on Larimer street in Denver and for three years was manager of a theater in Pueblo, Colo. Surviving are his widow, three brothers and two sisters.

GERBERICH—Lynn S., 91, organizer and director of the first symphony orchestra in Iowa, June 28 in Des Moines. He leaves a daughter and son.

GOLDREYER—Boris, 50, former theatrical press agent and brother of Michael Goldreyer, legit press agent, of a heart attack July 17 at the New York Hospital, New York, after a brief illness. At the time of his death Goldreyer was an advertising executive with The New York Post. During his association with the Broadway theater he was press agent for many years for the old Hippodrome, Colonial and Brighton (at Brighton Beach). In 1920 he became amusement advertising manager on The New York Herald Tribune. Seven years ago he joined The Post as manager of its amusement, hotel and restaurant advertising. He leaves a wife, Mrs. Antoinette Goldreyer; two sons, Lawrence and Bert, and

two daughters, Irene and Bertha Ann. Burial at Mount Hebron Cemetery, Queens, N. Y.

HANSON—Ole, 68, famous war-time mayor of Seattle, Wash., and strike-buster, who of recent years became an ice-skating rink tycoon of California, in Los Angeles recently of heart trouble. Survived by his widow and 10 children.

HUMEL—Mrs. Florence, 80, June 9 in London. As Florence Godfrey she was one of the greatest lady circus riders of her day. She began her career at 5 and became noted for her balloon and banner jumping.

KELLEY—Earl (Spot), 50, well-known West Coast showman and concessioner, in a Santa Rosa, Calif., hospital June 30 from injuries sustained the night before in an auto accident when the car in which he was riding was struck by a truck on a highway near Santa Rosa. Kelley was a member of the Pacific Coast Showmen's Association. Burial in Eastlawn Cemetery, Sacramento, Calif., July 3. His widow, Ettes, survives.

KELLY—William J., 39, of Lawrence, Mass., in Springfield July 11 after a brief illness. Kelly was the manager of Warner Bros. Theater in Lawrence. When a boy he was noted as an exceptionally fine tenor. He gave many concerts in New England. He was appointed manager of Warner Bros. Theater at Everett, Mass., in 1930 and left there for Lawrence three years ago. Besides his wife, a son and a daughter, Kelly leaves a sister. Funeral at Holy Name Church, Springfield, July 13, with interment in St. Michael's Cemetery there.

KELLY—Frank A., 40, former vaudeville actor, was killed instantly July 6 when his automobile collided with a freight train in Wilmington, Del. His wife, who was with him, was also killed in the accident. A son survives.

LYONS—Charles, 58, legit box-office treasurer, July 8 in New York from a stroke. He was connected with the Helasco and WPA theaters.

MCCARTNEY—Dr. Joseph Clyde, 80, brother of Elizabeth McCartney de Castel, a former prominent singer from Brazil, suddenly July 5 while on board the S. S. Brazil.

MCCLORE—Jake, calf roper, July 9 at Lovington, N. M., of injuries received a week earlier when his horse fell with him at his ranch. McClore was a familiar figure at Madison Square Garden, where in 1928 he won the calf-roping championship.

MANSFIELD—Mrs. Beatrice Cameron, 72, widow of Richard Mansfield, actor, and an actress in her own right as Beatrice Cameron, at home in New London, Conn., July 12. She had been living in retirement for the last 20 years. Soon after her marriage to Mansfield in 1892 she withdrew from the stage to become her husband's manager. Since his death in 1907 she limited her theatrical activity and came out of retirement in 1931 only to direct four plays a year and present a Shakespeare reading at Christodora House, New York lower east side settlement house.

MIX—Tim, 54, well-known showman, in Powerville, Mich., July 10 of cerebral hemorrhage while on tour with his troupe playing vaudeville. During his 35 years in show business Mix had appeared with Russell Bros., Parker & Wasta, Cole Bros., and Lewis Bros. circuses, Col. J. B. Row, the Great London Railway Exposition and on Coast-to-Coast radio networks. Known to many as Texas Eddie, Mix had managed the show going under his wife's name, Texas Ann Mix, for 14 years. Survived by his widow, Ann; his father, C. E. Word, Seymour, Tex., and a brother, H. A. Word, Portland, Me. Services from the residence in Dennison, O., July 13, with burial in St. Mary's Cemetery there.

MOORE—Liger W. R., 64, radio operator in Sharon Hill, Pa., July 4 at his home there after an illness of a year. He leaves his wife, two sons, a daughter and two brothers.

NEAL—Lex, 48, writer and gagman for Harold Lloyd and Buster Keaton during the days of silent pictures, in Los Angeles July 4 after a three-day illness. He leaves his wife, Mrs. Eudora Neal.

NEVADA—Marjorie Boma, 81, in a convent at Liverpool, England, June 20. From 1880 in her farewell performance in Berlin in 1910, she was noted as a prima donna. In the United States, her native land, she sang alternately with Misses Pariti, and in England sang twice before Queen Victoria at Osborne and at Buckingham Palace. After retirement she made Eng-

land her home.

PARSONS—Bert L., booking agent, of Glen Elyan, Ill., July 9 in Chicago of a heart attack. Survived by his widow and two children.

PHILLIPS—Howard, 44, for 12 years a member of the maintenance department of Coney Island, Inc., Cincinnati, in that city July 8. Survived by five children. Interment in Salem, O. Cemetery.

POWER—James W., 73, veteran stage writer and dramatic critic, from heart disease in Halifax, N. S., recently.

PRATT—George E., 81, former theater operator, June 18 in the office of the State Theater, Washington, Ia. He leaves three sons and a daughter.

QUINLAN—Daniel J., 77, actor and noted interlocutor of professional minstrel shows, in Elmira Hospital, Elmira, N. Y., July 12 following an operation. Quinlan, who played with McIntyre and Heath, the Al G. Field Minstrels and his own company of Quinlan and Wall, returned in 1932.

RALE—Michael W. (Irisle was family name), 73, actor, July 8 at the Actors' Fund Home, Englewood, N. J. He appeared with Barrow Bros. Minstrels and later in *Office 666, The Gentleman From Mississippi, Ardren Hinda and Good Earth*. He leaves three sisters and one brother.

ROWE—Fred L., in Bridgeport, Conn., July 6 after an illness of several months. He was sales director of Station WICC, Bridgeport, for many years. Survived by his widow, a daughter, his mother and three brothers.

SCHAFER—Helen M., for 12 years until last August a secretary at the Keith Ohio Corp., Cleveland, July 3 at the home of her mother, Mrs. Mary Stein, in Sandusky, O. Besides her mother, survivors include a brother and two half sisters. Funeral July 6 from the residence and burial in Sandusky.

STAAL—George F., 71, former rough rider in the Buffalo Bill Wild West, July 5 in Milwaukee. Before his retirement in 1923 he served as city engineer in that city. Survived by his widow.

TOVEY—Sir Donald Francis, 65, who had been Field Professor of Music at Edinburgh University since 1914, in Edinburgh, Scotland, July 10. He early earned a high reputation as a musical theorist, writer and executant. Before he was 10 years old he wrote a sonata for the piano. In addition to his work as a great teacher he worked zealously for the establishment on a sound basis of a permanent orchestra in Edinburgh, which found its expression in the famous Reid Orchestra. He visited the United States for a series of concerts in 1928. He was knighted in 1935 by King George V. He wrote the opera *The Bride of Dionysus* and many concertos.

TUSHINSKY—Jacques, 28, second violinist with Arturo Toscanini's NBC Symphony Orchestra, July 10 in Rio de Janeiro of injuries received in an auto accident. Deceased, whose home was in Flushing, N. Y., leaves his wife and two sons. Body is being shipped to New York.

VON ZAKOBEL—Richard, manager of the Roxy Theater, Milwaukee, July 8 at his home in that city. Survived by his widow, three brothers and two sisters.

WALL—Mrs. W. P., mother of Ruth R. Williams, of the P. H. Ree Shows, and Mrs. A. Bradley, of the Rogers Shows, in Metter, Ga., recently. Another daughter, Mrs. Madge Woodward, of Metter, survives.

WASHINGTON—W. M., 71, husband of Estelle Hanyan and father of Hanyan, "King of the Ice," at Buffalo General Hospital July 3 after an illness of a year. Interment in Elmira Cemetery, Buffalo.

WEIDENTHAL—Henry J., 70, veteran newspaper man, at his home in Cleveland. He was well known to the theatrical profession as well as the outdoor world. Burial in Cleveland July 11.

Marriages

ALDRICH-LAWRENCE—Richard S. Aldrich, theatrical producer, and Gertrude Lawrence, actress, July 4 in Dennis, Mass.

AMMON-FORD—Earl Ammon, lion trainer, and Jynie Ford, Casino performer on World of Mirils Show, secretly in Plainsfield, N. J., June 29.

BARKOW-OREACY—Arthur Barkow, stage manager of Billy Rose's Aquacade, and Evelyn Oreacy, dancer from Fort Worth, Tex., in San Francisco July 9.

BOARDMAN-ALEXandrova—Reginald Boardman, accompanist, and Bascha Alexandrova, soprano and ballet dancer, June 18 in New Hampshire.

BOURNEUF-REID—Philip Bourneuf and Frances Reid, members of the resident company playing at the New England Playhouse, Ridgfield, Conn., at the Little Church Around the Corner, New York City, June 27.

BURGIN-POSSILT—Richard Burgin, assistant conductor of the Boston Symphony Orchestra, and Ruth Possilt, violinist, July 2 at West Stockbridge, Mass.

CARL-KENNY—George Carl and Arlene Kenitz, both members of the Six Cresopians, acrobats, in Chicago July 8.

CATHER-DEANE—Corday Cather, doctor, and Judy Deane, KOO-KPO radio personality, in Carson City, Nev., June 30.

CRIDER-NALL—Wick Crider, publicity head of J. Walter Thompson, and Frances Nalle, nonpro, June 30 at the Little Church Around the Corner, New York.

DIETZ-JACCARD—W. F. Dietz, advertising salesman for Stations KPAB-KPOB, and Mrs. Eleanor H. Jaccard, nonpro, June 29 in Kansas City, Mo.

ENGLISH-HOWARD—Ralph English, acrobat, and Ellen "Penther" Howard, dancer, recently at Elton, Md.

FILATTO-SMITH—Isaac T. Filatto, lawyer, and Mrs. Clair Staley Smith, former Chicago opera singer, June 29 at Crystal Bay, Nev. Mrs. Smith inherited the \$6,000,000 Arbuckle coffee fortune from her third husband, William E. Smith, and Filatto was her attorney in litigation over the estate.

HARR-WHITE—Harry F. Harr, operator of the Skok Club, Philadelphia, and Billie White, nonpro, secretly in Albany, Ga., it was revealed July 2 in Philadelphia.

HUNT-LANDIS—Willis Hunt Jr., yacht broker, and Carole Landis, movie actress, July 4 in Las Vegas, N. M.

KAUDY-BASSERMAN—Robert McAllister Kaudy, nonpro, and Mrs. Maude Hill Basserma, formerly press agent for the Federal Theater Project at the Park Theater, Bridgeport, Conn., and for the Mark Luscheer Theatrical Enterprises in New York City, in New York July 6.

MINTZ-SOLAB—J. Leonard Mintz, sales accessories head at the 30th Century-Fox film exchange in Philadelphia, and Thelma Solar, nonpro, in Philadelphia June 30.

RICHIE-WEAVER—Frank Richie, general agent for Capt. Frank Cushing's Death's Holiday Thrill Circus, and Amy Weaver, nonpro, recently in Annapolis, Md.

ROTHWELL-BARCLAY—John Aler Rothwell, nonpro, and Laverne Barclay, vocalist with GURD, Regina, in Regina, Sask., June 29.

SULLIVAN-MAEDER—Jack Sullivan, diver at Billy Rose's Aquacade, and Helen Maeder, swimmer at the Aquacade, July 7 at the R. C. Church of the Precious Blood, Jamaica, L. I.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, July 13.—Life show played to over 300 more people this Fourth than last. George Haley gave a Smithfield ham dinner to a number of fair officials and also present were Fred Sandusky and wife, Eddie Brown and Kay Maxwell. All shows had a capacity day on July 4, many beating the 1932 record. Miantz Aquaplanes, carrying passengers from the east seaway, do a fine business and have carried many thousands without an accident in the two years of the fair. Boy Scout Day drew 20,000 of them. Harry Ostrom, Dallas, made his second trip to the fair. General Motors Day on July 27 is being anticipated as the next big day. Fred Sandusky and Eddie Brown visited the *Play & Burk Shows* in Oakland. Charlie Duffield, producer of the fireworks here, who was on the air the other night, Coast-to-Coast, recounting experiences while putting on displays throughout the country, made a hit as a story teller. Not reckoning on the power of the trade winds, the Four Janssens, free act, did not put down enough stakes to hold their rigging, so the wind took F. Loss to the Janssens about 11,000. Jack Yerke, publicist, seen frequently on the Gayway, was connected with the expo in San Diego.

Rooster of the Ripley Believe-It-or-Not Show; Marvella, fingerless piano player; Clarence Thorpe, cartoonist; Albert Hayes, anatomical wonder; A. F. Davidson, Great Carvato; Zetta Lambert.

(See GLEANINGS on opposite page)

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29



Earnings Are \$696,118 for First 58 Days

NEW YORK, July 13.—The 1940 New York World's Fair is making money. Harvey D. Gibson, chairman of the board of directors, painted a pretty financial picture for the boys Tuesday when his report showed that net earnings for the World's Fair Corp. were \$696,118 for the first 58 days. A 5 per cent payment on debentures, the first this year, is likely early next month.

Discussing the report, Mr. Gibson conceded that many of the bondholders controlling 80 per cent of the total stock had recognized for some time that they would not receive full return on their investments and had written them off their books. This group, he said, was composed largely of major exhibitors "who were happy in their experience with the World's Fair." Most of the bondholders have regarded the interest payments as payments on the principal. While the issue was authorized up to \$50,000,000, the treasurer's report for the fiscal year ended December 27 showed that bonds sold totaled \$26,892,800. Mr. Gibson said \$24,042,200 was now outstanding. It was indicated that the financial problem was straightened out and that sufficient profits were being realized to pay operating costs. At no time since closing day last year has it been necessary to borrow money.

Operating costs for the first 54 days this year were reported \$900,460 less than the same period in 1939. This was made possible by a reduction of \$574,940 in pay roll and \$271,520 in other expenses. In this period operating costs averaged \$16.75 a day less than a year ago and the new budget, which began July 4, calls for a further daily decrease of \$471. During the first half of the 1939 season, the fair spent \$48,000 a day for operations of all kinds. Mr. Gibson emphasized that no further cutting in Fair personnel is contemplated.

Check-up on attendance showed that it was "improbable" that it would reach 9,000,000. This was computed on the basis of the 96,081 average paid admissions daily, which sets attendance for the 170 days at 16,335,770. If good weather prevails, this total might reach 20,000,000.

Operating profits include income from all Fair corporation enterprises, including gate receipts, American Jubilee, the Fairphere, Town of Tomorrow and a percentage from restaurants and concessions and rentals. Most of the Fair enterprises are operating "in the black," Mr. Gibson said.

On the Flushing Front

By SAM ABBOTT

NEW YORK, July 13.—The Barkers' Ball held Tuesday night at Dancing Campus was a big success. This was the first time the boys in the amusement business ever got together for such an affair and it showed just how successful a thing can be when everyone lends co-operation. The show was bang up and, bit to coin a phrase, a good time was had by all. At 50 cents a throw the event showed a net profit of \$1,017.58, which included \$120 from donations.

Those who took bows at this memorable event included George P. Smith Jr., co-director of the midway; the 15-ton (Streets of Paris) Sisters, Morris (Midget Village) Great Frank (Odditorium) Zambrano, Gypsy Rose (Streets of Paris) Lee. Talkers and managers who shared emcee honors were Nate Eagle and Gus Cline of Gay New Orleans; Whitey Woods, Midget Village; Robert (Red)

Paid Attendance (Ninth Week)

| | |
|--|----------------|
| Saturday, July 6..... | 155,596 |
| Sunday, July 7..... | 132,871 |
| Monday, July 8..... | 69,007 |
| Tuesday, July 9..... | 70,374 |
| Wednesday, July 10..... | 87,491 |
| Thursday, July 11..... | 49,253 |
| Friday, July 12..... | 23,290 |
| Total..... | 582,486 |
| Previously reported..... | 5,314,185 |
| Grand total, first 9 weeks... 5,896,669 | |
| First 9 weeks, 1939..... | 7,748,247 |
| 1940 Decrease..... 1,851,578 | |
| *Daily average..... | 63,597 |

Marcus, chairman; Joe Rogers, Rensselaer, treasurer; Bert Wilson, hot, and cold; Joey Pays, Streets of Paris; Jack Kennel, Mendy Kaye, I. B. McCoy, Zorina and Jimmie Hurd, Palace of Wonders. Nate Eagle auctioned off a watch donated by Ben Rubin, of the New Orleans Restaurant, Jack A. B. Tavlin, of Aquacade and Jubilee, was the high bidder. Show line-up included Mark Plant, Harry Mochan, Carrie Finnell, Kay Parsons, Eddie Furrin; the Skyliners, singers; Nelson's Boxing Cats; Esther Howard, midget, and the Hahn Family.

A birthday party for Elaine Dittich, secretary to George Smith, was held at Washington Hall Wednesday. Among those attending were George Smith, Bill Fisher and Joe Walsh. Treasury department had its own party at the Rensselaer. Cliff Wilson is proud of the 22 baby boys that recently arrived at his monster show. Joe Walsh, account executive of the amusement department, leaves the fair next week. Mike Durack, protégé of Arthur Hoffman, is doing a smooth job as talker for the Glass Blowers, as is E. A. DuRay, of the Whale Show. Standard Brands may subsidize some fireworks productions. Michael Todd reported recuperating following an operation at Polyclinic Hospital. He'll be there for about 10 days.

Joe Upchurch, who replaced Nick Holde as general manager of American Jubilee, has been in charge of front bally since it opened and he was the promoter back of Typical American Families. Visitor to Fair was Sam Wagner, popular Coney Island concessioner. He visited the Aquacade and said it was one of the best shows he has ever seen. W. E. (China Red) Delorey is working at the Wall of Death. Dr. Harlan Tarbell, magician, demonstrated his powers at the New York City Plaza against a musical background supplied by Capt. Eugene LaBarre and his World's Fair Band.

Wedding bells rang out at Winter Wonderland for Pamela Prior, who headed All-Star Ice Revue. She met the groom, Kenneth Shuham, in Chicago in February during her first professional appearance in this country. Genevieve Trojan, who also skates an acrobatic pair specialty with Stanley Skidmore, takes Mrs. Shuham's place. Miss Trojan in her solo executes some of the fastest spins on record. Other news from this spot is that Betty and Bill Wade have also come out with solos. Both are taking care of the interpretive side of the show. May Judels, who directed the ice ballet, is now featured in the rumba group with a short specialty all by herself.

Strange and Wonderful is the tentative title of Billy Rose's autobiography that Harper's plans to bring out in the spring of 1941. Work will be composed in collaboration with Stanley Walker, former New York City editor and author. Rose has promised to tell all.

More Spending Sees Renewals By Main Specs

SAN FRANCISCO, July 13.—Exposition officials have announced that concessioners are taking up options to operate beyond the first 12-week bookings and that per capita expenditures have been higher than pre-opening estimates. Totals indicate per capita spending of \$2.50, exclusive of the front gate, bridge tolls and ferry fares. Per capita expenditure last year was about \$1.75, and attendance over 400,000 less.

The bigger specs have already taken up options to renew the 12-week theatrical contracts. Follies Bergere was budgeted to do well at \$3,000 a week and has been clicking off more than that regularly. Bill Rose Aquacade, with 332,000 attendance, has written off production and stage costs and from here on the gate, less operating expenses, will be clear profit to Rose and the expo, which shares the New York producer's gains.

Follies Bergere is second to Aquacade with 198,933 attendance; Cavalcade, 183,917; Palace of Fine Arts, 93,250; Sacco's Puppets, 93,645; and Ice Follies, 61,439. Puppets have shown an increase every week and since Art McChrystal and Eddie Saunders hired Jean Devlin to reshape the ice show it is twice as snappy.

Seek More Night Play Independence holidays brought 290,574 visitors, including the 2,000,000th customer, who arrived on Sunday.

Despite all this reflected optimism on the part of the expo's bizwigs, midway operators are trying to figure out a plan for drawing more after-dark customers. A petition to lower the admission price to two bits after 7 p.m. has brought no action.

Leo Elmer, who closed his Midget Village this week, because it could not make the \$1,200 nut, is indefinite about reopening. A few other attractions are reported to be about to do enfold. Hollywood's Stage B is said to be a bit shaky. Benny Rogers reports biz better at World a Million Years Ago since the gate was dropped from two bits to a dime. Pantheon de la Guerre, mural of the World War, is not getting the play that was expected.

J. Eddie Brown has arranged for another Kids' Day on July 24. Mr. and Mrs. Walter K. Sibey observed their forty-seventh wedding anniversary on Tuesday. Ray Maxwell, Eddie Brown and several other close friends were their guests at dinner on the Island. Fred Sanborn, xylophone comedian, of last year's Follies Bergere, may come back for the second phase of this summer's show. It's in the discussion stage now.

Expo Begins Paying Off Underwriting Concessioners

SAN FRANCISCO, July 13.—Exposition this week paid off part of the \$125,000 underwritten for the 1940 opening by concessioners. Payment amounting to \$31,250, is to be followed by a similar payment in 30 days. Balance, \$82,500, is to be met if the expo earns it. The concessioners have first lien on the fair's profits. The concessioners' fund was part of a pool of \$1,600,000 held in escrow for meeting costs of this year's opening.

Midget Equines Poisoned?

SAN FRANCISCO, July 13.—Two midget horses of the Little Horses of the Grand Canyon show died under mysterious circumstances on Monday. Owners Julian Harvey and Sidney Broad said an autopsy showed deaths were due to poisoning. Veterinarians said the horses' lips were curiously discolored. Third horse is carrying on the show.

Paid Attendance

| | |
|--|-----------|
| Friday, July 5..... | 44,745 |
| Saturday, July 6..... | 86,027 |
| Sunday, July 7..... | 50,491 |
| Monday, July 8..... | 25,513 |
| Tuesday, July 9..... | 32,918 |
| Wednesday, July 10..... | 34,833 |
| Seventh week total..... 263,497 | |
| Previously reported..... | 1,906,182 |
| Grand total, first 47 days... 2,169,685 | |
| First 47 days, 1939..... | 1,804,630 |
| 1940 increase..... 365,055 | |

Gleanings

(Continued from opposite page)
glass eater; Edna Price, swords and moon; Lavardo, torture board; W. H. Johnson, leopard-skin man; Sailor Jim White strong man; Harroun Nelson, tattooed man and weight lifter; Walter Trickley, novelty musical act; Dallas McLean, emcee man band; Clarence and Blanche Rivers, liquid air; Fritz Landes, Ladies' Bird; Paul McWilliams, Big-Mouth Paul; Ernest Falconer, 16 toes and 12 fingers; Doc Mayfield, fireproof man, Talker; Richard Ward, Jack Lowrey, Bob Minkler, Dick Deary, Jack Ford, Utility, George Collignon, Ray Haamussen; attendants, Jeff DeAngeli, Harold Thompson, Don Alexander, Carl Esas, Russell French, Don Meier, George Coleman, Bill Lister, Stanley Allen, Preston Erickson, Marion Johnson, Max Hackett; maintenance, Johnnie Tweedie, Raymond Jett; first aid, Doc Bybee; front office, Mack Bybee, Fred Davis. Night of July 9 marked the last performance of the Singer Midgets on Treasure Island. Board of Trade, sponsoring the show for creditors, finally threw in the sponge. Every expedient was used to put this show over, but even with financial help from the exposition, enough money could not be accumulated to make ends meet. A number of poor-location attractions are angling for the Singer spot, about the best show location on the Gateway. Ted Roosevelt, who had charge of all ticket sales for the expo, said that, as far as sales are concerned, his work is done. Now holding down a desk in the ad building on the Island, he said, ticket-sale gross was well over \$600,000, all paid in. Sid Wolfe contemplates changing his Swiss Village location into a big hoop-la game. Village never clicked. The general Gateway lighting and decorating scheme is being carried out in the new diagonal roadway leading directly to the Cyclone Coaster, which should profit from the improvement. Harry Michaelson, former manager of Terrell Jacoby's Jungleland, was seen on the Gateway after two weeks in Los Angeles. Foley & Burk Shows may place a glass house on the Gateway. Most consistent game is the Andy Hynes Monkey Speedway. Fountain of Youth show, since reducing from 25 to 10 cents has tried receipts, much to the delight of Don Nicholson. Word here is that as soon as the new president is installed in Mexico, work will be started reorganizing the directorate of the proposed exposition. Much preliminary work has been done. Hollywood Stage Nine show has been reorganized and the nut clipped. Herrick-Herrick, who promoted and produced the show, has been bought out by two prominent San Francisco financiers who have placed Bob Ellis in charge. With the nut down to about \$2,500 weekly, it is reasonably certain the company will make money. Marian March, who was co-starred with Neil Hamilton, has been replaced by Dornie McKay. Schleppey-man, comedian, has been replaced by George Grandy, who wrote the music for the production. Lorine Baker is emcee. Duke Kennedy is one of the prominent members of the company, with the Killgore Troupe, featuring Phyllis, dancer. Front is being handled by Jack Fannell and Bill Arndt. Benny Rogers, who has been managing the Lost World show, has resigned and will take a vacation.

LAST HALF OUTLOOK BRIGHT

Biz on Increase At Halfway Mark

Traveling organizations register good results over July 4 week

CINCINNATI, July 13.—Early indications that the final half of the 1940 season would prove lucrative for carnivals and outdoor showdom in general were strengthened by the volume of business registered by almost all traveling organizations during Fourth of July week.

Decided upswing in attendance and business for the shows at the beginning of the halfway mark lent credence to outdoor showdom's early-season belief that business would continue to a seasonal climax that would top that of last year, despite a weak beginning for almost all shows this season.

Carnival men are firm in the belief that if given a break in weather for the remainder of the distance the majority of shows will wind up the current tour on the right side. They base their predictions on the fact that although shows were handicapped early in the season by extremely unfavorable weather, spending during the operating periods was on an even plane with last year and, in some instances, much better than in 1939.

Marks Chalks Win At Hamilton Stand

HAMILTON, O., July 13.—With July 4 attracting some 11,000 paid gate admissions from noon until midnight, John H. Marks Shows wound up their stand under Midsummer Festival and Butler County Fair Association auspices last Saturday to good results. Holiday business was one of the best of the season so far for the organization and, with midway filled to capacity at night, all attractions obtained heavy play. Shows were said to be the first to appear here, outside of fairs, in seven years. General Agent C. W. Cracraft was given credit for opening the town.

Saturday drew light matinee crowds, but fair business prevailed at night. The Hamilton Evening Journal, usually hostile to tent shows, was cordial in its attitude to the Marks Shows and was liberal with space. A long run of 203 miles from Morgantown, W. Va., over the mountains by train and truck brought shows in here at noon Sunday and all was ready Monday night, but formal opening was scheduled for Tuesday night. Truck fleet, in charge of Master Mechanic Jimmy Zabrutka, made the run in record time. Show train is in charge of Al Palmer, who also is front gate ticket seller. Designer and Builder Bert Miller is working on two (See MARKS IN OHIO on page 67)

Endy Registers Big Business in Lowell

LOWELL, Mass., July 13.—Despite frequent rain squalls, Endy Bros.' Shows turned in one of their best still-date grosses of the season at an eight-day stand here under auspices of American Legion Post auspices. Located at City Commons, organization wound up the engagement on July 8. After a six-month promotion under direction of Ed (See Lowell Big for Endy opposite page)

Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Hillboard each month. The next installment will appear in the issue dated July 27, under the title of "Validity of Salary Payments."



NINE-ROOM SOUTHERN MANSION on 80-acre tract near Hot Springs, Ark., which Showmen's Home committee of the Showmen's League of America proposes to purchase as a home for showmen.

Warren, Pa., Date Gives Jones Expo Solid Holiday Biz

WARREN, Pa., July 13.—Altho this city boasts a population of only 10,000, Johnny J. Jones Exposition registered one of its best and most profitable engagements during the local annual July 4th Celebration. Despite big parades downtown, firemen and band events on a lot some 10 blocks from the showgrounds and a \$500 fireworks display away from the lot at night for opposition, midway was jammed with spenders from noon until 1:30 a.m. on the holiday. Perfect weather prevailed on the big (See Jones Holiday Biz opposite page)

Texas Expo Garner Good Draw at Hammond

HAMMOND, Ind., July 13.—Playing Fourth of July week here under American Legion Post auspices, Texas Exposition Shows rung up one of their best stands since shows opened when attendance for the week totaled 25,000. Public Wedding, with local girls acting as bridesmaids, drew a capacity crowd. All shows, rides and concessions reported excellent business on the week. Local stand was the first one in which shows were not hampered by rain. Station WWAV co-operated, carrying remote and studio programs thruout the stand. Flying Letters, free attraction, clicked.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Break, VI.
Week ended July 13, 1940.

Dear Mixer:

Here is a town that is open to any carnival, providing the show plays under auspices. Upon Agent Lem Trucklow's arrival, the mayor told him that as far as the passes were concerned in the city hall the show was welcome, but that it was an impossibility for him or the city council to change the laws of the city. He did suggest that Trucklow go ahead with his booking and make all arrangements necessary for the show's appearance here and to gamble on getting a committee before its arrival.

The three sections of our train arrived early on Sunday and by dusk every attraction was in place and ready for opening. The billing read, "Sponsored by an auspices that is still pending." Until three hours before opening time we were still unsponsored and the midway appeared doomed to stay dark for the night. The show's personnel, realizing that unless the show opened their cat-

Sparks Shows Beat Previous Marks at Wayland, Ky., Cele.

WAYLAND, Ky., July 13.—J. F. Sparks Shows' engagement at American Legion Post's July 4th Celebration at the local ball park gave organization one of its best stands of the year so far and surpassed business chalked up here in previous years by the shows, reports Ray Allen. Event which ended last Sunday (See SPARKS IN KY, opposite page)

Belle Fourche Celebration Is Winner for Alamo Expo.

BELLE FOURCHE, S. D., July 13.—Annual Black Hills Celebration here, July 3-4, resulted in good business for Jack Ruback's Alamo Exposition Shows, reports Larry Mullins. Attendance totaled 30,000. Benny Hyman accomplished what seemed the impossible when he (See BELLE FOURCHE opposite page)

Weer Scores at Saranac

SARANAC, Mich., July 13.—Weer Shows, aided by good weather, played to an estimated 7,000 daily gate at today July 4 Celebration here under American Legion Post auspices, reports Gideon H. Diamond, Legion committee chairman. Located in the downtown sector, shows and rides did capacity business.

Loss of Carnival Revenue Blow to Del. Fire Fighters

WILMINGTON, Del., July 13.—Denied their best revenue source, carnivals, the 47 volunteer fire companies of the State, some facing extreme financial stress, intend to bring full pressure of their 4,000 membership "into away before the next Legislature is elected," John W. Moore. (Firemen Lose Revenue opposite page)

Wilson Switches to Sheesley

JACKSON, Mich., July 13.—Harry E. Wilson, well known in outdoor show circles, said here this week that he had resigned as assistant manager of Family's All-American Shows to become promotion director for Mighty Sheesley Midway. He begins his new duties immediately. (See BALLYHOO on page 67)

RAS Calgary Bow Up 33%

Good weather at Brandon Exhibition hikes take 11 per cent over '39

CALGARY, Alta., July 13.—With Calgary Exhibition and Stampede here, July 8-13, breaking all opening-day attendance records, Royal American Show midway chalked a 33 per cent increase in business over last year's figures and all shows, rides and concessions reported good results from noon until midnight. Stampede officials said that the 42,773 attendance figure represented the greatest first-day crowd in the 55-year-old history of the exhibition. Total revealed an increase of 3,330 over the 39,419 figure set last year and which at that time was a new record for a 10-year period.

Furnishing the midway at Provincial Exhibition of Manitoba, Brandon, July (See RAS IN CALGARY on page 61)

League Governors Recommend Buying Hot Springs Home

CHICAGO, July 13.—Showmen's League of America came a step nearer realization of its Showmen's Home plan on Tuesday when, at a special meeting of the board of governors, a resolution was adopted recommending to the Home Fund that the proposed site near Hot Springs, Ark., be purchased. The matter is now in the hands of the trustees, who are empowered to take whatever action they may regard as best.

Site chosen consists of 80 acres, partly wooded, seven miles from Hot Springs on a main highway. On it there are a nine-room house, large barn and other buildings, and a water supply from three large springs. A part of the tract consists of rich loam soil that could be cultivated. Across the highway is a beautiful lake. Gas is available by tapping a (See HOT SPRINGS HOME on page 61)

N. Y. Expo Members Urge Postponement of SLA Home Plan

NEW YORK, July 13.—Showmen's League of America members attached to the World's Fair wired the league offices in Chicago on Monday protesting immediate action on the proposed home for trouper, a subject which was scheduled for discussion at a special meeting called for Tuesday.

SLA President Frank J. DuMeld, expo fireworks director, was the only member here who found it possible to attend the (See SLA HOME PLAN on opposite page)

Large Crowds Out For Bantly Stand At Springfield, O.

SPRINGFIELD, O., July 13.—Attracted some 25,000 patrons thru the gates, 4,700 of whom were on hand July 4, Bantly's All-American Shows' local holiday week stand, under independent Association auspices, gave the organization one of the best engagements of the season so far, reports Harry E. Wilson. Located at Fagles' Field after a two-week build-up, shows, gals and concessions did exceptionally well despite cool nights. Hide business, however, fell below par.

Committee, under Vernon Steele, president; Mr. Cower, vice-president, and Secretary E. Webster, co-operated. Electric raffle giveaway Monday night drew over 8,000, while Tuesday's Bathing Beauty Contest attracted 2,800. Wednesday's Baby giveaway drew 3,100. Friday's

Public Wedding chalked 3,600, while Saturday's attendance totaled 2,900. Committee reported week was the largest since 1936. Jimmy Armstrong, of Rogers Hollywood Midgets, left for North Dakota, where his grandmother is seriously ill. Rex Lee, special agent, continues to do a good job. Claude R. Ellis, carnival editor of *The Billboard*, and Mrs. Ellis visited, as did Doc Wadell, Mrs. Dietz and Mr. Deacon. Carlson Sisters are holding their own with shows. Frank Petta now is with a newspaper in Indiana. Jack Murray also visited here.

SLA HOME PLAN

(Continued from opposite page) meeting. The wire read: "The undersigned members of the Board of Governors (or Home Committee or both) wish to express the unanimous opinion that all matters in business pertaining to the special meeting called for July 9, regarding the League home, be deferred and tabled until on or about December 1, when the majority of the Board of Governors will be in Chicago. At that time more data can be presented on past performance of such homes built by other organizations. The members, at that time, can express their opinion, which might guide us more clearly in this huge undertaking and responsibility that the Showmen's League of America will bear for all time."

It was signed by Harry H. Hargrave, Joe Rogers, Lew Dufour, T. W. Kelley, J. Gilbert Noon, Johnny J. Kline, A. L. Rosman, Murray Goldberg, Cliff Wilson and Frank D. Shean.

FIREMEN LOSE REVENUE

(Continued from opposite page) Vice-president of the State association, announced on Tuesday.

Strict enforcement of laws against wheels and bingo games compelled most of the companies to cancel plans for carnivals this year, Moore stated. What few did operate barely made expenses, he added.

Explaining the association has "no intention of becoming a State-wide political organization," Moore said that the association intends to "be sure that every candidate for the Legislature is fully acquainted with the work the volunteer fire companies are doing."

At present the Legislature appropriates to each company \$500 annually. "And we had a hard time getting that," Moore said. In New Castle County each company gets an additional \$750 annually from Levy Court, while those companies operating ambulance service receive an additional \$250. "This is \$1,500 at the most, an amount that barely meets expenses," Moore declared. "Just how much will be asked for each company has not yet been determined, but when we make our request it will be reasonable and every member of the Legislature will, thru our 'educational campaign,' know that we are worth it."

JONES HOLIDAY BIZ

(Continued from opposite page) day, altho cool weather held away the first part of the week. Saturday the lot again was packed to capacity and all attractions chalked another big children's matinee and night play. Warren gave show its best July 4th engagement since the 1936 stand in Springfield, O. Police Retirement Fund Association, sponsor, co-operated.

Show had many visitors during the week and many new people arrived to take up their duties with the show. Russ Ewing came on to assume management of the Plantation Revue. Under the direction of Walter E. Matthis, show band renders downtown concerts daily. Preparing of additional equipment for fairs is well under way.

SPARKS IN KY.

(Continued from opposite page) was aided by good weather and shows obtained good committee co-operation. Saturday night's gross surprised by equalling the all-day holiday gross and encouraged management to remain over for a successful Sunday afternoon and night. Owner-Manager J. P. Sparks went on a two-day trip early in the week to confer with several fair committees. Slim Jones joined with his Eight-in-One Animal Show. Mrs. Jones handles the inside.

Pinky Pepper's Girl Revue joined, bringing Tex Putnam, talker, and Linda Lopez, dancer. Bob Vandier took over the Minstrel Show front, a position he has held two previous seasons. O. E. Bradley added a cane rack to his concessions and brought on Jack Acuff to work his pop-corn stand. Jimmy Adams' Athletic Show and Slim Jones' Animal Show

CETLIN & WILSON SHOWS, Inc.

Week July 22, Delaware State Fair, Harrington, Dela.

Will place legitimate Concessions of all kinds. No Wheels or Cones of Chance. Will place Eating and Drinking Stands of all kinds. Good locations assured.

Greater Flourtown Free Fair, Flourtown, Pa., near Philadelphia, July 31 to August 10 Incl. Ten Days. Last Year 350,000 in the 10 Days. Binghamton, N. Y., To Follow.

Will place legitimate Merchandise Wheels with positive assurance of a big week with merchandising only. Legitimate Game Shows of all description that work for stock. Will place Fat Show and worth-while Game Shows. Can place organized Colored Minstrel Revue Show, West FUN HOUSE.

Long Circuit of A-1 Fairs Ending in November. List Furnished to Interested Persons.

Want experienced Ride Help. George Donahoe, answer. All address this week HAMMONTON, N. J., then as per route.

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Can place shows that set products and measure up to the standard of our Show, with or without outfit. We will furnish wagon for same. Also try Drive Concessions and Grab Joints for the balance of the season. Our Fairs start the week of August 5th at follows: Tri-County Fair, Colorado, N. Y.; Genesee County Fair, Buffalo, N. Y.; Erie County Fair, Hamburg, N. Y.; New York State Fair, Syracuse, N. Y.; Steuben County Fair, Bath, N. Y.; Bloomsburg Fair, Bloomsburg, Pa.; York-Lower State Fair, York Pa.; Bantley, N. C.; Sunier, S. O.; Charleston, S. C.; and Savannah, Ga., with four still dates.

Write to JAMES E. STRATES, care James E. Strates Shows, Inc. Norfolk, N. Y., July 15th to 20th; Rochester, N. Y., July 22nd to Aug. 3rd

topped shows, while Ferris Wheels led rides.


LOWELL BIG FOR ENDY

(Continued from opposite page) ward McMahon, 67th annual event drew an estimated 250,000 for the eight days—a figure said to have topped anything like it among July 4th celebrations in New England.

From opening on Monday night thru Kiddie Matinee, Tuesday, when 12,000 turned out, and a July 4th crowd of 75,000, on to the wind-up on Monday when three cars were given away, there was something going on. On Sunday American Legion Post Drum Corps from various New England cities put on exhibitions. W. J. Tucker did a swell job of laying out the lot on the common.

Capt. Sol Solomon and the Gratonas, presented by McMahon, and the Great Wilno, Bob Eugene Troupe, Frank Delmar's Lions, Wolandi and Flying LeMara, other free attractions, clicked solidly. Capt. James H. Reynolds, committee head, and city and park officials co-operated. Dick's Paramount Shows and Merit Shows provided some rides and attractions in the valley of the common and reported good results. Caterpillar, under direction of Benny Beckwith, topped midway, drawing 8,000 children on kiddies' day. Cleo Hoffman did well with her Casa Manna revue, and Dick Nuffer also turned good houses. Thursday night's jamboree proved a big affair, with all showmen on the grounds attending. Little Barbara Romants scored handsily with her warbling. Victors included Art Lewis, S. A. Kerr, Matthew J. Riley, Pop Williams, Mr. and Mrs. William Purchase, Marlon Barry, Sandy Hogan and Mr. and Mrs. Wendell Kuntz. Emil Moskowitz has recovered from a recent illness and rejoined here.

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—no priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

Sellner Mfg. Co., Inc. FARIBAULT, MINN.

BELE FOURCHE

(Continued from opposite page) located all attractions in every nook and corner of the downtown streets. Excellent business was recorded on July 4 with rides, shows and concessions in full operation by 8 a.m. Business continued briskly until 3 p.m. when patrons stormed the rodeo opening. From 6 p.m. until early next morning capacity business was done.

Exciter led the rides, and Bill Williams' Monkey Circus topped shows. However, Speedy Dakins' Motordrome, Lorraine Beau, French Casino followed closely. A record gross was hung up by Benny Hyman's two bingos. All concessions operated, with credit due Albert Wright and Louis Ringel.

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We will deliver anywhere in the U. S. Get our Prices and Showmen's Terms before buying. "Originators of the Showmen's Finance Plan."

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A Style Knap Water-Proofed Non Toxic with 5-ft. Walls and Poles and Gates. Shows 28x24x4, \$27.50 each, 36x24x4, \$29.00 each. CHARLTON DRIVER—BERNIE MENDLSON O. HENRY TENT & AWNING CO. 4411 North Clark Street, Chicago, Ill.

SIDEWALL SPECIAL BARGAINS

Twenty thousand feet Sidewall, slightly used, light tan, good as new. 48-in. feet high, \$18.00 per hundred feet. 8 ft. high, \$29.00 9 feet high, \$22.00. One-half deposit with order, balance C. O. D.

MAIN AWNING AND TENT CO. 730 Main St., CINCINNATI, O.

TOM BAKER WANTS

For Sheridan Free Fair, Sheridan, Indiana, July 30th-August 3rd

Legitimate Concessions and Shows of all kinds. This is a bona fide annual, with plenty of high grade attractions. Attendance 25,000. Also want Concessions for Delight Home Coming, August 8-9-10. Address all communications to TOM BAKER, Montpelier, Indiana, until Friday, July 19th; after that at Sheridan.

PALACE UNITED SHOWS

WANT for two Celebrations, starting at Mechanicsville, Ill., July 25 to 27, and then New Berlin by six days week of July 29th.

WANTED: Shows or bona fide Celebrations 1941 season. Concessions of all kinds. Fairly good no charge.

From Merchandise wants money and Gals with good outfits for Lady's Grand Evening Show. Will work till 9 o'clock for balance of season. Will work till 9 o'clock for balance of season. Will work till 9 o'clock for balance of season. Will work till 9 o'clock for balance of season.

Write to W. H. HILLS, LAMBERT, All others to BILL WAGSWORTH, Chandlerville, Ill.

AVAILABLE AFTER LABOR DAY For Balance of Season

NEW 1940 SILVER STREAK

Photo Rail Wood Show or Large Gilly Show. A. ERNEST ROBERT, Grand Rapids, N. J.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills

Atlanta 31 Louis, Dallas, New York, Minneapolis, New Orleans, Kansas City, San

PAINTS--ENAMELS

MIDWAY CHROME ALUMINUM Regular \$2.50, Only \$1.90 We Pay Freight Charges

PAINT EXCHANGE OF CHICAGO 3000 Milwaukee Ave., CHICAGO, ILL.

FUNLAND SHOWS WANT

For Legion State Concession, Ashland, Ky., July 22-27. FAIRS to follow.

Stollwiese, Ontario, E-Almond M. G. R., Grled Shows, With or without transportation. OPEN: E., Ontario, Amer. Camp, Bowling Alley, Lead Cakes, Scales, Money Show and Penny Arcade, NO QVPS. All regions Ashland, Ky., Russell Hwy., Firemen's Celebration this week.

SECOND ANNUAL TOUR WORLD OF PLEASURE SHOWS

"A World's Fair on Wheels"

FRANK MILLER
JOHN QUINN

Co-Managers

BEULAH MILLER
Treasurer

JOSEPHINE QUINN
Secretary

D. W. TAIT
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H. A. LEWIS
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STEVE KUZMICK
Billposter

Expressing Our Appreciation for a Pleasant and Profitable Season

| | | | | | |
|---|---|--|---|--|--|
| MIDWAY CAFE O. V. MALLORY <i>A great show to be with</i> | CRISPY CORN & CANDY MR. & MRS. CUY VAN ZILE & GANG <i>The more you eat—the more you want</i> | 3—CONCESSIONS—3 MRS. C. A. DUNN <i>Watch this show grow</i> | BINGO T. J. McNAMARRA <i>A real show for real showfolks</i> | ADD-A-BALL RAY NORTON <i>Doing fine and holding my own with twenty-nine</i> | LEAD GALLERY ROBERT WOOD <i>A show worth giving a trial</i> |
| SPORTLAND STANLEY HULL <i>Second season and looking forward to many more</i> | DUCK POND N. A. CARY <i>Good enough to be with and for</i> | 2—CONCESSIONS—2 SAM CRADEN <i>This is the eighth wonder</i> | POPCORN-PEANUTS JAMES KRAVATES <i>Small show—small talk—small season</i> | DIGGERS HELEN HULL <i>Fine show—wonderful people</i> | SCALES DON BISHOP <i>Weighing the best on the World of Pleasure</i> |
| HAM-BACON BEN BERNHARDT <i>Success—Prosperity—Best Wishes to the coming show</i> | 2—CONCESSIONS—2 BILL POSTLEWAITE <i>A fine show with good people</i> | PALMISTRY DELL BISHOP <i>Predicting a successful season for the World of Pleasure Shows</i> | LAFFLAND PAUL JONES <i>A real show, but best of all real showfolks</i> | GAY NEW YORKERS KARL J. WALKER <i>Swing and sway with F. & J.</i> | ROLLOPLANE & OCTOPUS CHET DUNN <i>The coming show of the Middle West. Best wishes, John and Frank</i> |
| SIDE SHOW SAILOR HARRIS <i>You have seen the rest, now see the best in the Middle West</i> | HONEYMOON HOTEL J. E. DEAL <i>With the best thanks to John and Frank</i> | MONSTER SHOW MOSE SMITH <i>With it and for it</i> | FREAK ANIMALS D. REX BARNES <i>A wonderful show and you will say to yourself when you see it</i> | UNDERWORLD COLLEEN MAC CORMICK <i>The best in the best from the location of the modern midway</i> | MERRY GO ROUND CLENN CURLY GRUNDY <i>Round and round we go with the World of Pleasure Show</i> |
| CHAIR PLANE HAROLD COURTRIGHT <i>Swinging along with the best</i> | PAT, the Wonder Horse, & KENO, the Dead End Kid EARL POUNDS <i>Educated horses that do anything but talk</i> | LADY HIGH DIVER ELLA CARYER <i>Two years with it and still booming</i> | FLYING TRAPEZE WINNIE & DOLLY <i>Sensational Acrobats enjoying a World of Pleasure</i> | THE RIDE BOYS <i>Rain or shine—with it and for it</i> | CHAS. T. GOSS <i>Showman's Chevrolet Man</i> CHAS. A. LIND <i>Showman's Insurance Man</i> FRANK FELLOWS <i>Springfield Wagon & Trailer Works</i> |

CAN PLACE legitimate Concessions and worth-while Attractions for the following Fairs and Celebrations: Fowlerville (Fair), July 30-Aug. 3; Hastings (Fair), Aug. 6-10; Wayne Old Home Week, Aug. 13-17; Mason (Fair), Aug. 20-24; Romeo Peach Festival, Saturday, Sunday and Labor Day; Manton (Harvest Festival); Several Bond Fide Celebrations To Follow. All address National Cherry Festival, Traverse City, Mich. (All This Week).

ERIC B. HYDE CARNIVAL

Ultra Modern Midway! Extensively Advertised! Brilliantly Illuminated!

WANTED, To Augment Its Now High Standard of Amusement Value:

SHOWS—MOTOR DROME, MONKEY CIRCUS, PENNY ARCADE, FUN HOUSE, MECHANICAL CITY.
RIDES—BIG ELI WHEEL No. 12, for Dual sets; TILT-A-WHIRL 7-car; OCTOPUS, ROLL-O-PLANE.
PERFORMERS—For Side Show, Minstrel Show, Posing Show and talented people in all lines of carnival work, ESPECIALLY REAL TALKERS who can manage shows.
CONCESSIONS—That are worked for stock; Goose Your Age, Scales, Frozen Custard, Novelty, Shooting Gallery and Sales Concessions of all descriptions.
IN ADDITION TO THE ABOVE, if there is anything new in the carnival line, either Shows, Rides, Concessions and Novelty Acts, THIS CARNIVAL can and will place them for a large season of Celebrations and Fairs from now until DECEMBER 31, inclusive.
ROUTE GIVEN to those who mean business. TENTS and EQUIPMENT furnished HIGH CLASS SHOWMEN, who will be reasonably financed if they prove to have an attraction that will add to the high standard set for the ERIC B. HYDE CARNIVAL.
Address: ERIC B. HYDE, Sallingsville, Ga., July 15 to 20; Urchville, Ohio, July 22 to 27.

AMERICAN LEGION STATE CONVENTION

SALISBURY BEACH, MASS., AUGUST 19-20-21-22-23-24

Want Shows, Rides and legitimate Concessions. Shows and Rides can operate 9 days, August 16-24 inclusive. Concessions will operate August 19-24 inclusive. Carnival will set up in Broadway Square in heart of Salisbury Beach and will draw over 500,000 people. For space and terms, wire or write

MULCAHY & DEAN, INC.

SALISBURY BEACH, MASS. TEL., 250.

Imperial Motorized Shows

Will book for Circuit of Fairs and Celebrations, including Logansport, Ind.; Boonville, Ind.; Charleston, Ill.; Frankfort, Ind.; Terre Haute, Ind.; Goshen, Ind.; Le Roy, Ill., and a number of Street Fairs and Celebrations: Shows with or without equipment, Motordrome, Mechanical Show, Monkey or Big Snake, any Grand Show of merit. Side Show Attractions, write EARL McLAUGHLIN. Can place American Palmistry and Merchandise Concessions. La Fayette, Ind., week July 15; Logansport Fair, July 21.

MILLER BROS.' SHOWS

WANT

Shows: Snake, Monkey and Motor Drome. Also Musicians for Minstrel and Fresh for office-run Side-Show.
Rides: Octopus, Penny Ride and Street Streak.
Concessions: All kinds except Bingo, Cook House, Pop Corn and Photos. Herbert Adlon, write I. K. Wallace, BLAKELY, PA., THIS WEEK. ELMIRA, N. Y., JULY 22ND TO 27TH

FAIRS Keystone Modern Shows

Want for Twin Cities Celebration, Westernport, Md., July 22 to 27. Fifteen Fairs and Celebrations to follow: Want Grand Shows and Concessions at all kinds. Pitch-Tilt-Win, Hoopla, Cig. Cat, Fish Pond, Oyst. Bow-Sing Alley, Knife Rock, Balloon Concession, Pan Game, Ice Cream, Custard and Ball Game. All Concessions open except Bingo, Cook House, Pop Corn, Palmistry and Rat Game. Want Hill and Hill for Side Show. Address this week Killbuck, Pa.

BEN WILLIAMS SHOWS, INC.

WANTS FOR NEW BANGOR FAIR

Bangor, Maine, July 29 to August 3. Shows, Rides, Concessions. Also for following fairs: Shewegan, Produce Side, Lewiston, South Paris, Maine; Rochester, New Hampshire; Minosta, Long Island. Address Mallowell, Maine.

FRANCIS BROS.' SHOWS

Want Foreman that can handle Scooter, also capable Ride Help. Acts for Side Show. Can use real Talker and Manager for Side Show. Want Talker and Riders for Motordrome. Want Concessions and Concession Agents.

Address: Clinton, Ill., this week; Alton, Ill., week July 22.

WANTED FOR WANTED EAU CLAIRE, MICH., BERRY FESTIVAL

JULY 18-20 ON THE STREETS. FIRST SHOW IN SEVERAL YEARS

CONCESSIONS OF ALL KINDS

Especially Ball Games, 4-for-1s Shows, Penny Pitch, Cigarette Gallery, Balloon Dart, Bingo, Motor Game, Hoopla, Grid or any Show Concessions. PRIVILEGE \$50.00. WILL BOOK SHOWS WITH OWN TOPS—30%. Wire or Write All Replies to HARRY TAYLOR, KILES, MICH.

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, Etc. ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

A penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
620 N. Second St., ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn"

BULLOCK AMUSEMENT CO.

WANTS

Ferris Wheel Foreman to join at once. Must be capable, sober and reliable and Drive Semi-Trailer. Mamet, W. Va., this week.

WANT

Cunningham's Expo. Shows

Want Shows with or without outfit. Can see the following Concessions: Photo Gallery, Deck of Fish Pond, Pitch-Tilt-U-Win, Darts, String Game, Dark Gallery, High Striker. Call me Kentucky Playhouse for Athletic Show, Shenandoah, W. Va., July 15-20; New Martinsville, W. Va., July 22-27.

DYER'S GREATER SHOWS

Want Shows—Big Shows, Glass House, Hide Show or Snake Pit Attractions. Good opportunity here. Will see a few legitimate Concessions—Scenes, Shows, etc. High Striker open. Address as per notice: Shenandoah, W. Va., 1414 1/2 Rodgers Court, 19-21; Virginia, 2024, Wm. H. DYER, P.O. Charlottesville for sale.

CARNIVAL BOOTHS, RIDES

Will not transfer units, consisting of Ferris Wheel, Chaco-Horse, Kiddie Hiker 12 Boats (new extras), etc., including Ringo, Mail Game, Streetcar, Hand Wheel, Electric Equipment, Doves, etc. Will not see, take down and load. Cardinal Wagon, Glass Concessions, Free Acts, SHAW & YEAGER, 124 Chestnut St., Philadelphia, Pa. Phil Loc-1124.

ML Baraga, Wis., all next week

FIREMEN'S OLD HOME WEEK

Parade, etc. No Shows or Rides wanted. Have plenty of legitimate Concessions not conflicting with Old Home, Ball Games, Free Acts, String Game, etc. Ringo, String Game, etc. All others open. Write to: Wm. H. DYER, P.O. Charlottesville for sale.

H. P. LARGE SHOW

Want for Dismantling, etc. Horse-Cowling and Pitch or other celebrations to follow: Cookhouse, etc. Dismantling, etc. American Palms, etc. and other acts open. No X on celebrations and fair. Will take Auto Ride, Legitimate Concessions of all kind. Fredrick, Ill., July 15-20; Dismantling, July 22-27.

ROSCOE, N. Y., CELEBRATION

July 22-27
See show class shows, 25%. Concessions, \$17.50. Deal with, come on.
W. G. MALARKY
Admission Billboards
Binghamton, N. Y.

REYNOLDS AND WELLS SHOWS

Get wanted for City Shows, Betty Sewell, Jean Ford and Mike Mary, with Larry Curry or come on. Service Point, Ill., week July 15th to 20th.

WANT SOUND SYSTEM

ROCKBRIDGE COUNTY FAIR

Lexington, Virginia, week Sept. 16th
Address: G. G. HUMPHRIES, Box—Lexington, Va.

HAVE TEN-IN-ONE

Complete and State Show for responsible party. All items starting next week, Tusculum, Ill. Homecoming Address:
AL WAGNER
East Peoria, Ill.

SCOTT BROS.' SHOWS WANT

For Fairs and Celebrations lasting until November in South Georgia, Cook House, privilege in tickets; Covered, Long Range Gallery, Stock Concessions that work for 10 cents, Grand Shows, Good opening for Drome. Want Octopus, Ride Help that drive semi, Trombone and Bass for Colored Minstrel, Shelbyville, Ky., this week; Campbellville, Ky., follows.

ROUTES

(Continued from page 26)

Snapp's Greater; Mattevill, Wis.; Darlington, S. C.

Bo's Liberty; Sheboygan, Wis. Southern Midway; Reville, Ga. Sparks, J. P.; Stamford, Ky.; (Fair) Getmantown 22-27. Sproul, P. J.; Dalsell, Ill.; Cherry 22-27. State Fair; (Fair) Anthony, Kan. Straico, James E.; Hursell, N. Y.; Rochester 22-Aug. 2. Stritch, Ed.; Cross Plains, Tex. Sunset Am. Co.; Kosciusko, Ia. Texas Expo.; La Feria, Ind. Texas Road; Oroscolino, Ohio. Texas Longhorn; Barbersville, Olla. Thompson Road, Am. Co.; Seward, Pa. Tidwell's, Tommy, Midway; Tulsa, Okla.; Hartsville 22-27. Tilly; Waukegan, Ill. Trip Trip; Downey, Ill.; Hagerman 22-27. Wade, W. G.; Mt. Pleasant, Mich.; (Fair) Hibernia 22-27. Wallace Bros. of Canada; (Fair) Yorkton, Sask., Can., 15-19; (Fair) Melrose 18-20; (Fair) Red Deer, Alta., 22-26; (Fair) Cambridge 22-27. Wallace Bros.; Winchester, Ky.

WANT FOR

Fort Recovery, O., Jubilee

July 22-27, inclusive, on Main Street
Legitimate Concessions and Shows
Address Inquiries
THE F. E. GOODING AMUSEMENT CO.
1808 Marion Road, COLUMBUS, OHIO

WANTED

NYE'S FOUR STAR SHOWS

OPENING SATURDAY, JULY 27
2—SATURDAYS—2
WAVERY, OHIO STRONG AUSPICES

Phone with own outfit, Legitimate Concessions of all kinds (Horse and Picnic odd), circs or small Concessions even; American Palms, etc. Want Second Truck Want Blue Foreman for Transfer Unit Liberty, etc. No racket. Have your own. This show covers right side money territory. Long season. Can place one more. Address:
B. M. NYE, 2549 Havel, Columbus, O.

WANTED For

LEGION HOMECOMING

Merry-Go-Round, Ferris Wheel and Free Acts
August 5, 1940
CECIL M. EDWARDS, Greenville, Illinois

WANTED

Wm. J. Dancy Foreman, Wheel Operator, Arcade Mechanic, Live Your Ride, Banded axle.
R. A. JOLLY
Bucyrus, O.

CONCESSION AGENTS

Capable Men for Concessions. Can place two good Runn Autos, etc. Also have, La Sierra Jew Goods, can place you. No credits. Legitimate people only. Also see help around there. Playing all legs and celebrations in general. Have for sale—Shows, complete with Halls and Chert. \$25.
HARRY WEBB, Cleveland, Ohio, this week

WANTED

For Expense Show, Girls, Youthful from essential. Also Trade Shows and Free Act.
CHAS. JOY GRAMLICH
East Show, Binghamton, N. Y.

WANTED

Concessions and Shows. Will book Rolloplane, Octopus, Pony Ride or any Ride that does not require will want 2 boys, Swanson and Robert Stone Agents, Mowatt, Pa., July 15-20; Wheaton, Ill., Hamilton, July 24-27; Crest, Mo., July 21-August 1. If more than five fair acts, celebration or show, booked, etc. Come on for a real home and winter book will. For space address **COMMITTEE or SHOW BQR.**

WANT

DRONE RIDER. One more available, \$30 and date, \$15.00. Must do three-year fair. Newark, Conn. phone: Boston, Mass., follows.
EARL PURTLE
Care World of MINN SHOWS

Jones Greater Shows

Want Pitch-Tilt-U-Win, Scenes, Concessions that do not require, Mini Casino, Ringo, etc. See Jackson and Van Arsdale, come on. Edna Herrick, wants Girls for Girl Show. Address: Westport, N. J., July 18-19-24.


OUR NEW CATALOG IS READY

It's just check full of new items at the lowest prices. The flashiest and latest mechanicals from all corners of the earth.

CONCESSIONERS PREMIUM USERS SPECIALTY MEN


SEND FOR IT TODAY—WHY DELAY?

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN



DIESEL SHOW OWNERS
YOU ARE PAYING FOR G. M. DIESEL PLANTS AND NOT GETTING THEM!!! CALL, WIRE, WRITE.

J. W. (DIESEL) CLEMENTS
Southern Power Division of
LEWIS SUPPLY CO.
471 S. Main St., MEMPHIS, TENN.



DIESEL DIESEL

Ideal Exposition Shows, Inc.

... America's Best Amusements ...

Can place Showmen and Concessioners at once and for the best route of Fairs and Celebrations, including:

CUMBERLAND, MD., FAIR
RONCEVERTE, W. VA., FAIR
AMERICAN LEGION CONVENTION:
RALEIGH, N. C.
WELDON, N. C., FAIR
WILMINGTON, N. C., FAIR
NEWBERRY, S. C., FAIR

ROANOKE, VA., FAIR
CALAX, VA., FAIR
DURHAM, N. C., FAIR
GREENSBORO, NORTH CAROLINA.
FALL FESTIVAL
CLINTON, N. C., FAIR

SHOWMEN: Want Fun House, Long Spring Illusion Show, Life Show and any New Attraction.

Can place Motordrome Riders, want Girls for Revue and Posing (salaries paid out of office). Want Colored Musicians and Performers. Will book or buy Octopus, Roll-a-Plane and Kiddie Auto Ride.

CONCESSIONERS: Can place Concessions of every description, including Wheel, Game Stores, Palmistry, Ball Game, Hoop-La and especially Photo Gallery and Guess-Your-Weight Scales. Those joining now will receive preference at all fairs.

Want good Scenic Artist, one who can stripe at once; best salary to right man. Write or Wire **WM. CLICK, Mgr.**
Week of July 15. Oil City, Pa. Week of July 22. Olean, N. Y.

CRESCENT AMUSEMENT CO.

Want 4th Annual **LIONS' MID-SUMMER FESTIVAL**, Roanoke, Va., N. C., week Aug. 5th. Cash would be \$1000; Fund \$5000 every Saturday. Over 50,000 last year. Heart of city. Biggest event in Eastern Carolina.

CONCESSIONS: Cookhouse, American Bill (see Grades), Club, Ice Cream, Novelties, Scales, Arcade, Lead Gallery, Ball Game, Plum Concessions. Pedestal NO X except Sign, Dismantling, P. P., P. O. which are sold.

SHOWS: Mechanical City, Blue House (pushover ride), Fall Owl, Big Snake, Ringo, Crane, Upright, Crown Side Show and furnish new caries. Capable Teller for Monkey Show. China Red, come on. Colored Musicians, come on.

RIDES: KIDDIE AUTO, ROLLOPLANE, OCTOPUS.

OUR FAIRS: The River District Fair, Spring Show, The River Dist. Fair, Franklin, Maryland, Edinboro, Pa., N. C.; **GEORGETOWN and CENTRAL, S. C.;** Santa Rosa Co. Fair, Milton, Fla. Glades & Riverview Dist., 10 winter fairs in Florida. Hampton, S. C., this week; Winterville, S. C., next. P.S. Bill Agnew, Peiffled Man, who address.

FREE GATE—BIGGER, BETTER FREE ACTS

PIONEER SHOWS WANT

Concessions and Shows, Outhouse, Pa., July 22-27; Island, Pa., July 29-Aug. 3rd, Fireman's Old Home Week. Biggest celebration in these parts. Largest cut sole tannery in the world. Working day and night. Remember last year. Fireworks, parades.
This week Johnson City, N. Y. **MICKY PERCELL.**

CLYDE'S UNITED SHOWS WANT

Concessions Pitch-Tilt-U-Win, Crumple Shooting Gallery, Penny Pitch, Long or Short Range Lead Gallery, Fish Pond, String Game, Sumpin' Ball, Hot Dogs, Ball Game, American Palms, West Kiddie Auto Ride, Pony Ride, West Plantation Show, Snake Show, Illusion Show, Drive Show, West West, 2nd Freedom Community Old Home Week. Want of August 8-10, Cambria County Fireman's Convention. Write all communications to:
GEORGE C. SMITH, Mgr., Haverhill, Pa., (Mts west) East Freedom, Pa., next week.

JOHN R. WARD SHOWS

Want Athletic Show, Snake Show and Illusion Show people. Have complete outfit for same. WANT Performers and Showmen for Kentucky Show. WANT Specialty Agent to drive round truck and put up paper. Can place legitimate Concessions, Penny Arcade, Novelties, Scales and Ball Game Agents. Have fairs until Nov. 1. Address: Murfreesboro, Ill., this week; Gettysburg, Pa., week of July 22; Baltimore, Md., week July 26. AS Fair, Address: **JOHN R. WARD.**

WORLD'S FAMOUS SHOWS, INC.

Want good Second Man to join immediately. Must be able to handle press. Must be sober and reliable. Want Bill Poster to join immediately. Must have carnival and circus experience and must be sober and reliable. Concessions of all kinds open, no exclusives. Johnny Williams wants Mail Store Agents. Want ten Girls for French Casino. Experience not necessary. Salaries paid out of office. Write
MAX GRUBERG, Little Falls, N. Y., This Week

**LAMPS-CLOCKS
ELEC. APPLIANCES
CHROMWARE
GLASSWARE
SMOKING STANDS
LEATHER GOODS**



**RADIOS-DOLLS
TOILET SETS
CARD TABLES
SLUM-CANES
NOVELTIES-PLASTER**

CONTINENTAL PREMIUM MART
223 NORTH THIRD STREET
MILWAUKEE WIS.

Write for 1940 Catalog
STATE YOUR LINE OF BUSINESS

BILL LYNCH GREATER EXPOSITION SHOWS CANADA
Want for balance of season, Acts for Side Show, Posing Show, Girl Revue. Will supply complete outfit also transportation to Canada. Must be naturalized American citizens. Write or wire.
W. P. LYNCH, P. O. Box 582, Halifax, N. S.

LADY OF MT. CARMEL CELEBRATION
JULY 22 TO 29 INCLUSIVE, ROSETO, PA.
Kaus Exposition Shows, Inc., on the midway, can place legitimate Concessions of all kind. No exclusive except Rings and Pop-Corn. Want Novelties, Amuse, Booking Ability, Flying and Drift Boards.
KAUS EXPOSITION SHOWS, INC.
BINCHAMTON, N. Y., THIS WEEK

WANTS J. F. SPARKS SHOWS WANTS
For Germantown, Ky., Fair, July 22-27 and Balance of Season
SHOWS Manage and Acts for Side Show; W. S. Brown, announcer, Performers and Marketing for Minnow Show, Manager and Cuts for Girl Show. Any good Child Show with own equipment.
RIDES Book Outpost and Rolltopes.
CONCESSIONS Will book all except Dippers and Rings. Sell exclusive Long Range Lead Gallery, Frozen Custard, Red Cane and Pan Cakes. Want Dealers for Chuck and Over and Under Cakes. Now selling Concessions for Palmworth, Ky., Fair to be held August 12-17.
All replies to J. F. SPARKS, Stanford, Ky., This Week.

LAST CALL . . . WANT FOR . . . LAST CALL.
AMERICAN LEGION STATE CONVENTION
HEARTY OF CITY — NORWICH, CONN., JULY 22 TO 27
CONCESSIONS—RIDES—SHOWS
On account of disappointment can place Sides, Rings, Ferris Wheel or any Flat Ride. Now opening up a few more Sides with outfit. Rings, Book, Flying Amuse, Whole team, 6 days from Germantown, 60,000 visitors expected. Parties, Fun sets. Also working three shifts. Other dates to follow. Will offer good proposition to Ride Show.
**ACT NOW—WRITE OR WIRE:
FAIR MIDWAY SHOWS**
16 BROADWAY Phone 4100 NORWICH, CONN.

DICK'S PARAMOUNT SHOWS
Woonsocket, R. I., July 15 to 20; Cambridge, Mass., 22 to 27.
Want Side Show Acts, one to feature. Want Ferris Wheel Foreman. Want legitimate Concessions. Want Bucket Store Agent. Want High Free Act for balance of season. Write or wire
DICK GILSDORF, Mgr.

BARFIELD'S COSMOPOLITAN SHOWS
WILL SHOW HARLAN, KY., NEXT WEEK. BOWTOWN, FOR FIRE DEPT., LYNN, KY., WEEK JULY 29 FOR AMERICAN LEGION MID-SUMMER FESTIVAL. WE OFFER A SPECTACULAR LIST OF FAIRS TO INTERESTED PARTIES. Want Rings of Curt in 14 and outfit, one more Major Ride with own transportation and a few more legitimate Grand Avenue Concessions, and Outpost. Can place experienced and reliable men for Heavy-Weight and Whip. Participation would experienced men, can expedite results for Broadway Shows. Address: SWITZBURG, W. VA., THIS WEEK AND HARLAN, KY., NEXT WEEK

FAIRS . . . CELEBRATIONS . . . FAIRS
BYERS BROS.' SHOWS
WANT FOR 14 BONA FIDE FAIRS, INCLUDING CARMEL, SPARTA, MORTICELLO, FLORA, KY., JOSEPH, LEBINGTON AND OTHERS. THIS SHOW HOLDS CONTRACT FOR EXCLUSIVE ATTRIBUTES FOR SEVEN COUNTY STOCK SHOW, BRINKLEY, ARKANSAS, FIRST WEEK IN OCTOBER. WE STAY OUT LATE
CAN PLACE ANY CONCESSIONS OPERATING AT TEN CENTS FOR MERCHANDISE. Cannot Cam, Girls or Cane Cars, Glass Amuse, Booking Rings, Games, extra on. Want Best Game, Amuse, ACTS TO FEATURE IN REAL SIDE SHOW UNDER THE SUPERVISION OF DR. LEROU, Address: Atlantic City, N. J., week July 15

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

Ward, John R.; Murphysboro, Ill.; Columbus 23-27.
West, M. N.; Ashby, Ind. 16-21.
West, W. H.; Mt. Pleasant, Pa.; Fairfield, Pa.
West, World's Wonder; Peoria, Ill.
Woods, Am. Co.; Tipton, Wis., 18-21.
Williams, Ben; Hallowell, Me.
Wilson; Auburn, Ill.
World of Fun; Greens, Va.
World of Miracles; Norfolk, Conn.
World of Fantasy; Traverse City, Mich.
Wright, Am. Co.; Clinton, Ia.
Wyse, Operator; Orono, Me.
Yelland, Ernest; Col., Colo.
Young, Monty, No. 3; Ocala, Fla.
Zachary; Brock; McKees Rocks, Pa.; Ambler 22-27.
Kindare Operator; Falm., Ill.; Danator 22-27.

CIRCUS AND WILD WEST
Anderson, Bud R.; Big Sandy, Mont., 18; Fort Preston 19.
Coke, Fred.; Rock Island, Ill., 20; Iowa City, Ia., 21; The Martins 18; Alliance 19; Council Bluffs 18; Omaha, Neb., 21.
Cotton, Ed.; Gray City, Mo., 18-17; Northfield 18-19; Delta Lake 20-21.
Hamid-Morton-Wallace Bros.; (Whitney) Waterloo, N. Y., 13-17; (Whitney) Ogdensburg 18-20; (Whitney) Buffalo 22-27.
Hunt, Fred.; Clinton, N.Y., 17; Weymouth 18.
Lewis, Frank; Marshall, Mich., 18; Greenville 17; Mt. Pleasant 18; Cadillac 19; Kalamazoo 20; Charlevoix 18; Charlevoix 20.
McChes; Mont., Ia., 18; Hot Springs 17; Ft. Leavenworth 18; Montgomery 19.
Malley, J. R.; Canton, O., 18-20.
Mills, Fred.; Circleville, O., 18; Logan 17.
Wrightson 18; Jackson 18; Middleport 20.
Peters, Fred.; (Palmer Theater) Seattle, Wash., 17-22.
Shelby, Fred. and Herman A. Baker; Detroit, Mich., 18-19; Lansing 17; Grand Rapids 18; South Bend, Ind., 19; (State Street) Chicago, Ill., 20-22.
Reverell Bros.; Fitchburg, Mass., 18; Greenfield 17; Holyoke 18; Southbridge 19; Marlboro 20; Tolland 22.

WANTED AGENT
ATTERBURY CIRCUS
CUTTE, MONT.
With ad, show to able to join on receipt of adv. Write

PAN-AMERICAN SHOWS WANT
Shows, Will furnish complete Show-Flare outfit with hand-drawn banner and sign. Want Manager for show who has something to put inside. Will furnish outfit for Girl Shows. Can place Shows with own outfit that don't conflict. TRAVEL EXPENSES can place legitimate Concessions all kinds. Not WIRELESS—Want Agents for Managers, Flat Foot, Horse-La and Red Games. Address: This week DECATUR, IND., Week July 22, Auburn, Ind.

COLUMBIA, KY., FAIR
WEEK JULY 22
Followed by Harrodsburg Fair
Want 8 and 10 seat Concessions, also Grand Seats and Shows with own outfit. Mr. McAlvey, write me personally again. Have all time until September. Address:
F. H. BEE SHOWS, INC.
Cincinnati, Ky., this week or come on to Columbus

WANT FOR WHITE PIGEON, MICH., HOMEcoming
JULY 24, 25, 26, 27
Legitimate Concessions of all kinds, \$1.50 per foot. Cook House and Cann Cakes sold exclusive. Can place best Flat Shows, 20%. Want Merry-Go-Round Foreman, job on wire, \$21.50 a week.
R. T. WADE
Wentworth Road, Lansing, Mich.

WHITE CITY SHOWS WANT
For 12 Fairs and Celebrations starting Oakley, Idaho, Pioneer Days, July 22, all celebrations until Oct. 15, Sides, Outpost, Rolltopes, Mitzap, Baby Amuse, Shows, Hook, Concessions, All legitimate. Concessions open. Wire, on time to write.
Twin Falls, Idaho, Week 15th

WANT LANDES SHOWS
Corryville 8-9 Show personal. We also complete outfit. Sides, Shows, Manager, Concessions of all kinds. We have 92 pieces of Fair playing Aug. 5th. Write or wire REITH CHAPMAN, Brooks, Iowa, week July 16th.

Wholesale Catalog 4000 BARGAINS
For Salesmen and Distributors
FREE
If you see 300 pages, you'll see 4000 bargains. It contains all the latest and greatest in the show business. A new catalog comes to you in the form of a book about 2 1/2" x 3 1/2" wide. It's yours for the asking. Write Today.
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A Proven Money-Maker All Over the Country. New Low Prices.
18x27...\$40.00 per 100
9x12... 9.00 per 100
5x6 1/2... 3.00 per 100
God Bless America Buttons
\$1.00 per 1000 90c per 1000
Full line of Campaign Buttons, 50 and 70 line, assembled with Buttons or Envelope Charm and three strings.
\$1.00, \$4.00 and \$6.00 per 100
25% Discount With All Orders
KIM & CIOFFI
524 N. 15th St., PHILADELPHIA, PA.
\$1.00 per Sample

NEW UNIVERSAL S-WAY PORTABLE
Records, 17 & 18, 1" and 2" records, 45 and 78 rpm, 100% guaranteed, 100% satisfaction. Fully guaranteed.
Sample \$11.50 \$10.00
25% with order, balance C. O. D.
RECORD-O-VOX, Inc., 28 Orchard St., New York

CONCESSION MERCHANDISE
Exclusive, unusual items with real sales value and eye appeal for
PARKS, CIRCUS, CARNIVAL FAIR
Trade. Where writing for catalog, show business. TIPP NOVELTY CO., TIPP CITY, OHIO

INSURANCE
Charles A. Lenz
"Showmen's Insurance Man"
AT 738 Insurance Exchange, CHICAGO

WANTED
Check Items that relate to show bills, Current and Great Outlets.
LAWRENCE GREATER SHOWS
Dundalk, Md., 17th week; Waldorf, W. Va., next week.

WANT FREE ACT
For these consecutive weeks beginning July 24. Write or contact us, Danvers, N. J., this week

WANTED AT ONCE
Rings, Ferris Wheel or Concessions, able to work up to 100% returns on rides. Must be good and reliable. No conflict when
FAUST AMUSEMENT RIDES
WILKES-BARRE, PA.
RIDES, CARNIVAL BOOTHS
Part of All Complete Units to Rent. Big Ring Trolley-20 Row Games. Best Quality.
B. J. VAN BELLEBAARD
NORTH WALES, PA. 67, 600

Club Activities

Showmen's League of America

Sherman Hotel
Chicago, Ill.



Palace Theater Building,
New York.

CHICAGO, July 13.—An interesting and well-attended meeting of the board of governors was held July 9, with President Frank P. Duffield in the chair. Those attending were Vice-President Harry W. Hennie; Past Presidents Sam J. Levy, C. R. Fisher, Ernie A. Young and J. C. McCaffery, William Cariky, E. Comtemanche, Walter P. Driver, Lou Leonard, M. J. Doolan, Morris A. Haff, Rudolph Singer, Harry Russell, M. H. Barnes, Bernie Mendelson, George W. Johnson, Sam Bloom, Jack Benjamin, Pat S. Green, Sam Solomon, L. C. Kelley and Louis Torti. Because of the extreme interest, doors were opened and Brothers Earl Keller, L. B. (Larry) Hogan, R. L. Johnson, Arthur Hopper, Maurice Hanger, Joe Murphy, Irving Malitz, Pat Farrell, A. J. Humke, Sunny Bernat and Jimmy Morrissey sat in on the meeting.

Applications of W. J. Tappel, George L. Brown and Bernie Head were presented for ballot and elected to membership. Relief committee reported Brother Izzy Borer is seriously ill with little hope for recovery. Rhoda Royal, who has been in the county hospital, has been removed to American Hospital. Brother Dan Odum reports he is recovering from his recent operation. Brothers Harry Siegal, R. P. Trivellick and L. McFarland still confound at the hospital.

Francis Deane was in town on business and visited the rooms. Judd Goldsmith found time to run in to say hello. Sunny Bernat is still cutting it up at the Atwell Luncheon Club. Sam Levine, Lou Leonard, Irving Malitz, Bob Revolt and Julius Wagner are with M. J. Doolan at the Rock Island, Ill. celebration. Lou Torti came in from Milwaukee for the board meeting and was joined by Sam Solomon at Pond du Lac, Wis. Arthur Hopper and Bernie Head came in for a look at the place as did Pete Wheeler.

Other callers were William Young, Jack Pritchard, Fred Donnelly, Ginger Byr, Max Brantman, Dave Tenbyson and Fritz Pryor. Brother Paul W. Schools visited before leaving for the East. Brother M. H. Barnes advised of the death of his brother in Cleveland. Membership cards for 1941 are ready for you. Dues are payable September 1. On all applications received a 1941 membership card will be issued. Movie Reel committee plans to take its final snapshots and will then weave the various reels into a story of league activities.

Heart of America Showmen's Club

Raid Hotel

KANSAS CITY, Mo., July 13.—July 4 gave ideal weather and according to reports all got good play over the holiday. Brother Tony Martone, Hymie Schreiber and Neal Walters went to Red Oak, Ia., and spent the day with Brother Mel Vaughn's State Fair Shows. They report shows had a good night play, but little business in the afternoon. Brother Ellis White advises that the Anderson-Grader Shows are doing fair business. Brother Jack Wright is vacationing in Colorado.

Brother George Ross and Leo Smith joined Midwest Amusement Co. with their concessions and opened at Rich Hill, Mo. Brother (Slim) Johnson, of Midwest Mercantile Co. left for an extended trip thru the Midwest. Chairman of the Membership Committee states that from now until the season closes an intensive drive will be put on by his committee for new members.

Banquet and Hall Committees is working hard to make the annual event, which will be held as usual on New Year's Eve, the best ever. It will work in tandem with the Special Events Committee which is planning for a week of features preceding the Auxiliary's Tacky Party.

NEW YORK, July 13.—The 1940-'41 dues are now due and payable. Gard for this period is green. If you do not hold one, you are not in good standing. Send your check or money order now! A reminder about the Annual Banquet-Entertainment-Hall to be held November 27 at the Hotel Astor. Event will consist of an excellent cuisine, eminent speakers, headline entertainment and a name band, says Irving Rosenthal, chairman of the Banquet Committee. Make your reservations early and each member should try to obtain some advertising for the program, he urges.

Frank Duffield, president Showmen's League of America; Harry Hargrave, president Pacific Coast Showmen's Association; John Liddy, executive secretary NSA, and Frank (Doc) Shran were seen talking in Dufour & Rogers' Rendezvous about the coming showmen's benefit to be held at the World's Fair. Max Tubas is connected with the concessions at the Aqueduct. Brothers Jack Carr and Billy Giroud are in Troy, N. Y., working at the 50th anniversary of La Salle University. Harry Kaplan is opening up with a Walking Charley in the amusement area at the World's Fair and is working concessions at the Village Fair in New York, assisted by Brother Mack Brooks. Sam Rothstein has returned to town after a successful business trip thru the Midwest and reports carnivals are doing good business there.

Returns from NSA Day continue to flow in, the latest contributor being Dick Gildorf, of Dick's Paramount Shows, who has forwarded a substantial check. Returns from other shows will be announced in the course of the next fortnight. President Max Linderman has received additional advertising for club's annual banquet program from two committees he has worked with, namely, Hose Co. No. 1, of Dunellen, N. J., and American Legion Post No. 43, of Stratford, Conn. Show owners and operators are advised that such advertising can be obtained from the committees they do business with and they should not pass up the opportunity.

Barkers' Hall held at the World's Fair on July 9 for the benefit of the Red Cross proved successful, with many NSA members actively engaged on the committee, among them being Victor Kay, Nate Eagle, Joe Rogers, Lew Dufour, George P. Smith Jr., Jack Tavlin, La-Motte Dodson and Jim Hurd. Len Traube, of The Billboard, was a member of the publicity committee. All showmen are looking forward to the coming showmen's benefit which will be run before the close of the fair. NSA's first assistant treasurer, Roger S. Littleford Jr., who is manager of the Chicago office of The Billboard, was in town meeting many friends at the clubrooms. Brother Bill Powell, perennial globe-trotter, has returned to New York and is relating his experiences while traveling thru the Orient. Brother Joe McKee, of Palisades Amusement Park, after an exceptionally good July 4th week, has started an extensive drive for membership and dues, as have Phil Cook, Sam Wagner, Harry Rosen and Sam Taffet at Coney Island.

Applications are coming in daily, among them being those of George W. Christy, Herb Taylor and Roland F. Tebor, proposed by George A. Hamid; James A. Davison, proposed by Herman Blumenfeld, and Joseph Spivak and Dick Singleton, proposed by Charles Lewis. Birthday congratulations to Roger S. Littleford Jr., Frank West, John A. Sloan, July 10; Louis S. Nahas, Ray Van Wert, 21; Jake Eshapiro, 23.

Ladies' Auxiliary

Romance between Louise Aldrich, 10, and Larry Hawkins, 11, is progressing.

CONCESSION TENTS
Give Measurements as Indicated
BUY from Factory
SAVE Money
POWERS & CO., INC.
26th and Reed Sts., Phila., Pa.

NEW 8-CAR WHIP
We have just published a new booklet of concession plans for 8-Car Whips, old and new. It also contains valuable Whip Information. Every Whip operator is welcome to a free copy. Send for it today.
W. F. MANGELS CO., Coney Island, New York

When Louise visited her aunt, Evelyn Blakely, on World of Mirth Shows in New London, Conn., Larry presented her with a pin with both their names inserted in a heart-shaped setting. Clara, Florence and Helen Rothstein are back in town. Dues are coming in nicely. Those who haven't seen the new cards—send Dues to Secretary Anita Goldie. Mail has been received from Sisters Shirley Lawrence, Jessie Glick, Charlotte B. (Ma) Kelley and Helen Curry.

Pacific Coast Showmen's Assn
623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, July 13.—Monday night marked the middle of the summer season and weather was plenty warm. Attendance was light, with President Smith, Vice-President Joe Olney, Secretary Al Weber, and Past Presidents Harry Pink and Orville Crafts on the rostrum. Meeting opened with a memorial service for the late Brother Earl L. (Spot) Kelly, who was killed in an auto accident at Santa Rosa, Calif., on June 30. Max Harry Bernard also was killed in the accident. Last rites for Kelly, held in Sacramento, July 3, brought showmen from all over California. President Smith also eulogized the late Jess Adkins, whose untimely passing was a shock to the outdoor profession.

Communications were read by Secretary Weber from Past President Harry Beber, Mel Smith, Harry Chipman, Harry Wooding, Anthony Chonita, Past President Will Wright and Joe Mettler. Ross R. Davis gave a report on the treasury and on the strength of it salaries and current bills were ordered paid. Pat Armstrong reported all on the sick list were doing well. Pacific Coast Showmen's Association Day will be observed on all club shows on August 23, or as near that date as circumstances will permit. Idea, first advanced by Past President J. W. (Philly) Conklin, is to obtain support for the Cemetery and Sick and Relief Funds.

Responses from President Smith's letters on the subject have been received from nearly all the managers accepting the plan. Secretary Al Weber has donated the half-sheet cards and folders. Project is being handled here by the following committee: Brothers Harry Taylor, Harry Rawlings, Dan McGee, Jack Higelow, Norman Peel and Pat Armstrong. Vice-President Joe Olney reported the highlights of the Board of Governors' meeting, which passed a resolution amending sections of the by-laws relating to the selection of certain members of the Board of Governors. After considerable discussion on the merits of this action it was agreed that the resolution would be printed and mailed with the July bulletin to the membership.

Chairman Harry Rawlings of the Ill-Jinks Committee said event would be held about the middle of September. Jimmy Dunn is reported to be planning several outstanding features. Hort Campbell, of Tip Top Shows, attended the meeting full of news about Idaho and Utah. Candy Moore had for visitors J. Burt Burton and Harlan Brown. Irving Larrimore took back to San

GRATIOT COUNTY FAIR
ITHACA, MICHIGAN, JULY 22-27
Can place strictly legitimate Concessions of all kinds except Carn Game and Lead Gallery. Can also place Glass Show, Penny Arcade and other attractions. Address:
W. G. WADE SHOWS
21, Pleasant, Michigan, off Lake road

WILL BOOK RODEO
For West Union, Ohio, Fair, Aug. 5th
Or one more free Act. Have opening for a few legitimate Concessions. All address:
JACOB PRYOR, Mgr.
Pryor's All State Show
ESKDALE, W. VA.

PINE TREE STATE SHOWS
Will Book Shows except Grl and Athletic, also legitimate Concessions that will be placed only Plymouth, N. H., week of July 14th; (NY Home Week celebration, Hiram, Maine, week of July 22. Booked acts in Maine. Short in route business of women, including Beach Fair, Laconia, last week, with others to follow. A. S. PERHAM.

BARKER SHOWS
West by La Harpe, Ill., Annual Holders' and Holders' Reunion, July 17-18-19, on the Streets, and balance of season. Book clean Cook Home to join at week, then plan. Fish Trawl, Bomper, Wash-La, Fish-Tra-Win, Snow, Candy, Apple, Hoop-La. Address: **BARKER SHOWS, La Harpe, Ill.**

Pedro 50 per cent of the award. John Alexander Politt has been ill for the past few days.

Ladies' Auxiliary
Club held its regular meeting July 8, with First Vice-President Babe Miller presiding. Other officers present were Chaplain Minnie Fisher and Secretary Virgil Gurman. Attendance totaled 22. A silent prayer was offered for our departed Sister Bertha Glover and Brother Spot Kelly. Hand-painted vase, donated by Babe Miller, was won by Norma Burke. Door prize was awarded to Maybelle Bennett.

Peggy Forstall lettered from Arma, Kan., where she is spending the summer with her daughter and granddaughter. Mrs. Thomas, sister of Babe Miller, was a guest for the evening, and Esther Lathrey returned from a visit in the East. New faces at the club this week were Mrs. Hort Campbell, Lucille Zimmerman and Ruby Kirkendall. All responded with interesting talks.

Mary Taylor was elected chairman of the summer business activities, with Edith Bullock as co-worker. Mrs. Taylor stated she would conduct airplane luggage to be presented at the Home-Coming party in November. Hostesses were Alberta Foster and Ester Carley. Rings prevailed for the remainder of the night.

CONSISTENT MONEY MAKERS



Loop-o-Plane Octopus Rollo-Plane

Leading All Sales for 1940

WRITE FOR DESCRIPTIVE LITERATURE. EVERLY AIRCRAFT CO. SALEM, ORE.

PENNY PITCH GAMES. Size 4x6 1/2", Price \$20.00. Size 4x4 1/2", Price \$15.00.

PARK SPECIAL WHEELS. 20" in Diameter, Beautifully Painted. BINGO GAMES. 75-Player Complete \$3.00.

ASTRO FORECASTS AND ANALYSES

Circle Dates, Answers All Questions. Each \$.25. Single Sheets, \$1.00. Typewritten, Per Mo. \$ 5.00.

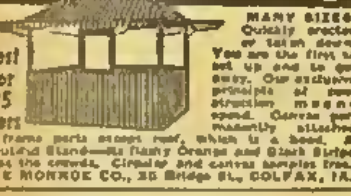
NEW DREAM BOOK

120 Pages, 8 Best Chapters, Clearing and Profit. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15.

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19 West Jackson Blvd., CHICAGO. Analysts Available. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS



MANY SIZES. Quickly erected or taken down. You are the first to get up one to get out. Our analysis principle of construction means speed.

POP CORN

For a greater volume per 100 pounds use BRY-NIGH Brand MEX-HYBRID No. 250 Dwarf Hybrid.

MIDLAND POPCORN CO.

MINNEAPOLIS, MINN.

READING'S SHOWS

Want Great Shows, here they are! Want Big Profits, here they are!

Midway Confab

By THE MIXER (Communications to 25 Opera Place, Cincinnati, O.)

LAST MAN better be better! NEW lot superintendent on Ben Williams Shows is Jesse Trout.

WILLIAM BIDDLE cards from Davenport, Ia., that he joined United American Shows there.

W. R. POWERS, with long-range shooting gallery, is an addition to Ben Williams Shows.

ALLEN ALLEN, with Cumberland Valley Shows, took delivery on a new car in Stearns, Ky.

FAMOUS last words: "Where's the popcorn man? I need \$2."

ROBERT CARTER joined Zimzara Greater Shows in Hannibal, Mo., to take charge of the Merry-Go-Round.

CONCESSIONER Harry Rubin, with four stands, joined John H. Marks Shows in Hamilton, O.

LATE OF Lawrence Greater Shows, Blackie Wenner has joined Joe Decker's cookhouse staff on Zucchini Bros.' Shows.



AL WAGNER, directing head of Great Lakes Exposition Shows, is reported to have the organization rolling along to satisfactory results this year, its second in the field.

Central City, Ky., to take over management of the Dixie Revue was Charles Rusa, reports Alfred Kunz.

MRS. ANSON B. INGALS, wife of staff physician at World of Wirth Shows, rejoined in Hartford, Conn., after visiting in New York for a few days.

HAVING booked his fishpond and hoop-la with Cotton States Shows, Ernest Dairmple joined in Sharpburg, Ky.

"TOO many cooks spoil the broth" and too many confidential advisers are a detriment to the boss.

CALVIN WHITE, animal trainer, joined Zucchini Bros.' Shows in Bridgeport, O., with a combination trained dog and monkey show.

BILL WILSON and A. L. Smith opened a neon-lighted reptile and animal show with Zucchini Bros.' Shows in Tarentum, Pa.

CONCESSIONERS with United American Shows, Mr. and Mrs. Sidney Hoey took delivery on a new car during shows' stand at Garner, Ia.

VISITING Mr. and Mrs. W. H. Powers on Ben Williams Shows recently were Mr. and Mrs. Swede Erikson, of Art Lewis Shows.

MOTTO for office wagon walls: "There are more decent people in the world than there are the other kind."



OWNER-MANAGER of Franks' Greater Shows, strictly a Georgia institution, W. E. (BOB) Franks this year is celebrating his 22d in outdoor show business.

HARRY KIMMEL, concessioner with Buckeye State Shows, cards from Aurora, Mo., that he had a big day there with pop corn and peanuts on July 4.

JOINING Crystal Exposition Shows in Marion, Va., to take charge of the side show was Thomas Niwander, reports Percy Martin.

DAD ROSS cards from Norton, Va., that Mack Hoge is still clicking with the office-owned blanket store on Wallace Bros.' Shows.

SIGNING as hula dancer on Val Jean's Big Top on Casey's All-Canadian Shows at Keopawa, Man., recently was Josephine Taylor.

MRS. BOSS its side foreman's wife: "When our former G. S. took on excess baggage we lost all personal interest in him."

REPRESENTING Detroit Shrine Circus, Orrin Davenport and J. Stinson vir-

ited with Bruno Zucchini, general manager Zucchini Bros.' Shows, during the stand in Tarentum, Pa.

ANNEX attraction on Milo Anthony's Big Show on Frank Burke Shows, Billie Baker scribbles from Red Lodge, Mont., that business at the rodeo there and in Livingston, Mont., was good.

JOINING her husband on Zucchini Bros.' Shows in Tarentum, Pa., from Alton, S. C., recently was Mrs. Jack Roberts. He is doing advance work for the show.

TICKET sellers added to Hilderbrand's United Shows at the stand in Eureka, Calif., included Mrs. Bull Montana Walker, Irene Brooks, Sadie Gonzalez and Phyllis Walker.

BAD weather and war in a Presidential election year make a combination that even the worst enemy of concessions probably could never think up.

WHILE Hilderbrand's United Shows were in Eureka, Calif., members was guests of Mr. and Mrs. Ben H. Martin, owners of Martin Shows, which were playing near by.

CONCESSIONERS reporting good business at Hilderbrand's United Shows' stand in Eureka, Calif., included Ralph Belmont, Hazel Fisher, Florence Appel and Frank Dykes.

JOSEPH F. SCHAD and Congress of Dore-Devils recently concluded successful stands in Grant and Imperial, N.H., with Fredericks Amusement Co., Schad reports from Sidney, Neb.

ROSA GARMAN, Warren, O., is mourning the loss of her pet Scotty dog, Honey Girl, who died on June 20. A constant companion to Rosa, Honey Girl was well known among showfolk.

TIP to those with staff aspirations: Who not show the boss what you CAN do and quit haphazard what you USED TO DO.—Colonel Patch.

NIECE of Mrs. Stella Barker, Barker Shows; Mrs. Eileen Mullen, Cuba, Mo., and Mrs. Mabel Summers, Sullivan, Mo., were among visitors to the Borgs Show in Steelville, Mo.

PHOTO gallery operators with Barknot Bros.' Shows for the past six years, Rull and Bill Dewey left the road recently in favor of operating their photo booth in a dollar store in Grand Haven, Mich.

PHOTO Gallery operators, Mr. and Mrs. George Kluge, and Mr. and Mrs. E. H. Holmgvist, with sandwich wagon, joined Purzell's United Shows in Cherokee, Ia.

"AM ENJOYING a good season on W. C. Katz Shows," cards Prof. Ludy Kay from Corning, N. Y. "We have a swell outfit furnished by the office. I'm handling the front of Paridan Nights and we have a good array of talent."

RAW DEAL SHOWS report they will not play a long season, as they were backed out of their Southern circuit by a man they didn't think could do it.—Cousin Peg.

MORE NET PROFIT. Our top No. 6 wheels consistently reports net money far surpassing than any of our other lines. We haven't spent a fourth as much as both of them as we have on our No. 6 wheels and they readily return more net profit than any other device on the show. That's what O. C. "Doc" Crowley thinks of his Du-Plex Wheel.

"STRIKE IT" The Miniature "High Striker" is in use now at Coney Island, N. Y., and Ocean City, Calif. Also in Mexico City, Mexico, this week. If it is good for these BIG spots it is good for your location or any other. Order now for Fall Fair and make BIG money. Bank Reference: Federal National Bank. PRICE \$35.00 or three for \$100.00. Send for photo & details.

LOYAL REPTENSKY, of Cole Bros. Circus, renewed a long acquaintance with Shuro, Bruno and Mario Zaccchini when he visited Zaccchini Bros. Shows in Tarentum, Pa., while Cole was playing near-by New Kensington, Pa.

FRANCH AND BETTY WAINWRIGHT arrive from Wilmington, Del., that they do not return to the road this season because of a new arrival in their family. Franch has been a ticket seller for Carl Walter for the past three seasons.

JOHN H. MARKS SHOWS broke in a new lot here recently and despite concurrent rain, got good play," pencils J. W. Hartigan Jr., from Morgantown, W. Va., L. Jack Matthews and Bernard McDermott were among frequent visitors."

JOHN ROBINSON IV, owner of the John Robinson Military Elephants, free act with the John H. Marks Shows, is confined to his residence, 2010 Reading Road, Cincinnati, under a physician's care.

LEGAL adjuster of the Famous Pinhead Shows says there are two poor paymasters—the guy who pays in advance and the one who doesn't pay at all.

MR. AND MRS. FRANK ROSS JR., of Mighty Monarch Shows, visited The Billboard Cincinnati offices on July 8 when they stopped off in the Queen City while en route to join Byers Bros.' Shows No. 1 Unit in Jerseyville, Ill.

"BYERS BROS.' SHOWS, under direction of Carl W. Byers, played to satisfactory business at our annual Mid-Summer Festival here July 1-7." Infos C. E. Watkins from Memphis, Mo. "Shows are popular in this section. Gross on rides and shows was satisfactory."

WHILE Dodson's World's Fair Shows were in Mansfield, O., Roland W. Richards, publicity director, was host at a press dinner in Eddie Madigan's cookhouse to executives of The Mansfield Free-Journal. Richards took them on a tour of the midway.

OWNER-OPERATOR of Capt. Henry's Wild Animal Circus on W. C. Kaas Shows, Henry Vonderheid augmented his collection of animals by obtaining two beisa cubs from Birmingham, N. Y. Zoo. Jim Martini handles tickets and Capt. Jim Stutz is trainer.

THOSE who patrolize liquid emperments wouldn't get proved at the landford for being 'em the boss's ruck when they can't get the ladies and gentlemen.—Katie Helen.

TOMMY AND ALICE BURNS, of Yellow Cab Co., Washington, recently visited Friscilla, monkey girl; Emmet, alligator-stein boy; Mr. and Mrs. Carl J. Lather and Claude Claudette on Lauther's Side Show while Ceilin & Wilson Shows were in Lancaster, Pa.

R. H. WALTERS, whose Kiddle Arm-



JESSE F. SPARKS, owner-manager of the J. F. Sparks Shows and long on the knowledge of the operation of carnival organizations, posed for this photo in Wayland, Ky., where his shows chalked up one of their best stands of the 1940 tour so far during Fourth of July week and surpassed the good business marks set up by them in previous stands there. He's currently on a booking tour in shows' interests.

plane ride has been clicking on Ceilin & Wilson Shows, has a new streamlined miniature railway, which he put into operation in Clearwater, Pa., to good results. R. S. Walters Jr. manages and operates the new ride.

PRESS REPRESENTATIVE of F. H. Bee Shows, Raymond H. Hill has returned to his home in Homewood, Pa., to spend several weeks recuperating from an appendectomy in a Lexington, Ky., hospital. He plans to rejoin shows about July 21 in Columbia, Ky.

DONALD MUNGER, a junior in Clearwater, Fla., High School, joined his brother, Ford, on Zaccchini Bros. Shows in Tarentum, Pa., for remainder of the season. Ford has been dividing his time on the shows this season between the official sound truck and his modernistic photo gallery.

WHY are some press agents who can out-utter treacherous editors deathly afraid of some meek little man upon whose pay roll their name appears?—Sin Sylable Webster.

CAREY C. EMRIE pens from Crocker, Mo.: "Had a pleasant visit on Berts Shows midway in Richland, Mo., on July 4. Owner Berts showed us all the counter-tops, as did Mr. Burk, of the Girl Show; W. E. Long, cockhouse, and our old friend, Johnny Hatfield, and son, Buddy. Buddy put on a boxing exhibition for our benefit."

"JOE SALADINO Amusement Co. played to one of the biggest blanks in its history at Tower Beach, Fort Walton, Fla., recently," scribbles W. L. Estes from the Florida city. "Joe plans to leave soon for Birmingham and will take along with him the writer, Ross Lee McIntire, Charlie McGray, Robert Parker and Margie Lee White."

BROTHER-IN-LAW and sister, respectively, of Mrs. Carl J. Lauther, Mr. and Mrs. Al Fisher visited the Lauthers at their side show location on Ceilin & Wilson Shows in Lancaster, Pa. Visiting Mr. and Mrs. I. Ceilin and Mr. and Mrs. Jack Wilson at the same time were B. H. Patrick, The Billboard Philadelphia representative, and Mrs. Patrick.

T. A. (RED) SCHULTZ has proved himself one of the most enterprising of agents for The Billboard on outdoor shows. He always has a supply of copies of Dillydoby on display under the marquee entrance to the John H. Marks Shows and he reports that many additional sales have been the result of this idea.

If girl-show managers are going to let a certain type of the public run the shows for them, these managers will run them into the ground fast.—Side Show Sal.

VISITORS to John H. Marks Shows in Hamilton, O., included Mrs. John G. Robinson, widow of the late circus owner; Jack L. Murray, arcade owner; George P. Welch, cockhouse operator; G. Foster Bell, former advance agent on

Howard Thurston's Magic Show, and Jake Shapiro, general manager, Triangle Show Print Co.

BILLY SIEGIST TROUPE, flying act, gave two performances on July 4 in Clark, Va., with Crystal Exposition Shows, Siegist reports from the Virginia city, where he says the midway played to capacity all day. Troupe, now in its 11th week with the organization, consists of Rosalie and Billy Siegist with Bob Inglis catching.

"IT IS WITH deep regret that I learned of the death of T. P. Littlejohn," letters D. H. Blackwood, Alabama Amusement Co., from Decatur, Ala. "Words cannot express the grief caused by the death of so noble a character. He always was a staunch believer in the golden rule and until the end of his days was loving and kind to his fellow men."

SIDE-SHOW operator on West Coast Amusement Co., Frank Forrest recently augmented his attraction with Morocco, miracle man; Ted Hawkins, sword swallower; Volvo, human volcano; Voltano, human torch; Milly DeLeon, tortoise girl; Capt. Fritz Leardo, man with iron eyelids; Marie, reverberate girl; Leo Tunner, talker; Dick Jones and Reece Lowe, ticket sellers.

CARNIVAL owner watching free-act elephant with whip of hay in curled end of trunk! "Huh! They're not satisfied by eating my \$18-a-ton hay but they have to carry their hunches!"

TIMOTHY GREEN, former trouper, who is still operating the bar at Al William's Tap Room, Cuyahoga Falls, O., reports he had a pleasant visit with Captain Phoenix, of Dodson's World's Fair Shows, when the organization played Akron. He adds that among recent visitors to the tap room were Mr. and Mrs. George Miller, of Bantley's All-American Shows, and Captain and Mrs. Phoenix.

DICK COLLINS, vet press agent of Art Lewis Shows, was the subject of a highly complimentary story about his life in show business in the July 1 issue of Newport (R. I.) Herald. Dick also was recipient of numerous gifts from members of the shows when he celebrated his 10th birthday anniversary, while organization was playing Fall River, Mass.

KEN DAVIS, high act, has not been booked as free attraction for remainder of the season on Buckeye State Shows as was reported in last week's issue. Ken says that the engagement in Central Falls, R. I., was for one week only to break a long jump and that he's signed with Barnes-Carruthers for the season. He's playing the Rock Island, Ill., Centennial for the Barnes office.

THE lamster who ducks with box-office receipts cannot be defended. Neither can his boss who fails to have the boxes dragged and so is responsible for the tempting situation.

AFTER 12 WEEKS with United American Shows as free attractions, Jack Hamilton Knoll and wife, Mercedes, and Earl Scoville and Nig Shope closed in Kewanee, Ill., to fulfill previously contracted park, fair and celebration dates for Charles Zemeter, of Chicago. Before leaving, however, they played hosts to Mr. and Mrs. Earl Arlington at a luncheon. Hamilton recently purchased a new truck to transport equipment.

JACK JAEGER, Pan American Shows, celebrated his 53d birthday anniversary in Alexandria, Ind., on July 11 at a dinner party tendered him by Mrs. Jaeger and daughter, Thelma. Among guests were members of his show, including Mabel Miller, Pearl Brannan, Margaret Wilson, Emma Wise, Maurice Doyle, Louis Siquarrette and Tawajna. He received a nugget of gifts.

EVA LEE SMITH cards from Birmingham that she is attempting to locate relatives of Ray (Pollock) Beaman, who died in the Alabama city on July 3. Funeral arrangements are being made by Jones & Coffey Funeral Home, Pratt (See MIDWAY CONFAD on page 54)

EVANS' HIGH STRIKER HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING! PERFECTLY LEGAL EVERYWHERE! A lively big money-maker! Indispensable for Parks, Fairs, Fleets, Carnivals, Homecomings... wherever people gather out of doors! Evans' Striker has more flash-gets the crowd! Strong and substantially made of very best materials, brilliantly finished, built to stand exposure and hard use. Easily transported, included are standard with steel choice track, base and striking beam, 10" bronze gun, nickel-plated tool steel chaser, brass and 2 nuts. 2 Sizes: 20 Feet, 16 Feet. EVANS' ALUMINUM MILK BOTTLES. Want on the Market? For superior in wood bottles. Sound like falling glass when it's broken over, revealing its own beauty, indestructible, non-leaking. Complete 1940 CATALOG FREE! H. C. EVANS & CO. 1520-1530 W. ADAMS ST., CHICAGO

No. the Milk of Human Kindness Hasn't Curdled CHICAGO, July 19.—The milk of human kindness crops up in unexpected places. Officials and others dealing constantly with the public are supposed to become calloused in their attitude, which makes it doubly pleasant to record instances to the contrary. A case in point having a show-business angle occurred recently. Mrs. Kay Weiss, of West's World's Wonder Shows, had written her mother, Mrs. John Lykens, 65, residing in a New York town, to join her on the show in North Cairo, Ill. Letter was delayed and when Mrs. Lykens arrived in North Cairo, bewildered and with a single dollar in her purse, the show had left town and no one seemed to know where it had gone. Mrs. Lykens told her story to the local ticket agent and Patrolman Richardson. The patrolman, touched by the woman's plight, took her to his home and left her in care of his wife while efforts were made to locate the show. The station agent finally bethought himself of The Billboard, obtained a copy and found that the show was in Decatur, Ill. He wired the station in that area, who took a taxi to the showgrounds and located Mrs. Weiss. The daughter immediately wired her mother \$10. She was speeded on her way to Decatur, singing the praises of her kind-hearted benefactors.

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GAMES—WHEELS—BINGO A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO CAGES. HUNDREDS OF OTHER CONCESSION GAMES. WRITE FOR CATALOG. WM. ROTT MFG. 143 WEST 14TH ST. NEW YORK CITY

Your Attention, Please CONCEPTION ("ANCHOR") TENTS SHOW "Anchor" Green or Khaki Army Duck THE AIR IN STOCK RATS OF EVERY LOT WE Offer Attractive Prices FAST, DEPENDABLE SERVICE Everyone Knows "ANCHOR" TENTS ARE RIGHT WE WILL CONSIDER IT A PRIVILEGE TO FIGURE FOR YOU, MAY WE? ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

Horton United Shows Want Promoters for Ferris Wheel and Kiddle Arm-Show that can drive track. Write or come see. History every week. St. Paul, Ill., until July 17; then Mason City, Ill., July 18-27.

FULL-DAY CARNIVAL SHOW LETTERS

Direct from the Lots

BY THE SHOWS' OWN NEWS REPRESENTATIVES

Dec Lang's (Motorized)

Hollock, Minn. June 30-July 3. Location, Kittson County Fairgrounds. Auspices, Kittson County Fair. Business, good. Weather, ideal.

After a short overnight jump from Warren, Minn., shows and rides were doing capacity business at noon on opening day and Truckmaster Ralph Halton chalked another perfect move. First day here, Canadian Day, gave good weather and large crowds. Following three days were just as good. Shows, ride and concessions reached a new high on the season here. Billie McLean turned in top money with her concessions and Gus Porter reported data was his best of the season. Personnel had the pleasure of entertaining Mayor Queen of Winnipeg and his son, David; Colonel Wolcott, George Campbell and Fred Ferguson. Among other visitors were Mr. and Mrs. Albin Olson, M. Florence, Mr. and Mrs. Duffie Larson, Mr. and Mrs. P. Heinrich and Miss C. Heinrich.

Warren, Minn., June 27-29. Location, Marshall County Fairgrounds. Auspices, Marshall County Fair. Business, good. Weather, cool.

Over-night jump from Perdue, Minn., was made in good time and all shows and rides were playing to capacity at noon. With favorable altho cool weather, three-day stand was successful. High wind and threatening rain did considerable damage to tops, however. Scooter, Octopus and Minaret Show were top money getters. John J. Sweeney's Bingo led concessions. Fair committee, under Messrs. Ralph Taraloch and Oliver (Cy) Mattson, co-operated. Among visitors were Fred Ferguson, of Winnipeg, Man.; Joseph R. Hieslaud, Mr. Erickson and Albin Olson and

party, Mr. and Mrs. Oscar Knutson and Mr. and Mrs. Herberlein. JOHN PADAROUS.

World of Mirth (Railroad)

Hartford, Conn. Week ended July 6. Location, Barbours Street Circus Grounds. Business, good. Weather, rain one day.

Rain the night before spoiled a good holiday play. However, weather throughout the week was the best shows have experienced in many weeks. Wednesday was not entirely lost, as several thousand were on the midway before the rain came and most of them remained. Holiday matinee was light but evening attendance was good. A late afternoon bingo party for personnel is staged each Wednesday afternoon, with proceeds going to the National Showmen's Association. Women tendered Mrs. Jack Perry a baby shower Tuesday afternoon and presented her with a baby carriage loaded with gifts. Jack is featured in the drome. Among those present were Mrs. L. Harvey Cann, Mrs. Ethel Purdie, Mrs. Evelyn Anderson, Mrs. Ada Edwards, Mrs. Jane Porter, Mrs. O. and R. Mack, Mrs. Earl Ammon and Meadames Sullivan, Collett, Caldwell and Driver. Blondy Mack's Hollywood Monkey Show had its list of performers increased by one on Wednesday with the birth of a monkey. Shows using animals are handicapped in Connecticut, as State law prohibits exhibition of animals outside of the actual show. Cages on bally platforms must be covered. Pearl lithodons returned here after recovering from a recent illness. Her brother, Art Walker, and sister-in-law visited. Lot Superintendent Harry Hauck is ill and under constant medical attention. JIM McHUGH.

James E. Strates (Railroad)

Niagara Falls, N. Y. Week ended July 6. Business, satisfactory. Weather, clear.

Business here was highly satisfactory despite the fact shows were playing in opposition to the nation's greatest natural attraction. However, much of the business was confined to home folk. Gerald Egbert and Walter Marks, of the motordrome staff, were injured and sent to a local hospital when the tire on one of Egbert's wheels blew out while they were racing on the drome wall. Both riders were catapulted to the bottom of the drome before a startled throng. However, they emerged with a few cuts and abrasions. Mrs. H. W. Jones, of Rochester, daughter of Mr. and Mrs. James E. Strates, dropped in for a surprise visit, bringing her two children along. Art and Mrs. Waterman, of Buffalo, and Fred Healy also were on the lot several times. Allen Herschell visited. Mrs. Ethel (J. C.) Weir returned to shows after a brief visit with friends. Three more musicians were added to the orchestra in the Vanities Show. All five light pyrois in the midway are now fitted with full outlines of neon in many colors. BEVERLY WHITE.

Lawrence Greater (Baggage cars and trucks)

Oakland, Md. Week ended July 6. Auspices, Volunteer Fire Co. Business, excellent. Weather, fair, but cool.

Bill Goll, of Aquasade, sponsored by Volunteer Fire Department and Management of Cabin Lodge, gave an exhibition in swimming with hands and feet tied at the Deer Creek Lake here, which drew an estimated 15,000. Duck Dreyer, Cumberland County tax collector, rowed

along side of Bill, and local newspapers gave swim and shows front-page spreads and plenty of publicity. Opening night of Jubilee Week was much larger than last year despite cool weather. Week as whole was the biggest in Jubilee's history, committee reported. July 4th, with clear skies, shows drew some 18,000, and rides and shows received their share of business. Casino topped shows and Aquasade was second. Rides were kept going from early morning until late at night. New Ride-O took first honors and the Whip was second. Spending during the week was good. Committee, under chairman Fire Chief Dolden and Mayor Frailey, co-operated. Mrs. Wren, mother of Mrs. Shirley Lawrence, joined here for the remainder of the season. Visitors included William M. Oliver, president, and Secretary Aaron Weinstein, of Heidelberg (N. C.) Fair. FRANK BRAUN.

West Bros. (Motorized)

Conby, Minn. Week ended July 6. Location, fairgrounds. Business, fair. Weather, good.

With shows split into three units July 4th, major portion played the local celebration to fair results. Business before the actual celebration was light. Perfect weather prevailed on the Fourth, but crowds were light until mid-afternoon after conclusion of grand-stand attractions. Crowd melted about grounds remainder of the afternoon, but show and ride play was light. Main portion of crowd began pouring thru front gate after 7 p.m., but grand-stand attractions again held crowd until 10:30 p.m. From then on, however, grounds were filled to capacity and rides and shows ran full tilt until 2 a.m. Speedy Wonder's Motordrome proved the most popular. It was followed by Scooter, Holloplane, Mrs. Weber's Athletic Show, Sam Golden's Side Show and Bert Melville's 10-1st Revue. Curly Clark's corn game clicked. Visitors included Joe Anderson and wife, Dr. Feril and Doc Wilson and party. Showfolk have been stocking up on fishing tackle preparatory to the coaching tour of the arrowhead country of Minnesota. DON TRUEBLOOD.

Funland (Baggage cars and trucks)

Oliver Hill, Ky. Week ended July 6. Location, City Park. Auspices, American Legion Post. Business, good. Weather, ideal.

With A. C. (Shorty) Lowe co-operating, Agent C. C. Leasure had this spot well billed and Brads Hollis' free attraction clicked with patrons. All rides and most of the concessions did well while play on shows was a bit light Lanier's Circus and Thrill Show clicked, however. Charles Hines and wife left here for J. J. Page Shows. Mrs. Albert Heith's birthday anniversary was celebrated with a party in the Hollywood Revue top on June 24. A party also was staged in the same top on Friday night for Dot Lanier. Both received many gifts. J. J. Marion's Posettes are doing okeh and Mrs. Charles Miller will return from a Lexington, Ky., hospital soon. Mr. and Mrs. J. D. Moore purchased a new living top and Charbe Miller and Mrs. Beth took delivery on new trailers and trucks. TED C. TAYLOR.

Crysal Expo (Baggage cars and trucks)

Marion, Va. Week ended June 29. Location, Fairground Hill. Auspices, Boy Scouts Troop. Business, fair. Weather, fair.

A heavy rain Monday night prevented shows from opening and weather was threatening the remainder of the week, with rain again Friday night. Saturday was cool and clear. Business was fair during the week when weather permitted. A large crowd of good spenders was on hand Saturday night and kept week on the right side. Boy Scouts, with Scout Master Robert Garnett in charge, co-operated. Frank Austin, clown, again did a good job. Owner-Manager Warren J. Buntz took delivery on another new truck. Florida (Blanton) Stanke, wife of Superintendent Chuck Stanbo, added another concession. Billy Bunts also added one more

3000 BINGO

Heavyweight cards. Mark on white. Wood markers printed on sides. No duplicate cards. Put up in the following size sets and prices. 50 cards, \$3.50; 25 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.25; 200 cards, \$5.50; 250 cards, \$5.75; 300 cards, \$6.00. Remaining cards, \$8.00 per 100. No. 140 - 51125 Heavy Green Both Sides, Per 100, \$4.50.

3000 KENO

Main in 20 sets of 100 cards each. Marked in 2 rows across the card-board on red dross. Light-weight cards. Per set of 100 cards, 100 cards, calling markers, \$3.50. All keno and bingo sets are complete with wood markers, 1412 and direction cards. All cards size 2 1/2 x 3 1/2.

Light Weight BINGO CARDS Mark on white, postal card thickness. Can be printed or discarded. 3,000, size 8x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker, Red Glass, \$12.50. 3,000 Jax Post Bites (sets of 7 numbers), per 1,000, \$1.75. Light-weight Expanded, \$1.10. Per 1,000, \$1.50. 3,000 Small Thin "Bingo" Bingo Boards, 7 colors, made of 25, size 4x8, per 1,000, \$1.25. 5,000 Feather-weight Bingo sheets, 51x25, 5 colors, \$1.25 per M. Stamped in pads of 25, Per M, \$1.50. Package price on these items. Bingo Card Markers, in strips, 25,000 per., \$1.25. New boards and pads, wardrobe sheets, entrance books, subscription books, signs, forms, etc., and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

FROZEN CUSTARD OUTFIT Two machines mounted on one truck body. Week day shows, double profits. Can be opened into beautiful 12 ft. booth in 10 minutes. Can be used permanent or travel. All new white enamel. High machines completely reconditioned like new. Now operating. Also one 1 1/2 Heavy Keap Fryer, perfect condition. Reasonable price. Write or wire R. C. KRATZER 431 Napoleon St., ALLENTOWN, PA.

CAN PLACE Clean Cash Shows; profitable in Victoria. John Tambo, 174, For July 22nd. GREAT LAKES EXPOSITION SHOWS, INC. SECOND-HAND SHOW PROPERTY FOR SALE 125.00 - Genuine Elephant Skull, rare specimen. 240.00 - Antique Tents, 10x10, with display case. 350.00 - Large Van Wood 10x10, glass top. 55.00 - Electric Fryer 5 1/2 Burner. 114.00 - Hot Waterproof Umbrella Tent, 8x8, others. 94.00 - Van 10x10 and Franklin-Dime Canvas. WEIL'S CURIOSITY SHOP 20 S. 2nd St., Philadelphia, Pa.



SHOWN ABOVE are attractions, games and restaurant operated by Dufour & Rogers at the New York World's Fair. All of them are in their second year with the exception of Palace of Wonders, an expose of illusions, which replaced the 1939 Headless Girl. From the opening on May 11 to Sunday, July 7, inclusive, they have pulled a gross of about \$160,000 as follows: Rondroo Cafe, \$101,005.06; Nature's Mistakes, \$16,583.83; Palace of Wonders, \$10,892.50; Spill the Milk game, \$10,167.13; Scroll of Life, \$10,135.90; Crimson Tower, \$7,814.14, and the Barrel game, \$5,614.01. Palace of Wonders and Nature's Mistakes are managed by the D & R associate, T. W. (Slim) Kelley. Lew and Ada Dufour attend to the other shows, while Joe Rogers handles the Rondroo detail with Frank Miller and Arthur Bates. Dufour & Rogers also operate, with Murray Goldberg, 18 weight and age guessing stands spread over the Great White Way and exhibit songs. Take on the scales (\$22,602.25) and age (\$12,530.14) makes a total gross of \$206,171.88 for the first 58 days' operation of the 23 separate D & R units.

concession. Charles Davis has the fat-game and one other concession. Ralph Dodge's penny arcade and pop-corn concession have been clicking. Johnny Bunta and Benjamin have a string of well-stocked concessions. Doc Moore's well-trained African Jungle Show is among top-money grind shows. Sam Pettilla's Athletic Show is clicking. Sam and Frenchy La Rue are the writers and Jimmy (Whitey) Sanders and Lew Carpenter, boxers. Walk Away Kelly closed here. Visitors included Shorty O'Quinn, secretary-manager, Wise (Va.) Pub. Mrs. A. Carpenter and daughter, Lucie, are visiting Mr. and Mrs. Warren J. Bunta and family here.

PERCY MARTIN.

Convention

Duport, N. Y. June 24-July 1, Location, Transit and Terrace services for Amblers, firemen. Business, fair. Weather, nice and cold.

Shows made a short jump here and were set up for opening Sunday night. A new Ferris Wheel arrived Monday morning and, despite rain and mud, crew had it in the air by noon. Monday was hit to rain and threatening weather Tuesday forced free attraction to go on early. A deluge at conclusion of the acts and crowds scampering off the midway. Severe cold weather the remainder of the week affected attendance. People came out in good numbers between the rains however. Parade Day, Saturday, drew a good gate. Visiting Manager Mantly here were William C. (Bill) Fleming, general agent James E. Strates Show; Jack (Red) Malloy, Malloy Free Attractions, and Jimmy Heron, Canadian Show. Ruby Mendoza was added to the Sue Rogers Girl Show and is now hitting for Sue, who is recovering from a fractured arm. Manager Mantly purchased a semi-trailer, and two other trucks were added here. Gerald Barker also purchased a semi-trailer for his parade. M. G. (Minnie) Wilson posed with his Toy Wheel, potato peeler and ice cream concessions, as did George Itaglan with candy floss and pet-till-you-win. Sam Weiner added a few dart game and Mrs. Wozniak added a penny pitch. General Agent Harry E. Kantor made a flying trip to Syracuse, N. Y. and Mrs. Kantor, who has charge of the office, visited her home in Buffalo, N. Y., to attend graduation of her two daughters.

PAY LEWIS.

West's World's Wonder (McLeod)

Centerville, Ill. Week ended July 6. Location, American Legion Post. Business, good. Weather, good.

Alto July 4th was a red one for all departments of the show, remainder of the holiday got off to a slow start, but by late afternoon crowds began arriving and at 8 p.m., midway was packed. Committee held fireworks as late as possible and excellent business was reported by all. Saturday night a car was given away and a good crowd resulted. Nate Levin joined to take over the candy privilege. Ray Weber is his assistant. Mrs. Art Oterrese now has charge of the Ten-in-One. A new front and banners were added to the midge show. Mary Casey and Francis Francis now have their own show. Jerry Buck is lecturer and Lou Ord handles tickets. June English added Tara May and Margie Harris, dancers, to her Summer Polka. Doc Carroll, of the same show, is back from the hospital and on the job. Eddie O'Brien, nephew of Mr. and Mrs. West, closed here with an ice-cream concession. Tolly Myers visited.

EDDIE ROHR.

Dolson's World's Fair (McLeod)

Mansfield, O. Week ended July 6. Location, Armory Field Showgrounds. Amblers, Mansfield Building Trades Council. Business, good. Weather, fair.

Rapid run here from Lorain, O., was accomplished without mishap. More was the third made by new train crew under supervision of Trainmaster Jack Brady and Johnnie Brooks, assistant. Six-day July 4 Celebration was satisfactory and business was good thruout. Holiday business was not spectacular but better than anticipated because of competition from a widely publicized free outdoor Ferris wheel show and fireworks display sponsored by local merchants and held on the other side of town. Event was over at a fairly early hour and a number of visitors migrated to showgrounds, representing an already good midway crowd. Rains did not affect business

here, but a downpour Sunday delayed setting-up activities. Tons of cinders and shavings put lot in good condition by opening time Monday night. Mrs. William Whitton, whose late husband was a former special agent, visited Olive Hager for several days.

Several mishaps that came near being tragic occurred during the week. Soon after the train started unloading Sunday afternoon, Prof. J. C. Wells, rice writer, was sent to General Hospital when struck by an auto. He sustained severe scalp injuries. He is expected to recover, however. James Cunningham, colored motordrome worker, also is recovering from an injury at the hospital. The News-Journal and Station WJAN co-operated. Oja Sib, mentalist, is enjoying another successful season on Roy Cramer's Slide Show. Thad Kling is clicking as talker on front of Harlem Hot-Shots, colored revue. Bathroom of Mr. and Mrs. Roland Richards house trailer, situated two blocks from the lot, was damaged by a fire here when an electric water heater ignited a shower curtain. Quick action on the part of attendants prevented more serious damage. Among visitors here were Ned Torti, Wisconsin De Luxe Corp.; L. Clifton Kelley, general agent Johnny J. Jones Exposition, and Jake Shapiro, Triangle Poster Corp.

ROLAND W. RICHARDS.

Wallace Bros. (MotORIZED)

Norton, Va. Week ended July 6. Location, city ball park. Amblers, Fire Department. Business, good. Weather, rain first three days; cool nights.

Despite the long jump in here from Tennessee, shows, rides and concessions opened on time Monday night and fair business resulted, with Leona Lee's Circus Side Show taking top money. James Reed's Ferris Wheel led rides. Marshall Gibson's Tilt-a-Whirl was second. Business on July 4 was good, and Friday, Children's Day, and night equaled the holiday business. Saturday, with fair weather, permitted shows to end up on the right side. Bill Dollar did a good billing job and concessionaires joining included Jack Oliver, Pop-Corn Smitty; Frank Sparks, cigaret gallery, with Pearl Hawkins and Betty Davis as agents, and Henry Gardlie, high striker. Capt. Freddie Leach and the Crawfords, free acts, clicked. Mr. and Mrs. Mack Thompson made a flying trip to Dayton, O.

Greenville, Tenn. Week ended June 29. Location, Hoy's Showgrounds. Business, fair. Weather, fair.

After a short move here all shows, rides and concessions were ready for an early opening. Friday night was lost and small crowds until Saturday night permitted shows to do average business on the week. District Attorney Glass was a highly visitor. John McRinie completed a new front and added two alligators to his snake show here. Athletic Show, with Teddy Boltz, manager; Cyclona Nelson, wrestler, and Kid Smoky, boxer, is clicking. Mr. and Mrs. C. H. Davis rejoined Frank's Cookhouse after several weeks' absence. Matt Bonap reports good business with diggers. Jimmie Owens added several attractions to his penny arcade and Mr. and Mrs. Bill Dollar took delivery on a new car. Mr. and Mrs. Cotton Grissom spent Saturday afternoon on the show with friends while motoring thru.

CAPT. FREDDY LEACH.

Zacchini Bros. (MotORIZED)

Tarentum, Pa. Week ended July 6. Location, Riverchase Park. Amblers, Tarentum Fire Department. Old Home Week and July 4 celebration. Business, excellent. Weather, fair.

This marked first week of the season that rain missed shows and they were able to operate the full six-day week without interruption. Sponsors co-operated and shows opened to a large, enthusiastic crowd on Monday night. A substantial increase in business was noted Tuesday night. Tarentum Valley Daily News was liberal with space. Good business was done at Wednesday and Saturday Kiddies' Matinees. Shows operated continuously thru July 4 and huge crowds thronged the midway during the afternoon and night. Firemen promoted a speedboat race with \$2,000 prize in the afternoon and \$1,000 fireworks display at night. Many members of Cole Bros. Circus, playing a Saturday date in near-by New Kensington, visited. That afternoon Bruno and Hugo Zacchini visited Zack Terrell. Mechanical trouble delayed transformer wagon's departure for a number of hours. BILL SNYDER.



Be "Home" EVERY NIGHT THAT YOU'RE ON THE ROAD!

"ANYPLACE IS HOME—WITH A SCHULT TRAILER" means a lot to showmen who spend weeks on end, touring with their outfit. A Schult affords the maximum of home-like comforts and conveniences. Comfortable lounges, restful beds, and complete privacy. Large closets for clothes and costumes and lots of drawer space. Efficient oven stove . . . Refrigerators . . . Showers . . . Toilet. Many exclusive features. Eight models with 28 different interiors. Because Schult is the world's largest trailer builder, you get better quality for your money. Write for big FREE CATALOG and name of dealer.

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SCHULT TRAILERS

BANTLY ALL AMERICAN WANTS SHOWS: Have complete Monkey Show outfit and will finance reliable Showman. Colored Shows, Peeking Girls and Dancing Girls, all paid from office . . . Alice and Aloha, urbs . . . Depe on side. CONCESSIONS: Long Range Gallery, Candy Floss, Sealer, High Striker, Candy Apples and all other absolutely legitimate Concessions open for West Virginia Celebrations and long list of fairs starting at Bedford, Pa., August 19 to Armistice Day Celebration. NO WHEELS OR COUPON STORES. HELP WANTED. . . . PERCY MARTIN . . . JOIN ON WIRE. Side Help for 12 office-operated Rides. Talkers and Special Artists. Promoters for 3 office-operated fairs. Mary Wilson no longer connected with this show.

THIS WEEK . . . CHARLESTON, W. VA., BENEFIT CITY PLAY GROUNDS

WANT MONKEY SHOW, FURHOUSE, ANY GRIND SHOW, WITH Ferris Wheel Front and Equipment. WANT RIDE—OCTOPUS, OR ANY FLAT RIDE THAT WILL KOY CONFLICT. ALSO RIDE-O. WILL BOOK NO. 5 FERRIS WHEEL OR BUY SAME. BOOK PERRY ARCADE. LEGITIMATE CONCESSIONS OF ALL KINDS.

WANT MANY SEXTON WANTS HIGH DIVER. PLACE DARK ROOM MAN FOR THREE-FORM-DIME PHOTO GALLERY; ONE WHO UNDERSTANDS ENLARGING. GOOD PROPOSITIONS TO NIGHT PARTY. WIRE: NEWBURGH, NEW YORK, WEEK JULY 18TH; town of Lancaster, Mass., week July 22nd; Southbury, Vermont, week July 28th to Aug. 2nd.

ENDY BROS.' EXPOSITION SHOWS, INC.

BEACH CONCESSION FOR LEASE Dock, Beach Concession on Water Front of New Perth Amboy Municipal Park. Exclusive rights, no competition. Sale of Refreshments and Novelties, Bicycles, Boating, Fishing and Dancing. Lease can be arranged for a long term. Now in operation. Inspection and full information.

JAS. A. O'CONNELL Tel. 80 New Brunswick, N. J.

O. C. Buck (MotORIZED) Keene, N. H. Week ended July 6. Location, Marlboro street circus lot. Amblers, American Legion Post. Business, good. Weather, fair.

After much bad weather shows finally played to a week of fair weather and business. Rain Monday night held down attendance, but Tuesday was fair. Wednesday throngs turned out but rain about midnight cleared the midway. Thursday was the banner night, crowds coming early and remaining late. A huge fireworks display was released at 1 a.m. Whitey Higgins purchased a new car, as did Eddie Davis. Mr. and Mrs. Lou-Lang are expecting their daughter, Ruth, to visit them soon. Faith is a nurse in New York. The Londrome topped shows, with Colley's Varieties second. Octopus led rides and Ferris Wheels were next. Bill Jones' bingo proved popular. Fred Jones and the writer visited the racos at Suffolk Downs Tuesday.

JIMMY HICKS.

United American (MotORIZED) Garner, Ia. Four days ended July 6. Location, streets. Amblers, Chamber of Commerce. Business, July 4 excellent; remainder of engagement, nothing. Weather, ideal.

Move from Kewanee, Ill. 358 miles, was negotiated without serious mishaps. Shows opened Wednesday night on main street of this town of 1,200 population and on July 4 drew an estimated 7,500 who came early, stayed late and spent freely. Rides did exceptionally well and Merry-Go-Round had its best day in years. A parade comprising 30 floats and five bands drew favorable mention from

MAKE \$5000 A DAY ON CANDY FLOSS Our New Super Wizard with a heavy double head and larger springs. The machine was used at the New York and California Fairs. Also Candy Floss PASTER and F I R E R. Other models. Free literature. ELECTRIC CANDY FLOSS MACHINE CO. 702 Twelfth Ave., St. Paul, Minn., Tenn.

WRITE SIOUX TIRE & BATTERY CO. SIOUX FALLS, S. D. Buy on Our Easy Terms.

Frozen Custard Machine Built to order. Free literature. New operating. Good deal.

THE GRASK COMPANY, INC. 12th and Grand, DES MOINES, IOWA

WANT CARNIVAL AND ALL KINDS OF CONCESSIONS for our 1940 Year. Bigger and Better Than Ever.

ESSEX COUNTY AGRICULTURAL FAIR WESTPORT, N. Y. AUG. 21st to 24th, Inc. Write or Wire A. J. CLEMENTS, Mgr.

FOR SALE Free-on-the-Pipe. Mounted on Mack Truck. Price \$900.00; Motor, electrical, tracks \$250.00 extra. Price \$1,150.00; Callings, good as new, \$200.00.

ANDERSON TENT CO. FAIR BT., NORTHAMPTON, MASS.

national broadcasting chains and Des Moines newspapers. There were fireworks and free acts galore and committee co-operated. A detachment of three rides, two shows, two free acts and some concessions, which were sent to Rock Rapids, Ia., under management of Secretary H. P. Ellis, did not fare so well, but venture was not a losing one. Special Agent Bob Fox handled advance details at both towns. Jack Harris assisted. Little Margaret Smith did her side for life here and was well received. Owner C. A. Vernon and the writer made a flying business trip to Mason City Saturday. Flowers were telegraphed to Olney, Ill. Thursday for funeral of Howard Harris, whose sudden death was a shock to his many friends with the shows. Visitors included Mr. and Mrs. Wahl; James Byers, Byers Bros. Shows; James Campbell, Mr. Temple and Blim Johnson, Midwest Novelty Co. General Agent Edw. A. Bussey spent a few hours here Saturday while en route east.
WALTER B. FOX.

Frisk Greater (Motorized)

Hibbing, Minn. Week ended June 29. Location, Hibbing Showgrounds, Auspices, Townsfolk Club. Business, good. Weather, rain one night.

Shows arrived here in good condition for opening on June 24. Business was

FOR SALE

Loose Plans and Mrs. Wm. Street at Lakewood, Kansas. Call me over the week of July 22nd. Address as per card.

ANDERSON-BRADER SHOWS, INC.
Kansas City July 18th to 26th
Dodge, Kan., July 22nd to 27th

WANT

Chaplains Foreman, must drive semi. Talker for Midwest Shows.

WALLACE BROS.' SHOW
WINCHESTER, N.Y.

CAN PLACE

Responsible Man for Shows. One who can stand responsibility. Men or Women. By Rollman Pitch and John T. H. Wain. Capable Man for Flowers and Show Sales. Long career. Fair after year shows. No buyers. Must be capable. Address: MR. A. WAGNER, Russell Park, OMS

Fuller Amusement Co.

WANT at once—Shows, Baby Auto Ride, Concessions for MID-CENTRALION on spots at Peninsula, Calif., July 24-25, inclusive. Address: Treasurer of Centerville, No. 1002.

WANT

Side Shows, Athletic, Parades, Water Motor Shows. Will furnish tips and help for any Show of merit. For twice weekly of fair, mailing notice County Fair, Lawrenceville, O., July 30.

HOWARD BROS.' SHOWS
General Delivery, FINDLAY, O.

SNOW CONE AND SOFT DRINK FLAVORS

COLD MEDAL FLAVORS ARE THE BEST BUY, FOR THEY taste better cost less go farther easier to prepare

You're losing money if you don't use GOLD MEDAL FLAVORS this year. Write for new price list and details about our special deal on a new Excelsior Ice Shaver.

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GREAT LAKES EXPOSITION SHOWS, INC.

10 SHOWS WANTS FOR 10 RIDES

"America's Brightest Midway"

FAIRS START YUSKOLA, ILL., NEXT WEEK

Concessions of line, especially well Ball Games, Lead Gallery, Oxford, Signs and American Parades. Will give October good route fair, horse or hay. Shows with own outfit not negotiating. Capable Gal for Shows. John Canale wants Agents for Grand Street, Two Girls for Ball Game, Jack Wilson, Telephone man; Henry Davis and Jerry, Mrs. Blim Tenille, Wife Superintendent. One place Merry-Go-Round Foreman for Three-Hourly Show. Address: AL WAGNER, Showers, E. Pearl, Illinois, this week; then The Falls, Yuskola, Ill., next, followed by Benton, Illinois, Fair.

DIXIE BELLE SHOW

WANTS Legitimate Concessions only to play fair and Celebration dates. Can use 2 more Shows not conflicting with what we have. No Girl Shows or Gyps wanted. Our rates are in keeping with times. Tell City, Ind., this week; Rockport, Ind., Fair week July 22nd; Farmersburg, Ind., Fair week July 26th to Aug. 3rd; Mt. Vernon, Ind., Legion Harvest Festival, a big date. Other Free Fairs to follow to Oct. 15th, closing date. LOUIE V. RILEY, Owner.

FOR SALE

Alan Marshall E. Abbott Merry-Go-Round. Jumping horse, Le Roi motor, new top mechanical construction complete from ticket box to electric lights. Can be seen in operation any night. July 15-20, Easthampton, Mass. Reason for selling going into other business. A real bargain for \$7,000 cash. Not interested in leading or any other proposition. Address all replies to

GEORGE LEWIS, General Delivery, Easthampton, Mass.

good throat the week, except one night when rain slowed it considerably. Rides and shows did well, as did concessions. A. O. Hillman added another pony to his group of blooded stock and reports his ride is doing excellent business. Mrs. Rosechen, manager's wife, is recovering rapidly from a throat infection. Mr. and Mrs. M. M. Morell and son joined this week. A surprise birthday party was held in the cookhouse for Loren Frisk, with the personnel attending.
LYLE KULENKAMP.

Mad Cody Fleming

Hesperald, Ga. Week ended July 8. Location, Pine street lot. Auspices, Business Men's Club. Business, light. Weather, last three days rain.

Shows arrived from Abbeville, Ga., early Sunday and were up and ready early Monday. Weather was good first three days, but when July 4th arrived with a big celebration planned it rained all day and night. Rain continued Friday and Saturday. Art Hannon has four concessions. Captain Andrews has his trained animal show in good shape for celebrations and fairs. Joe Weeks' Monkey Circus is holding its own. Jack McCarty, ride superintendent, built a new Chairplane front. General Agent Dave Davidson has shows booked solid excepting two weeks. Merry-Go-Round has been overhauled and painted. Jack Whitney purchased a truck to haul his two concessions. Grace Mack has a new photo gallery and is doing well with it. Staff includes Mad Cody Fleming, manager; Dave Davidson, general agent; Jack McCarty, ride superintendent and transportation manager; Benny Dow, billposter; Grace Mack, secretary; Pearl Morris, The Billboard sales agent; and Kaye Morris, publicity. Reported by an executive of the shows.

West Coast Amusement

Klamath Falls, Ore. July 1-7. Auspices, Klamath Buckaroo Days Committee. Business, excellent. Weather, ideal. Pay paid, 25 cents.

As in former years the Buckaroo Days and July 4 Celebration was a huge success. Merchants and business men insisted on a downtown location for shows and business for the seven-day stand was good. During the matinee the Junior Police, newspaper carriers and queen and princesses of the rodeo were guests of the management. Escorted on a tour of the midway by the writer were Mayor Clifton Richmond and city councilmen; Mr. and Mrs. A. H. Lea and Mr. and Mrs. Russell Jackson, Multnomah County Fair, Portland, Ore.; A. Green, president, and Mr. and Mrs. Gordon Barrie, vice-president Lakeview (Ore.) Round-Up Association, and Mr. and Mrs. Dan E. Call, of Salem, Ore. Jack Joyce's Animal Circus and Three Meteors were popular.

All members of shows were deeply grieved to learn of the death of two well-known showmen, Earl Kelly and Max Bernard. A resolution of sorrow and a floral offering were sent to their survivors. Ted and Ming The Right, of the Police Berbere, purchased a new car here.
W. T. JESSUP.

Fuzzell's United (Motorized)

Cherokee, Ia. Week ended June 29. Auspices, Junior Chamber of Commerce. Business, good. Weather, good.

This engagement proved one of the most pleasant and profitable spots of the season. Committee and county and city officials co-operated and shows, rides and concessions did well. George Khloe added a new archery range with Dan Hammy in charge. J. Clark joined to take charge of Chinese Cane Rack and Roy Dollar came as corn game clerk. Mrs. Florence Pratt celebrated her birthday anniversary here and received many gifts. Mr. and Mrs. George Helman served her a special dinner at the Midway Coffee Shoppe. Mrs. T. A. Fuzzell reported a good week with frozen custard. Harold Clippard, manager of the bingo, entertained his father, who is advertising agent on United American Shows. Mrs. Margie Kahn was presented with a wrist watch on her birthday anniversary by Concession Manager Goldstone and George Helman, manager Midway Coffee Shoppe, in appreciation of her four years of service. Many improvements are being made on the midway and all equipment has been repainted for the fairs. Among visitors here were U. S. Senator Guy Gillette, Mayor and Mrs. Hicks and party; Mr. and Mrs. Jay Longstaff, Exposition Park, Ft. Dodge, Ia.; Mr. and Mrs. Louis Opel, Mr. and Mrs. Ray Davidson, Bob Fox, Mr. and Mrs. F. Frazer and W. A. Landmower.
P. W. PLATT.

Cassey's All-American (Motorized)

Neepawa, Lac Du Bonnet, St. Claude and MacGregor, Man. Week ended July 6. Location, fairgrounds. Business, good. Weather, warm.

No. 1 unit took a 170-mile jump and opened in Neepawa on Monday to good weather and attendance. Spenders were everywhere and grosses were above expectations. Ferris Wheel, side show, concessions and commissary reported the best day of the season so far. No. 2 unit hopped 240 miles to Lac Du Bonnet in Northeastern Manitoba for the holiday and did well. Josephine, 7-week-old bear cub, was presented to E. J. Cassey from local fairs. Units reunited in St. Claude Wednesday for a one-day stand. Weather was ideal and spending was lavish. Shows moved to MacGregor for Friday and Saturday. Weather was hot and big crowds turned out well. Good grosses were reported in the afternoon, but a cloud-burst hit the town about 8:30 p.m. and business was ruined for the night. Visiting Royal American Shows at Brandon, Ont., were Mr. and Mrs. E. J. Cassey, Mr. and Mrs. Bill Haller, Percy La Belle, Ernie Willis, Frank Wilson, George Steinger, Art Curtis, Val Jean, Friday Benton, Fred Prescott, Johnnie Ellis, Nelson Watson, Henry Trunk, Emil Hohendorf, Josephine Taylor, Congo and Frank Valentine, Kay Jackson, Doc Irwin, Roy Rogers, Percy Whaley, Karen Guthbert and the writer.

Deloraine, Crystal City, Killarney and Souris, Man. Week ended June 29. Location, fairgrounds. Business, fair. Weather, fair with showers.

Shows made a 200-mile jump to Deloraine in Southwestern Manitoba for a three-day stop. Weather was ideal, and one of the best days of the season so far was reported by rides, concessions and shows. Organization stopped in Winnipeg Sunday for a few hours while en route, and personnel visited Wallace Hroe's Shows there. Shows followed shows to Crystal City Thursday. Afternoon attendance was large, but spending was light. First split of season occurred on Friday when No. 1 Unit hopped to Killarney for a two-day stop. Unit No. 2 went to Souris for a successful stand. Continued rain on Friday at Killarney brought grosses to a new low for the season. Units reunited Saturday, and weather and business were good. Ferris Wheel clicked that day and a new high in receipts resulted. Valjean's World-Wide Revue did well, as did Doc Irwin's House of Mystery. Concessions did only fair. Carl Cannell moved into the vacancy left by Alex Atkinson in Bill (Willie) Haller's Rolldown. Ted Cassey took over dark game.
FRANKIE MEYERS.

Hilderbrand's United (Motorized)

Turkey, Calif. Six days ended July 3. Location, Redwood Acres Fairgrounds. Auspices, Humboldt County Fair Association. Business, excellent. Weather, warm days and cold nights. Pay paid, 10 cents.

Business here was excellent for the marquee and rides, but shows and concessions did not fare so well. Marquee broke all records for attendance so far this season and committee co-operated. The three miles from the city handman did not seem to keep the patrons away. Excellent weather prevailed all day, but nights were extremely cold. Free accidented. Hilderbrand's Elephants made the front pages of The San Francisco Examiner when they became the means of averting a traffic jam on route. Personnel extended its sympathy to the widows of Earl Kelly, owner Kelly United Shows, and Harry Bernard. Jeanie Vaz-de-hoel again was rushed to a local hospital, but is recovering. Mr. and Mrs. Earl Richardson added several additional grab concessions with success. Mr. and Mrs. Ralph Kalcorn entertained at a midnight luncheon. Many showfolk entertained visitors from Pismo Beach, San Jose and San Luis Obispo, Calif. William Summers left for Sacramento, Calif., to visit his mother. Charles Marshall, who has been confined at the Santa Lucia Rest Sanitarium, Temple City, will have his cast removed soon. Circus Area's seating capacity was enlarged to 1,000 reserved seats. Mr. and Mrs. Earl McCann's Athletic Show topped shows, while Ferris Wheel led rides. O. H. Hilderbrand, Manfred Stewart and Jola Hobday entertained many secretaries and dignitaries who attended the fair. General Agent Lucille King in fact she obtained several additional fairs in Utah. Stevie Hestick, seven-year-old bootblack has been doing well at his self-imposed occupation. Special Agent George and Ruby Morgan left for Truckee, Calif., after two days on shows. Klieg lighting system, wrecked near Santa Rosa, Calif., was rebuilt and used the last three days here.
WALTON DE PILLATON.

L. J. Heth (Motorized)

Hartford, Ky. Week ended July 6. Location, fairgrounds. Auspices, Annual July 4th Celebration. Business, terrific for the 4th. Weather, cloud-burst one day.

This celebration usually draws over 10,000 on the Fourth of July, but this year proved to be one of the worst failures in the history of the celebration. A cloud-burst Tuesday night literally flooded concession tops away. After this rain the grain ripened fast and was ready to be harvested on the Fourth. Many farmers were in the fields working in De day and were too tired to come out at night. Few thousand that were present didn't seem in a spending mood. Frank (Shorty) Graham was stricken ill Saturday night in Central City, Ky., and his condition is critical. A collection was taken on the shows and he was sent to his home in Washington from Hartford. All are repairing and painting equipments for the shows' northern fairs.

Central City, Ky. Week ended June 29. Location, downtown E. C. Railroad Kc. Business, fair. Weather, good.

More from Frankfort, Ky., almost proved disastrous, when semi-trailer carrying the Merry-Go-Round sunk while crossing the ferry at Rockport, Ky. Considerable difficulty was experienced in towing truck and semi out of the river. Incident caused shows to partially lose Monday night as trucks had to be rerouted. Shows were first to play locally in three years. Crowds increased nightly with over 3,500 on the midway Saturday night, but money was scarce. Mrs. Al Wines and Maxine Johnson visited Al Wines, electrician, here. Charles Wren's Motoradrome topped shows and Charlie Hum joined to take over management of the Davie Revue.
ALFRED KUNZ.

Palace United

Sullivan, Ill. Week ended July 5. Location, city park. Business, excellent. Weather, good.

Shows opened Monday night to good business and attendance, which increased nightly. Fourth of July business in many the best single day's business in many years. Several concessioners, including Joe Grock, frozen custard, and Harry Johnson, palmistry stand, joined Hro Whitey Johnson left to join another show in Arkansas and Oklahoma Cowboys left to fulfill previously contracted engagements. They will return in a few

Want Concessions

Legitimate Merchandising Comes Only for the

"DAYS OF '76"

Deadwood, S. D.

July 30 to August 4, Incl.

Write EARL B. MORGAN, Deadwood, S. D., for Full Particulars.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

East Moline Show Has Record Turnout

EAST MOLINE, July 13.—More than 10,000 persons, 6,200 of whom paid to see the stage and fireworks show in Municipal Stadium here, turned out to make this year's Independence Day celebration the most successful yet staged by the American Legion Post.

While business on the midway was off somewhat due to hot and dusty weather, attendance in the stadium was about 20 per cent greater than in past years, according to Don Sweet, who booked acts and handled publicity.

Flying Romas presented high casting and double trapeze offerings. John and Jodie Armstrong, with straight and comedy balancing acts, scored heavily. Others clicking were Zarrington Twins, acrobats and jugglers; Clayton, tight wire, and Eddie Lewis, harmonica player. Kenneth Dick's Band provided music. Sweet, a professional magician and stave, directed the show. Event opened with a three-mile float parade in the morning. Winners of the float competition were awarded trophies.

Newspapers and radio provided the bulk of publicity. Sweet, a newspaper man as well as booking agent, secured more than 250 inches of space, with many pictorial layouts. More than eight papers carried advance stories. The advance sale of tickets and souvenir programs assured sufficient money to pay expenses in event of rain.

Free acts on the midway were by Aerial Claytons, iron jaw and double trapeze. An amateur contest provided additional free entertainment. Among concessioners were Dutch Dellinger, bingo; De Wayne McClenahan, cook-house; Ralph Davis, cork gallery and ball game; Max Hademan, novelties; Abe Meyers, root beer; Earl Meridith, penny pitch; Cecil Whitaker, pop corn; peanuts; C. V. Rieps, mumble board; Ned Kneeland, saw; A. Drollinger, miniature train; Joe Wiggs, airplane ride; Mitch Wolf, palmistry, string game; K. W. Johnson, jewelry; B. Jensen, pony ride, and V. Krell, lead gallery.

Big Attractions Program At Successful Ind. Affair

BOSWELL, Ind., July 13.—Favored by ideal weather, Independence Celebration here on July 2-4 was successful from every standpoint, said Secretary Edgar Burnett. A large variety of attractions were featured.

Great Sutton Shows did capacity midway business and fireworks were fired on the last two nights, in addition to a daylight program on the final day. Program of 30 free acts was presented, including A. E. Selden, "The Stratosphere Man"; Darwood Birters, acrobatic, tap dancing and clown numbers; Kenneth Bowen's Horses and Betty Hollis, trapeze.

Show was heavily advertised with window and bumper cards, buttons, handbills and folders containing pictures of acts. Some 30 newspapers in the territory carried advance stories.

Attractions Draw Over 6,000 At Fair-Sponsored In. Fete

ALGONA, Ia., July 13.—Kosuth County Fair Association's 17th annual July 4th Celebration was one of the most successful in years, reported Secretary E. L. Vincent. There were more than 6,000 paid admissions and all acts were enthusiastically received.

On the grand-stand program, booked thru Barnes-Carruthers, were Noble Trio, parallel bars; Four of Us, singers and instrumentalists; Mills Troupe, high wire, and Red Carter, singing clown and smec. Other attractions on the bill were Captain Jerry, high diver; King, educated pony, and Decorah (Ia.) Junior Drum and Bugle Corps. Night program was augmented with Theatre-Duffield fireworks, J. I. Landes Shows, with 9 shows, 9 rides and about 23 concessions, were on the midway.

Volunteer Firemen of Valley City, O., will sponsor a three-day street fair and home-coming, featuring a midway and free acts.

Western Notables Invited To Houston Elks' Conclave

HOUSTON, July 13.—Western atmosphere will be a highlight of the Elks' National Convention here on July 15-20, reported Rev. J. W. E. Alrey, who has purchased a Downie Bros' top which is to be transformed into "Elks' Gulch." It will be laid out like a typical Western village, with old-time store fronts and wax figures of the West's best known characters. Doc W. F. Palmer is helping with concessions and Jack Dymuna has the cookhouse, which will operate from a chuck wagon. Grover M. Burge and M. A. DeBettencourt are representing trustees of the lodge in handling the gulch.

Many noted characters have been invited, including Daniel Carter Beard, national commissioner and a founder of the Boy Scouts of America; Maj. Gordon W. Lillie, who has been chosen village mayor; William S. Hart, town marshal; Harry Carey, ranch foreman; Death Valley Scotty, boss wrangler; Dare McCormick, chief of trail drivers; Judge Maxwell McNeill, justice of the peace; Elfgo Bars, attorney; Broncho John Sullivan, Indian agent; Chris Madsen, fort commander; Al Jennings, wagon trainmaster; Mrs. Bill Tighman, president of the Ladies' Improvement Society; Mrs. Fred Sutton, president of the Ladies' League; Kit Carson III, stagecoach driver; John Hughes, chief of Texas Rangers; Phil R. Isley, proprietor of the village trading post; Dr. Richard Tanner, post surgeon; Noah H. Rose, official typist, and Jim Lane Cook, trail blazer.

Attractions Have Red One At Pa. Firemen's Festival

WINDYBEE, Pa., July 13.—Aided by perfect weather, the Firemen's Festival here on July 4 was a red one for all concerned, reported C. Schroeder, whose dog, Rex, was booked to stimulate early dance attendance. Laddie Timko's band furnished music.

A. H. Rinard's Ferris Wheel, Merry-Go-Round and two Kiddie rides and concessioners did capacity business for hours, the crowd of 11,000 causing concession operators to replenish stocks of merchandise and eat-and-drink-stand operators to prepare new supplies. Special events included a ball game and auto giveaway.

Three grand-stand shows were presented by KDKA performers, headed by Ed Shaughency, emcee. Cast included Rainbow Jackson, blackface; Television Kids; Valdere, trick cyclist; Dolly Deane, dancer; Billy Lawrence, vocalist; Smoky Joe, comedy and musical cowboy; Donly, "Wonder Horse"; Flip, "Wonder Dog," a juggler. The Voice, horizontal-bar act booked thru George A. Hamid, were an added attraction.

Shows Set for Com. Date

NORWICH, Conn., July 13.—Attractions booked to date for the six-day American Legion Convention here include a monkey drome, fat girl show, Indian Village, Ten-in-One and wild animal, snake and minstrel shows, said William Barrett, director of amusements. Eddie Ekins will manage concessions and Al Bereaof will have charge of banner advertising and publicity. Progress is reported for the popularity contest, winner of which will be awarded a trip to Florida. Rita Nash is in charge of the contest, assisted by Helen Gilmore. An arch carrying complimentary banners to welcome delegates will be placed over the entrance to the lot.

Pomona Show Draws Crowd

POMONA, Calif., July 13.—A large crowd attended a supper and show in Washington Park here on June 27 under sponsorship of Disabled American Veterans of the World War, reported Bob Orth, post commander and vet showman, who acted as emcee. Show was for the benefit of disabled members of the Pomona chapter of Indoor Sports. Among those on the bill were the Joyce Sisters, acro tap dancers; Paul Brachard Troupe, tumblers; Tom Kitchen's Girl, unicyclists and baton twirlers, and Three Jays, horizontal bars.

Big Program Draws 40,000 at Ill. Fete

STREATOR, Ill., July 13.—Eighth annual Independence Day Celebration here under sponsorship of a citizens' committee was attended by about 40,000 and was the greatest yet staged, reported General Chairman William J. Lewis. Perfect weather and a good program aided in making it a success. Cost of the event, staged to give citizens a free entertainment, was \$2,400. It is financed thru midway earnings and a fund raised by the sponsor.

Advertising was done in five counties by means of one-sheets, pictorial material and tack and window cards. A two mile float parade was the morning feature.

Twilight preview was staged on July 3, featuring the Flying Aliens in a parachute jump from a balloon cannon. Other acts, with Andy Dakalar and Tommy Sacco acting as technical advisers, were Two Queens and a Jack, Mr. and Mrs. Rink Wright; LeBomber, triple bars, and Flying Chapella. William Hoffman rides were booked for the fourth year. Liberty Fireworks Co. furnished night displays.

Ala. Picnic Is Big Draw

PELL CITY, Ala., July 13.—Capacity crowd, as a result of heavy advertising thru newspapers, handbills and radio, attended a non-profit picnic here on July 4 under auspices of the Merchants' Association, said Secretary-Treasurer R. P. Bligg. J. W. Weston's Chairmans, Iron concessions and Liberty Display Fireworks Co. were contracted thru advertising in The Billboard. The town was decorated a week in advance. Program included prize awards for recovery of miniature parachutes, ball games, wrestling and street dancing.

J. R. EDWARDS SHOWS WANT

FOR BARNESVILLE, OHIO, HOMECOMING, week of July 22nd, with Beyerling Homecoming the following week. Fair start week of August 5th. Want Ride-Play, Can place 20000.00. Want Fish Pond, High Roller, Slide-4, Dipper, Water, Candy Apples, Bouncing Balls, Best Game and any legitimate Concessions. Want Shows, 20.00. You can join here. Address all mail and orders to J. R. EDWARDS SHOWS, Clyde, Ohio

CARNIVAL WANTED AUGUST 12-17 RELIGIOUS FESTIVAL

Everything Open, Apply RALPH SANTILLI, 221 French St., Hammonsta, N. J.

ANNUAL FAIR FESTIVAL

At Mark, Indiana, Sept. 4, 6, 8 and 7, 1940. Want Free Arts, Shows and Concessions. Ed Johns and Diggers not allowed. Write at once CHAIRMAN GUY ALLRED, MARK, Indiana

CONCESSIONS WANTED

53RD ANNUAL OLD SETTLERS DAY AND NIGHT—AUG. 25. De Witt County's Big Day. OSCAR CROMWELL, Sec., Kenney, Ia.

CARNIVAL WANTED

For Week of September 9 to 14 OLD SETTLERS' REUNION and FALL FESTIVAL. Address: G. E. SEMPLER, Munster, Pa.

WANT Rides and Concessions for HOMECOMING

Search, Minns, August 15-16. FRED RIGGS, Concessions Com.

WANT RIDES

FOR TWO-DAY LIVESTOCK FAIR AND HORSE SHOW AUGUST 1-2. ROBERT MURPHY, Okmulgee City, Ok.

57TH ANNUAL SOLDIERS' REUNION

Okmulgee, Iowa, August 20-21-22. Rides, Concessions, etc., wanted. Address ADJUTANT, American Legion

TUSCOLA HOME COMING ASSOCIATION

CAN PLACE FOR THEIR MAMMOTH HOME COMING CELEBRATION JULY 24 TO 27, 1940

CONCESSIONS OF ALL KINDS. No exclusives except Corn Games now sold. Legitimate Stock, Wheat, Sill Games, Cusard, Lead Gallery, American Palmistry, Eating Stands, Grand Concessions. THIS IS ILLINOIS' LARGEST CELEBRATION, which is only held every two years. Rates reasonable. Address: DR. L. R. McNEIL, Chairman, McNeil's Drug Store, Tuscola, Ill.

WANT For

1st Annual AMERICAN LEGION CELEBRATION

AUGUST 3-10. Rides: Ferris Wheel, Merry-Go-Round, Chairlifts, Slide-O, Loop-the-Loop, Roll-a-Piece, Ride-Air-Road, Pony Ride, Auto Ride. McGillivray, set in 100ft. Shows: Ten-in-One, Bouncing Balls, Dipper Show, Colored Minstrel, Mickey Mouse, Snake Show, Hissler, Escape, Funhouse, and any money-making shows with own outfit. Night Show: Spring Wood, John E. & B. Smith, set in 100ft. Concessions of all kinds will give X on Good House, Pheen Custard, Popcorn, Candy Apples and Girgs. Wanting contact, having programs, advertising a solid 50 miles, giving handbills and radio. Drawing from Bathing, Attention, Eat-in. Wanting good looks good. Showers have a proven tent from last season. Will consider good clean carnival. Program and ticket man get in touch. Address all communications to W. NADLER, American Legion Celebration, Emma, Pa.

JACKSON CENTER HOME COMING

AUGUST 21 TO 24 INCLUSIVE

Want Concessions that do not conflict. Will sell exclusive. All Concessions must work for 2 weeks. Foreign territory. Address all correspondence to R. K. GOODING, Russell's Point, Ohio

FIREMEN'S FALL FESTIVAL

Lena, Ill., Sept. 5, 6, 7, 1940

Concessions and Shows wanted. H. V. WALES, Sec.

WANT

Merry-Go-Round, Loop-the-Loop, Kiddie Rides. Must furnish own power. CIO Labor Day Jamboree

Write H. C., 1605 Jefferson, Toledo, Ohio

CARNIVAL WANTED

Week August 19, Fulton, Ky. LIVESTOCK AND POULTRY EXPOS. Also Concessions of all kind. Write, Wire or See M. L. PARKER, Secy.

WANTED FOR FIFTH ANNUAL LEGION PICNIC-CARNIVAL

Open for date either August 18, 19 and 20 or August 22, 23 and 24. Prefer first date. Limited admission in South-West Missouri. Draw on daily attendance of sight to ten thousands. Also want Free Acts and other Concessions. Write J. R. SPARK, Chairman Concessions, Ayn Grove, Mo.

Big Crowds, Gross Reported for Mass. Legion Celebration

LOWELL, Mass., July 13.—David H. Day, president of Endy Bros. Shows, who furnished midway attractions at the celebration here on July 1-3 under auspices of the American Legion Post, reported attendance of about 20,000 and a heavy gross for the first three days. Attendance on the final night was also big.

Edie McMahon is credited with doing much to revive the event. James H. Reynolds was committee chairman for the sponsor.

Location was South Common, in the heart of the city, and special promotions were staged daily. In addition to attractions of the Endy Shows, rides were furnished by Dick's Paramount Shows, John Kilonis and Prinnell. Nine free acts, including Wilno's cannon act, appeared over the midway. Three automobiles were awarded on closing night. Henry Epp, of American Fireworks Co., furnished displays.

12,000 Draw Is New Mark At Ia. Independence Event

GARNER, Ia., July 13.—Annual celebration here on July 4 under auspices of the Chamber of Commerce drew 12,000, largest crowd ever to visit Garner.

United American Shows supplied six rides, 14 shows, concessions and the free act, Julia Gehritz, trapeze and slide for the shows played to good crowds from July 2-4, occupying four blocks of the business district.

Morning parade had 41 floats, most of them built by the Thatcher-Stanbery Studios, and five bands. Five prizes were awarded for floats. Thatcher-Stanbery also supplied fireworks. Governor George A. Wilson; Jessie Parker, State superintendent of public instruction, and John Rankin, attorney-general, were featured on the morning program. Sports, band concerts, dances, movies and roller skating were also featured. Canvas banners were strung at the intersection of two important highways three weeks before the event. Page and half-page bills appeared in the local newspaper and smaller ads were run in eight newspapers in surrounding towns. Good-will tour, taking with it the Junior American Legion Drum and Bugle Corps, also helped publicize. Posters, notices and handbills were also used.

Ind. Event Has Big Draw; Many Attractions Featured

INDIANAPOLIS, Ind., July 13.—Record-breaking crowd attended the fifth annual Independence Day Celebration here in Forest Park under auspices of the Rotary Club, reported Secretary Joseph P. Radford. Estimated night attendance was 13,000 and about 10,000 patronized rides. Event showed a small profit, which will be used in charitable work.

Miller Amusement Enterprises furnished a Tut-a-Whirl, Chairplane, Merry-Go-Round and Ferris Wheel. Gerry's Pony Track was the fifth ride. There were 20 concessions on the midway and 11,000 business, with a sponsor-operated merchandise bingo in the park auditorium contributing materially to receipts. Souvenir program helped finance the event.

Free acts, furnished by Pluto City Attractions, included Little George, acrobatic midget clown; Texas Jack's Lone Star Rangers Band and the Melody Makers. Band concerts, fireworks, athletic contests and midget auto races were other attractions. Event was advertised in newspapers and by window and tack cards.

Low Fete Is Successful

CENTREVILLE, Ia., July 13.—Celebration here on July 4-5 under auspices of the American Legion Post and business men was successful both from the standpoint of attendance and receipts, reported Adjutant Cecil Gray. Wayne Hale furnished a Merry-Go-Round, Ferris Wheel, Tut-a-Whirl, Chairplane and Kiddie ride. Shows included Truka's World, Reckless Walters' Motordrome, Seals' Athletic Show, a side show and Joe Lewis' gorilla, which arrived one day late, but grossed more than \$1,200, best mark ever recorded here. Newspapers and billing were used to advertise.



WILLIAM J. LEWIS, recently re-elected general chairman of Director (III.) Fourth of July Committee for the sixth consecutive year, reported the 1940 eighth annual celebration the greatest yet staged, drawing about 40,000. He is a newspaper man whose hobby is the Director annual event. He works on this premise: "Give the people a lot of high-grade wholesome free attractions, and your rides and concessions will take in the dough."

Profit for Sponsor, Shows At Kan. Legion Celebration

WAMEGO, Kan., July 13.—An estimated crowd of 15,000 attended the 21st annual July 4th Celebration here under auspices of the American Legion Post and a good profit was shown, reported Chairman J. A. Childers. Merchants contributed about \$300 toward the celebration, which was advertised in newspapers and with cards and handbills.

Midway receipts for Elite Exposition Shows, booked for the third year, were well above those of last year. Shows carried 8 rides, 7 shows and 23 concessions. Barth and Moler appeared twice as free act. Another attraction was a \$100 fireworks display. Prizes were given to 4-H Club members and free tickets were distributed to children. Concerts were given by the Wamego Juvenile Band.

Crescent Gets N. C. Event

ROANOKE RAPIDS, N. C., July 13.—For the third year Crescent Amusement Co. will furnish the midway for six-day Mid-Summer Festival here under sponsorship of the Lions' Club, said President Ted Speight, who served as chairman for the past two years. Carl S. Thompson has been named chairman for the 1940 event. Proceeds are devoted to rehabilitation of underprivileged. Large attendance from 12,000 inhabitants of Roanoke Rapids and surrounding territory in a radius of 35 miles is expected. Advance sale has been started. The girl selling the most tickets will be named queen and be awarded a prize. Nightly giveaways will be made, including an automobile on the final night.

Ill. Event To Be Repeated

SULLIVAN, Ill., July 13.—Satisfactory business was done by Palace United Shows and the sponsoring American Legion Post at a celebration here on July 4, reported A. K. Merrigan, carnival chairman. DeKohl Troupe was the free act and Illinois Fireworks Co. presented displays. Joe Martin's Orchestra played for dancing. Plans are being made to repeat the event in 1941. Others on the committee were G. R. Cunningham, J. K. Campbell, G. C. Miller, Lawrence Krause, J. L. David, O. A. Roney and W. H. White.

Profit for Pa. Celebration

FOREST CITY, Pa., July 13.—Old Home Week here on June 24-30 under auspices of Hillside Hosiery Co. No. 2, while not the success that was expected due to weather conditions, proved satisfactory after a check had been made. Celebration operated but three of the scheduled seven days. Penn State Shows did business on days they were open. There was a free gate and good spending when weather was fair. Displays by Cortland Fireworks Co. on Sunday night were canceled because of a storm. Proceeds have enabled the sponsor to make repairs on its bowling alley.

Free Bill Attracts 32,000 to Ill. Fete

PARIS, Ill., July 13.—A wide variety of free attractions, presented in three shows, were responsible for the 32,000 who attended the celebration here on July 4 under sponsorship of the Chamber of Commerce, reported Secretary Charles R. Clement.

The event has been growing larger yearly. This year \$1,500 was used to finance it. Of the necessary fund, \$300 was obtained thru booking of rides and concessions, totaling 27, the balance being raised thru merchants' donations. Attractions on the midway included Barr's cookhouse and two rides. Ote Hunt's cookhouse and Art Hise's corn game. Free acts, booked thru June Harting, of Frederick Bros., were Six DeCardos, the Lelays, Ed Kelly's Ice Revue; Charles Nolan, Juggler, and Major Booth's Six Old Batoneers. The Dunn Family, hillbilly act, and a \$600 display furnished by World Fireworks Co. were added attractions.

Celebration opened with a four-mile float parade containing 78 units built by W. A. Freed, who also decorated the town. Other attractions were swimming, boating and picnicking in Twin Lakes Park, skeet shoot, ball games and golf.

Ill. Home-Coming Arranges Large Attractions Program

TUSCOLA, Ill., July 13.—Everett Johnson's Madison Square Garden Cowboy Band, 27 acts, Great Lakes Exposition Shows and the Ben Bernie, Herbie Kay and Isham-Jones orchestras have been booked for the four-day annual Home-Coming here in Krvin Park, reported Cal E. Razor, entertainment chairman.

The Tuscola has population of only 2,800, it draws heavily from surrounding territory. Since inception four years ago the event has increased its average daily draw from 10,000 to 13,000. Special days have been set aside for farmers, Democrats and Republicans. Wendell Willkie, Republican candidate for the Presidency, has been invited to speak.

Shorts

MILLVILLE (Pa.) Fire Company reported net of \$1,500 from its recent seven-day carnival. It placed \$250 in equipment. Carnival grossed \$4,000. Large crowds attended on July 4 and two other nights.

NATIONAL Dairy Co-Operative Commission, Inc., Lake Mills, Wis., has been organized to promote a three-day celebration. Entertainment will include WLB National Barn Dance acts, Joe Schneider's Ork and Bill Carlson's Band.

ESTIMATED profit of \$300 was made by Plymouth (Wis.) American Legion Post, sponsor of a picnic on July 4, reported George W. Gessert. Rides, contests and hand concerts were featured.

MILWAUKEE Road Service Club, Madison, Wis., presented 9548 to The Capital Times Family Welfare Camp fund as a result of its recent benefit party. It will become an annual affair.

ATTRACTIONS for Indiana Corn Festival, Fowler, Ind., have been booked by the Tommy Sacco office for the second year.

YAZOO CITY, Miss.—Members of the oil industry are joining civic body heads in planning the first Mississippi Oil Exposition there. Lions' Club is sponsoring

and Rogers Producing Co. will handle a pageant and other events.

GEORGE MARLOW, of Marlow Amusement Co., reports he will be in charge of third annual four-day Lucas (O.) Street Fair and Bangle Show under auspices of merchants and the Art Hill cyclist, and Arnold's Batyard Frolics have both signed as free acts. There will also be a midway and flower and home products shows.

FRANK RICHIE, who recently joined Capt. Frank Cushing's Death's Holiday Thrill Circus as general agent, reported their July 4 date under auspices of Anniston (Ala.) Central Labor Council was rained out and the show postponed to July 14. However, a big advance sale assures a successful stand. Show has also been booked for Owrnaboto (Ky.) Bridge Celebration. Sky Lark, pole act, will also appear. Richie underwent an appendectomy on June 18 in Anniston.

IN Wellsville, O., 80 Ohio, Pennsylvania and West Virginia fire departments, bands, bigle corps and marching units, all in uniform, and civic, patriotic and fraternal organizations participated in a street parade on the night of July 3, climaxing a four-day Home-Coming Celebration sponsored by volunteer firemen. More than 17,000 saw the parade. (See SHORTS on page 57)

WANT

For National Convention of the Mine Electricians and Maintenance Men's Assn. at Sheffield, W. Va., August 1-2-3, held in Municipal Auditorium.

CORN GAME
PITCH-TILL-YOU-WIN
FISH POND
HAM OR SUGAR WHEEL
Other Concessions, wife at once. Can also use more Vandeville Acts. Address: AMUSEMENT COMMITTEE, Lowallen Hotel, Harlan, Ky.

GALVESTON'S
FIREMEN'S 7th ANNUAL STREET FAIR
AUGUST 14-15-16-17
For Concessions space write
TED MCDOTT, GALVESTON, IND.

WANT
MERRY-GO-ROUND AND FERRIS WHEEL
For a Two-Day Church Carnival, Aug. 2 & 3. Give full particulars and address: W. J. SMITH, 207 Martin Brown Bldg., Louisville, Ky.

SHADE GAP PICNIC
McDonalde Grove, Shade Gap, Pa.
July 28 to Aug. 3rd, 1940
10th Annual Picnic
Want Shows and Concessions that work for work. Can place Novelties, Stalls, Games, Toy Cars, Long Range Raffles, Bicycle Races, Hoopla, Operatic Exhibits, American Football, 5 am. Concessions open. Rides and Pop Over booked. Can use our new Family Platform A-C.
C. W. ORRIS, 904 Chestnut Ave., Allentown, Pa.

CARNIVAL WANTED
We of two Rides (one Industrial and Labor Exposition. Organization has 2,000 members and 200,000 sq. ft. drive from Merchants and manufacturers are looking. To be held August 19th to 21th. Want 100% Party Clinic Man. Will be open day and night. Now handled by Ted Weller, Harry Searle, Harry Taylor, comprehensive, INDUSTRIAL & LABOR EXPOSITION, 102 1/2 N. Walnut St., Marion, Ind.

| | | |
|---|--|---|
| <p>A MILLION PEOPLE TO DRAW FROM DAY AND NIGHT. FIRST SHOW IN 8 YEARS. 2 MORE BIG CELEBRATIONS TO FOLLOW.</p> | <p>Central New York's Largest Major Celebration LYONS, N. Y. JULY 22-27 Sensational Free Acts 50 Bands, 50 Companies in Parade Billed for Miles Around</p> | <p>BENEFIT FIREMEN AMERICAN LEGION ELKS MASONS REDMEN SONS OF ITALY. NIDDY PARADES, FLOATS, FLAGS, DECORATIONS.</p> |
| <p>Want Show Electrician and fast-stepping Banner Men. Want Shows, 25%. Want one more Rides. Want legitimate Concessions. Grand Stairs, Ball Games, etc. \$20.00. No celebrities except Bingo and Lead Gallery. Will sell X on Bingo, \$75.00. Want Penny Arcade, Cookhouse, Crab Joints, Waffles, Custard, Mitt Camp, Photos, Popcorn, Novelties. All where to FRED ALLEN or KARL MIDDLETON, Hotel Wayne, Lyons, N. Y.</p> | | |

Twelve Animals Die in Fire at Goebel's Farm

LOS ANGELES, July 13.—A fire at the Goebel Lion Farm, Thousand Oaks, 60 miles north of here, night of July 9 destroyed several of the smaller buildings, and seven tigers, three camels and the famous Willbeck elephant, Belle and Queenie, were lost. These are the elephants much seen in the movies and worked by George Emerson and Mildred Brown.

It was stated that only thru the superhuman efforts of the attendants and others prevented a most serious conflagration. The 17 elephants in charge of Cheerful Gardner were rushed to places of safety. Wagons and equipment of the defunct Hagenbeck-Wallace Circus, now owned by Louis Goebel, were saved.

Goebel was unable at this time to make a proper estimate of the loss.

R-B Buffalo Date Best in 20 Years

BUFFALO, July 13.—The Ringling-Barnum circus, here July 5, snatched them on straw at both performances, smashing a 20-year attendance record for this city. Attendance was about 80,000.

The new European acts were the big drawing power for the show due to the fact that Buffalo has a large foreign population. Antoinette Concello, one of the featured acts, is of Polish descent and is a Buffalo girl. Local papers played this up heavily.

Show drew heavily from surrounding towns. The advertising crew outdid itself on the billing, which was heavy. Show was received by the audience and critics as the best ever presented by R-B. Roland Butler, press agent, did a marvellous job with local and surrounding papers.

Milwaukee Date Changed Again

MILWAUKEE, July 13.—For the second time a change has been made in the plans for the Ringling-Barnum circus here. Originally the circus was scheduled to play here August 3 and 4. The dates were then changed to August 10 and 11 and now the playing date has been shifted to July 29 at the request of A. W. Kalbus, associate manager of the Wisconsin State Fair, with the consent of circus officials. The August 10 and 11 dates would have cut attendance at the State Fair, which opens August 17, according to Kalbus. R-B is slated to show at Madison, Wis., July 30.

Big Attendance in Akron

AKRON, O., July 13.—More than 20,000 persons turned out to view two performances of Ringling-Barnum circus here July 10, best business for the Big One in several years in the Rubber City. Matinee attracted about 8,000 despite a downpour shortly before the performance got under way. A typical Akron circus crowd jammed the big top at night. It was not necessary to halt ticket selling, however, officials revealed. There was a heavy rain between shows.

At Cleveland July 8 and 9 all four performances were near capacity, and ideal weather prevailed. At Lorain Sunday, July 7, business was only fair.

The Akron Beacon Journal came thru with the best publicity campaign given the Big Show in many years. Frank Braden was here and also made Toledo next day.

The route of show as already laid out will take it as far west as Iowa. No Canadian territory is included on this year's route.

Night performances here was a few minutes late in starting but was over at 11:15 due to elimination of several hippodrome numbers because of the hundreds seated on the canvas. Audience was most enthusiastic and applauded every number. A good lot and short haul got the show away here in good time.

Among those in attendance here were Tom Gregory, Ben H. Voorhees, Harold Long, Murray Powers, Silvers Johnson and wife, Myrtle, Lillian Brock, Jack Nedrow, Paul Zimmerman, Jack Minchert, Basil McHenry, Mr. and Mrs. Rex McConnell and Johnny Reeves and wife.

CLIFF McDUGALL is director of special events for the Pigeonhole Play Association on the West Coast.



ORA PARKS, who recently joined the float Gibson Rodeo as press representative. Prior to this season he had handled press on Cole Bros.' Circus.

McCall's Show Has Biggest Day in Lake View, Ia.

LAKE VIEW, Ia., July 13.—McCall's Dog and Pony Show chalked up the best business in its 21 years on the road here July 4 when it gave seven shows, the first one beginning at 12:30 p.m. and the last one at 10:45 p.m. Herbert E. Sater took tickets all day and reports there were 287 paid admissions at the last show. Business thru Iowa has been good and is holding up fine.

Show carries 17 ponies, 11 dogs, five goats, two bears, one pig and three monkeys. It has an eight-pony drill, and the mixed group of two bears, a dog, pig and goat is a real act. McCall works all animals and runs the show. His son, Kelly, and wife are in advance and have a Dodge car and Schult trailer.

Performance is presented in a new 52-foot round top with a 28-foot middle and nine-foot side walls. Rolling stock includes four Chevrolet trucks and two trailers. A five kilowatt light plant and public address system are carried.

Visitors here were Raymond Hendricks and wife, of Middletown, Mo.; Walt Swanson and family and a group of friends. Swanson was with McCall's show 18 years ago, but is now a Lake View farmer.

Mills Show Folds; Business Declines

LONDON, June 20.—Bertram Mills Circus folded last night after a scheduled three-day stand at Worcester. No statement yet made by Cyril and Bernard Mills, but even if a revival is essayed before the end of the war there is little likelihood of it taking to the road again this summer. With increasing gravity of the war situation business declined, but even so the brothers might have kept on longer if it had been possible to get over labor shortage. This, however, became so acute that they found themselves unable to keep a show as big as the Mills moving along.

Pim's Navy and Lou Lenny's mule act are seeking vaude engagements, but it is too early yet to say what others will do. Some, like Len Austin and the Baker boys, will soon be in the army.

JAMES DU BOIS is in charge of the billing brigade of Mills Bros.' Circus, and Jimmy Call is lithographer with the No. 1 car, which is in charge of Du Bois. Jimmy Burnell and wife are following a day after the advance, making merchant-ticket tie-ups for the show.

Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated July 27, under the title of "Validity of Salary Payments."

Walter Gives Ninth Annual Show for Houston Children

HOUSTON, July 13.—Despite a driving rain that began falling just before the spot and continued for about 30 minutes, the Frank J. Walter Original Underprivileged Children's Three-Ring Circus played to a very large audience for the ninth annual performance here recently. Show moved onto the lot Sunday afternoon and performance was given Monday afternoon.

Equipment was newly painted and all attendants and performers wore colorful new uniforms. Large groups of children from various homes attended and were served refreshments under the supervision of Mrs. F. J. Walter and friends of the circus. While the big Walter ticket wagon was spotted on the lot, no tickets were sold and no advertising features were used or allowed. This circus, given for charity, is one event annually celebrated for the amusement of Houston's underprivileged children.

Frank J. Walter, Houston circus owner and sportsman, was equestrian director. Three rings were used and 18 acts were presented. A. S. Oppenheimer, CPA, was announcer and emcee. Before the performance Hattie Pritchard and Hans Nagle were presented silver cups as a token of appreciation from Mr. and Mrs. Walter for their loyal assistance to the show. A complete and all-new sound truck was handled by George Cunningham.

The Program

Show ran one hour and 40 minutes, with no waits. Herbert (Slits) Beeson, wire star, formerly with the Ringling show, looked great in his new act. Beeson is a resident of Houston. A. W. Kennard scored with a pony drill and his trained dogs were well received. Mr. and Mrs. Walter presented a group of trained ponies, and Lucia Walter, with Walter's Famous Wild Horses, was easily the feature attraction. Rosabelle Freeman, of the Pritchard studios, presented an acrobatic dance, "Floto," the Wonder Horse, was presented by Kennard, who had several numbers during the show. Montage number, under direction of Kennard, Dr. Arthur Billin and Eddie Nix, was outstanding.

In clown alley were the writer, Albert Marx, CPA and producing clown for Walter, assisted by Tony Prince, Popeye Stanka and Sam Levy. "Bono" added much to the funmaking, also little Miss Prince. Clown patrol number was used and the laughable fire-house act closed the show.

Staff included Mr. and Mrs. Frank J. Walter, Jim Shelton, Courtney Smith; Hans Nagle, Houston Zoo superintendent; Clarence Brock, K. C. Lowrie, Howard West, George Cunningham, A. S. Oppenheimer, A. W. Kennard, Colonel and Mrs. Jay A. Royster, Eddie Nix, Dr. Arthur Billin, Albert Marx, Tony Prince, Popeye Stanka, Herbert Beeson and Hattie Pritchard.

Show moved into winter quarters in South Houston immediately following the performance. Wires from friends and circus fans were read to Mr. and Mrs. Walter at a circus dinner, held that evening in the ring barn of the Walters, honoring all workers and performers connected with the show.

Bird Millman Seriously Ill

DALF FERRY, Conn., July 13.—Bird Millman, former feature performer of the Barnum & Bailey circus, is lying in bed suffering from cancer of the spine. Dixie Wilson, another feature performer of the same show, is with her as much as possible and doing all she can to make Miss Millman comfortable.

Lincoln To Have Cole Bros.

LINCOLN, Neb., July 13.—Lincoln draws its first major circus since July 8, 1906, with appearance of Cole Bros.' show here July 22. Hagenbeck-Wallace was the last one in.

VIRGIL A. STANFIELD, of Mansfield, O., writes that when Cole Bros.' Circus was here July 10, it was the first big show to use the fairgrounds lot in several years. The lot, in the race-track oval, afforded just enough space. Big shows in recent years have used Euel Mill lot north of the city limits. Show was well liked. Matinee crowd was fair and evening performance drew about three-fourths capacity.

Cheap Form of Extortion

There are two reasons, says The Billboard, trade paper of the show business, why big circuses don't come to Akron very often. License fees are high—\$300 a day for the largest show—and city officials habitually demand at least twice as many license passes as are distributed in other cities.

As circus fans we deplore Akron's bad name among showmen. We don't suggest that the license fee be lowered. The city treasury gets that money and the Lord knows it needs it. We do suggest, however, that if circus managements feel they can't shake them down for bags of passes, they ought to honor the passes only at a special gate marked in foot-high letters, "Cheaters' Entrance." The Akron (O.) Beacon Journal.

Zimmer Piloting Mills Bros.; Show Has Special Paper

CANTON, O., July 12.—Harry Zimmer has joined Mills Bros.' Circus as general agent. Effective immediately, the show will more than double its paper at each stand, using special dated paper and new doggers.

First consistent good weather was experienced by the show during week of July 1, with the show playing small towns in Eastern Ohio, just outside major industrial centers. At Leontia, a town which has had no circus in several years, the show registered its second best business since coming into Ohio. The following day at Columbiana business was good. Malvern was a blank and business on July 4 at Mineral City, O., proved disappointing, the show playing day and date with the opening of the annual home-coming celebration there. Midway attractions proved tough opposition for the show. Strasburg followed with light business. Dennison was fair.

The Mills circus is routed south to Ohio for the next two weeks, with a dozen or so Ohio River towns slated for the remainder of the month. Route after August 1 is indefinite. Manager Jack Mills said.

Meyers Joins Band

Claude Meyers, who for the past 13 weeks has had band on the Gooding Greater Shows, closed with that organization recently and has joined the band on the Mills Circus, playing clarinet. He brought along his trailer sleeper, providing sleeping quarters for all members of the band, which is being conducted by Jake Mills. Meyers reports he has almost entirely recovered from a serious injury suffered last season when the Parker-Watts band truck overturned in Michigan.

Hospital on Pier for Jumbo Circus Personnel

ATLANTIC CITY, July 13.—Sam Gumpertz, managing director of Hamid's Million-Dollar Pier, has installed an emergency hospital as part of the regular pier equipment, in view of the fact that the Jumbo Circus has located here as an attraction for the rest of the summer.

Visitors and bathers too may receive first-aid treatment for minor injuries at the hospital. A nurse and doctor are on hand to care for the more serious injuries that may be suffered by performers.

Gumpertz was the first to install an emergency hospital as part of the equipment of the Ringling-Barnum circus.

Russell, Buck To Play Day, Date at Greenfield

GREENFIELD, Mass., July 13.—Russell Bros.' Circus and O. C. Buck Shows will play day and date here July 17. It will be the second appearance here of the Russell show in four years and the first carnival to play here in 18 years. The Buck shows will play a week's engagement under the American Legion.

The Hank Keene tent show was here July 8-10.

JOE E. SULLIVAN, formerly with the Al O. Barnes Circus, is contracting for Floyd King's Robbins Circus. Business has been good.

With the Circus Fans

By THE RINGMASTER
CFA
President: WILLIAM H. JEDD
Secretary: W. M. RUCKENGRAB
125 West 42 St., New York, N. Y.
Conducted by WALTER HONENADEL, Editor
"The White Tops," care Hotel Adelphi Building
Cincinnati, Ohio, Ill.

San Diego Firemen Present Third Show

SAN DIEGO, Calif., July 18.—The third annual Firemen's Circus here, July 4, drew 23,585, according to S. M. Franklin, director of public relations of the fire department. It was held in the Civic Stadium and presented in two rings, on two stages and track. Prices were from 40 cents to \$1. Eddie Ombale produced the show and Ed (Rockie) Lewis was emcee. Bonham Brothers' 100-piece boys' band, directed by Jules Jacquas, played the pre-show concert, with Myron Collins and 24 men playing the program. The feature acts were Dare-Devil Delpe, doing high swaying pole, fire plunge and a 2,000-foot iron jaw slide, finishing with crash thru flaming board wall; Captain Gutierrez's Mexican Cossacks, thrilling motorized riding act; Narless Gregg, cannon and human projectile.

The program: No. 1, Martha Bromley and high school horses, ridden by herself and Loretta Kling; Ryan's dogs and ponies; Foster's dogs; Marie, flector and Paul; clowns high stilt walk. No. 2, Frances Gregg, fired from cannon to landing net. No. 3, Foster's high leaping dog; Penny Parker, high web act; Pina Troupe; George Lambert, acrobat; Ilves Trio, acrobats; Keene Twina and Vic and La Marr; Jack Gregory Troupe, acrobats. No. 4, clown number; Jargo, comedy giraffe; high school and dancing horses, ridden by Martha Bromley, Deala Ryan, Vera North and Mrs. Foster.

No. 5, special announcement; Dare-Devil Delpe on swaying high pole and iron jaw slide to crash thru flaming board wall. No. 6, the Morales Brothers, Roman rings; the Daniels Family, high traps; Ray Lee, acrobat; Penny Parker, head balancing; Pina Troupe, teeter-board act; Tiny Kline, Roman rings and iron jaw slide thru fireworks hoop. No. 7, special announcement; Capt. Serafin Gutierrez's Mexican Cossacks, nine men, working in two rings, on two stages and finish on track—ride thru 30-foot fire tunnel and long-distance leap from low ramp over 15 men.

No. 8, Bernie Gregg and clowns, with Punny Ford. No. 9, Flying Dunkies, two girls and man, flying act with girl catcher; Ilves Troupe, aerial bars; Keene Twina, acrobats; Pina Troupe and others in tumbling contest with audience deciding the winner. Special announcement; Dare-Devil Delpe, doing fire plunges from steel pole from height of 66 feet. The clowns were Sam Bennett, Billie Emma, Leo Lambert, Bernie Gregg, Ray Behre, Louis Parker, Penny Parker, Harold Hembree, Jack Gregory, Clyde Boukhai, George and Albert Morales, Pete and Herbert Kline.

Pyrotechnics closed the program. Capt. John J. Parrish was chairman and E. C. Roper, vice-chairman.

Floyd L. Bell's Daughter Doing Publicity Work

BOSTON, July 18.—Betty Bell, once known to newspapermen over the country as "the little girl who has seen the big circus 100 times in a single season," is following in the path marked out for her by a publicist father, for Betty, who is the daughter of Floyd L. Bell, well-known publicity man and former press agent for the Ringling-Barnum show, has become a publicity purveyor in her own right and is now with the Nell Owen Players on Drury Lane, Malden Bridge, N. Y., as press relations director and also as a member of the cast in *Our Town* and *What a Life*, two of the 10 Broadway plays to be presented by this group of players this summer at the Little theater in the Berkshires, midway between Albany and Pittsfield.

Mrs. Bell, who this year was graduated from Lasell Junior College in one of Boston's swank suburbs, majored in dramatics and in newspaper training. She prepped at Choate School in Brookline, where her younger sister, Barbara Ann, is now a student.

Cannon's on Inland Routes

LONDON, June 20.—Stewart Cannon's Anglo-French Circus, with artists still working on percentage basis, has left the South Coast and is working an inland route. Business is still very raw and prospects of this show containing much longer are not bright. Reports from other shows which were doing better have changed and news of some foldings may be expected.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, July 19.—Our congratulations go out to Frey Harold H. Hoffman on the marriage of his daughter, Ada, to Frank Leonard of South Amboy, N. J. The ceremony took place in the rectory of the Church of Our Lady of the Most Blessed Sacrament in East Orange, N. J., on July 6. The best wishes of the Dexter Fellows Tent go to Ada, too, who has frequently been referred to as the sweetheart of the CBSCA.

We have just acquired one of those pocket-size songsters of the Barnum & Bailey Circus and we couldn't help thinking how many avenues the collector of circustiana is led into. One can collect photos, counters, heralds, programs, route books, route cards, advertising cards, boys' weeklies with circus stories, coins, newspaper advertisements, clippings, posters, letterheads, songsters, music, props or what have you? There is no other hobby that lends itself to such a wide and varied program of collecting.

Jolly Bill Steinks will renew his Jolly Bill and Jane program some time next fall. We were glad to get a letter from E. W. Adams, who has the tinge of the circus in his blood. E. W. is now manager of the Pickwick Hotel in Atlanta, Ga. The writer on July 1 was given a luncheon reception at the Hotel Governor Clinton on the occasion of his 45th anniversary with his present employer. The occasion was so gala that now he is going to take a well-earned vacation and will putter away among his farm products at Saugerties, N. Y., for the next four weeks. During his absence Sergeant Les Kramer will pinch-hit for him and Les writes material worth reading.

Fair Biz for H-M At Binghamton, N. Y.

BINGHAMTON, N. Y., July 13.—The Hamid-Morton Circus, playing here week of July 1 under auspices of Kalurah Shrine Temple, did fair business considering wet and cold weather. The performance was well received and the show received much favorable newspaper publicity throughout the week.

Opening night was designated as Shrine Night and Potentate Turk, of Oswego, N. Y., rode on an elephant. Every succeeding night was set aside as a Service Club night and each club was well represented.

42,357 on Hand for Pasadena Firemen's Show

PASADENA, Calif., July 13.—The annual Firemen's Circus was held in the Rose Bowl July 4. George Ball and Jack Schaller produced it. According to Joy D. Holmes, chairman, the turnstile count was 42,357 persons. Prices were 25 and 40 cents and \$1. Monte Blus was emcee and Charley Post's Band of 15 pieces played the program. Preceding the opening spectacle was a mounted squad of girl trumpeters. The spec this year was titled "De With America."

The program: No. 1, Tournament and spec; Irene McAfee and her dogs and football mule; Whitbeck's elephants, worked by George Esharon and Mildred Brown; Andy, movie chimpanzee; Cunningham's dogs and ponies, worked by Doc Cunningham and Estelle Chateau; May Lawrence, high school horses; Art La Rus and clown dog; Bertha Mallock, traps; Diane Lovette, traps. No. 2, leaps by the Olympic Aces. No. 3, high perch, Freehand Brothers; Degartos, revolving ladder; Jack Kavanaugh, trick roping; Andy, the chimp, on horizontal bars; Jack McAfee, revolving ladder; Five Jays, trampoline; high perch, Bruno Weiss; Johnson Brothers, revolving ladder; Doc Cunningham's January mule; Angle Gomez, trick roping; Slatnick and Ward, jugglers. No. 4, Cuban Cossacks; Johnson Brothers, loop-the-loop. No. 5, Four Monarchs, high act. No. 6, Happy, Tom and Jerry, skating act; Cunningham's pony drill and pickout; the Russells, horizontal bars; Bruno Weiss, Hilsay act; Jack McAfee's comedy acrobats; Bimbo, table rock; the Passes, skaters; Johnson Brothers, trampoline; Olympic Aces, acrobats; Freehand and barrel jumping; the Bebees, high trapeze. No. 7, tumbling contest. No. 8, Brenck's Golden Posing Girls. No. 9, Cuban knife dance; Aug. Gomez, im-

ROCHESTER, Ill., July 13.—Jeffery O. Phelps IV, of Simsbury, Conn., vice-president of the Bluch Landolf Tent, Hartford, Conn., is still at the Hartford Hospital, recovering from an eye operation performed several weeks ago. He plans to return in a few days to his home in Simsbury to further convalesce and would enjoy hearing from fans at that point.

Dr. Henry H. Conley writes that Lewis Bros' Circus was at Park Ridge, Ill., July 1 and had a good attendance both matinee and night. The Chamber of Commerce sponsored the show and had fine co-operation on the part of local newspapers and Joel Anouse, president of the Chamber. Conley states that he caught the show the night before and it had a straw horse.

When the Hamid-Morton Circus showed at Binghamton, N. Y., George H. Barlow III had Mr. and Mrs. Clyde Beatty at his house for lunch with several members of the Pat Valdo Tent as guests. In the center of the table was a miniature circus ring with a wild animal act inside abounding Beatty and his 40 cats. Barlow states that he and Stuart English caught Ringling-Barnum in Syracuse July 3 and were guests of Pat Valdo. They also caught the Cole show in Rome, N. Y., and the Hamid-Morton again at Utica.

On July 4 the Two Hemispheres band wagon, owned by Iowa Circus Fans, led the parade of the Loyal Order of Moose, which held its convention at Des Moines. The wagon was pulled by 12 horses with silver harness and tails owned by a farmer living near here. A man walked alongside of each horse in the parade and the wagon was occupied by the Moore Band, Mooseheart, Ill. All the musicians were young men who live in the Mooseheart home.

Swen O. Brasthen advises that the date for the Big Show to appear at Madison, Wis., has been changed to July 30, being the date which originally had been given to Des Moines. He states that the 100,000 Ringling Circus day is coming up in August and that he plans to make the date, if it is not too far away.

Bruce M. Souter reports that Ziyara Shrine Circus at Utica, N. Y., played to full houses at each performance in spite of rain every day. The Ringling show also played to two good houses each. Circus Fans Jim Hoyt, Bill Day and his son, Art, stopped and spent an hour with Souter on the afternoon of July 5 on their way back to Hartford after a trip with the Big One. They left the show at Rochester the day before.

W. H. Mohendel and his son, Walter, spent a pleasant evening visiting Ben Detenop and his family on their Dalley Bros' Circus at Chana, Ill., July 5. This is a small show playing small towns and a crowd attending on this night was capacity. The performance pleased the customers, with the largest percentage of them staying for the after-show. Lee Daniels, of Rockford, and the writer caught the show the next night at West Brooklyn, where it had a two-thirds house.

Maplewood Civic Assn. Presents Show on the 4th

MAPLEWOOD, N. J., July 13.—The Civic Association presented a circus at Memorial Park here afternoon of July 4. The show being presented by George A. Huml. George H. Fitzgerald was chairman of the committee. Two rings and a circus were used in the open. Attendance was big. Among acts were Watkins Trained Animal Circus; Kitaro Trio, foot jugglers; Will Morris and Bobby, eccentric comedians and pantomimists; Al and Emma Trabbell, wire; the Satanella, high aerial number. Time of show was 1 1/2 hour and 45 minutes.

There were no reserved seats and no concert or side show. The seats were 10 cents high and butchers were not allowed in the seats. Foot rests were under all seats and the veterans were their own ushers. Walter L. Main and wife attended the show. They are visiting Mrs. Main's brother here.

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Cole Has Big Matinee At Altoona, Pa., July 4

ALTOONA, Pa., July 13.—Cole Bros' Circus packed the top to capacity at the matinee here July 4, and had people sitting on the straw. In the evening the house was more than three-quarters filled. The steam calliope and four stephants were in the Fourth of July parade. Al Ruwedel, circus fan from Hazelton, Pa., saw the afternoon performance. All the fans of Altoona were present at night. They were Francis A. McGrath, D. T. Tim Swank and A. H. Adler. Adler is the feed man in Altoona.

Cool Day at Steubenville, O.

STEOBENVILLE, O., July 13.—After passing up this stand earlier in the season due to reported excessive hot rentals, Cole Bros' Circus had a good day's business here July 8, a three-fourths house at the matinee and near capacity at night. Previous week in New York State and Western Pennsylvania was reported by show officials as spotty. Jamestown, N. Y., was good, while Greensburg, Pa., the following day, was light. Altoona, on the 4th, was one of the biggest days of the season. New Kensington, Pa., was a bloomer. Business at Johnstown was only fair and the same was true at Sharon, Pa.

From here the show doubled back to pick up New Castle, Pa., then headed west again, to play two more spots in Ohio, Mansfield and Sandusky, then starts westward over a route reported to take it to the Coast.

Duke Brukenbrood visited here Monday. Lester Rodgers, peanut concessioner with the show, whose home is here, greeted many friends. Jim Crawford spent the day with Rodgers. Crawford visited Mills Bros' Circus at Malvern, and reported business light.

palement act with knives; Frank Chlenroff, battle-ax impalement act; Steve Clemento, axes and knife throwing; Jack Kavanaugh, knife throwing; Lewis Morphy, rifle and pistol shooting. No. 10, Five Jays on high bars; Pauline Lovette, flying act. Closing circus number, the Hustrals, high wire act on bikes. An hour of pyrotechnics, by William Tell and son, closed the show.

Under the Marquee

By CIRCUS SOLLY

JIM CURRY clowned at the China Store in Dayton, O., last week.

FRANK FERRELL and Mr. Leonard visited Bell Bros.' Circus at Newark Valley, N. Y., July 5.

JOHN LOONEY saw Cole Bros.' Circus at Gardner, Mass., and visited with several friends on the show.

LEW A. WARD, who is producing clown at Luna Park Circus, Coney Island, N. Y., will again take out his show in the fall. His was good last season.

RHODA ROYAL, veteran circus man, who has been ill for some time, was removed to the Alexian Brothers' Hospital, Chicago, last week.

AERIAL BALLET is no longer connected with the Jack Behlmer Attractions. Act is now owned and presented by John Gibson Attractions.

HARRY MACK, being on the sick list, has returned to Central Hotel, Macon, Ga., for a few weeks' rest. He would be glad to hear from friends.

AL OSBORN advises that Lewis Bros.' Circus had big business at Sturgis, Mich., July 9 and that the performance is pleasing.

PAULINE AND ERNIE SYLVESTER recently left the Hamid-Morton Circus and are now located at the Clyde Beatty Jungle Zoo, Fort Lauderdale, Fla.

JOHNNY AUTRY is rehearsing Old Faithful for his theater tour in August. He formerly was with the Rose Circus. Autry and his Rhythm Rangers will ride horseback from Washington, D. C., to Los Angeles in 1941. A covered wagon will be used for a stage.

IN ISSUE dated July 9 it was stated that the Providence Shrine Circus was produced by J. C. Harlicker and William Orkin. This was in error. Harlicker produced the show and Orkin's connection with it was that of selling space to merchants.

DON ROCKWOOD attended the Russell Show at Waterville, Me., and visited with Eddie Wecker. Show did fair despite a tough wet lot. Equipment is neat, especially the new annex canvas. It was the first time that Russell played that city.

PHIL LASTER, who was a cook in Jess Adkins' home and on his private car for three years, was in San Diego, Calif., when he learned of his passing. "Adkins was a wonderful man to work for," says Laster, "and was always glad to do favors for his help."

MAJOR GORDON W. LILLIE (Pawnee Bill), who has been on tour for his health, has returned to his home in Pawnee, Okla. Writing of the passing of his friend Jess Adkins, he says: "A good man has been taken and he will be greatly missed by all of us."

ACTS on the Fourth of July program for the inmates at State Hospital, Providence, R. I., were Marion Drew's dogs and cats; Buck Leahy, clown contortionist; Frank DeRise Troupe, head balancers; Tom Allen and Partner, jugglers;

Charles Deighan, equilibrista; Marvin Boland, emcee.

MARION WALLICK and his Texas Playboys are broadcasting daily from Station WNBX, Springfield, Vt., at 12:30. His troupe has been playing the New England States, theaters and other spots, since leaving the J. R. Edwards show, where Wallick had the Home on the Range Show.

FRED GUTHRIE and wife were in that Moline, Ill., July 4 and played the celebration at Edwardsburg, Mich., July 11-12. They saw Lewis Bros.' Circus at Dowagiac, Mich., and visited with the Valentines and Wells Brothers. Ruby Latham visited the Guthries at that Moline.

PERRY SMITH writes from Toronto that owing to an accident which hurt a nerve in his chest, it was necessary for him to cancel his New York World's Fair engagement. He is oked again and enjoyed a three-day visit with his old friend Harold Barnea, wire walker, and his parents at the Shitko Circus, Bradford, Ont. Others on the bill were Capt. Roland Tieber and his seals, the Skating Pairs and Flying Valentines. Weather was fine thruout the week and business excellent. Profits went to the Red Cross. All three performers were shocked when they learned of the sudden passing of their friend and former manager, Jess Adkins.

GEORGE J. KELLER, a professor of the fine arts department of the Bloomsburg (Pa.) State Teachers College, presents a large animal act during the summer months. He does everything himself, from the odd jobs to the animal training. He works seven hours at one time. He took to the road a week ago. The Morning Press of Bloomsburg, issue of July 3, carried a story, illustrated, of Keller.

DUKE DRUKENBROD handled the promotion of the Veterans of Foreign Wars (Grand Post 419) for their boys' State champion band in Youngstown, O., week of July 13. There are 125 boys in the band, the members being from Warren, Mike, Girard and Youngtown. Proceeds are to pay for the band's trip to Los Angeles to compete in the national contest. Johnny J. Jones Exposition is there for the event. Doc Maat is looking after the merchant tie-ups and Raymond Smith the popularity and beauty contests.

F. D. WHETTEN, old-time circus and dramatic performer, who operated the Newton, Pingree & Holland Dramatic Co. in the Northwest for 20 years and Fred's Kiddle Circus the past 10 years, opened a pet zoo (14 cages) in Syracuse, Ind. He also has a small house there. He is located on Highway 13 on the south side of Lake Wawasee. Whetten's stock consists of small stuff from guinea pigs to monkeys. The latch string is out to showfolks. He has trailer space, water and shade, free to the profession. Bill McDade, who was with Whetten for five years and is now located at Earlville, Ill., where he operates a bulk plant for a gas company, was a recent visitor.

WRITING under his own byline, Murray Powers, Sunday editor of The Akron (O.) Beacon Journal, in the July 10 issue, told of the arrival and fast work of erecting the Ringling-Barnum circus under a two-column caption, "Originator of Blitzkrieg, Circus Takes Over Akron." Story ran two columns and was accompanied by two pictures, one of Gargantuan, the gorilla, and the other of reading one of the air-conditioning units outside the big top. Powers, an ex-trooper, is an ardent circus fan and with his family spent practically the entire day around the lot. Powers also was responsible for a layout of art in the photo section of the Sunday, July 7, issue of The Beacon Journal in advance of (See UNDER THE MARQUEE on page 52)

Dressing Room Gossip

COLE BROS.—Visitors at Greensburg, Pa., were Mrs. Bob Fisher, Maxine Fisher, Mr. and Mrs. Harold Tuffy Genders and baby, and Edson Day. Frank Shepherd had a nice visit with his daughter. At Johnstown the clowns did their bit to bring a little sunshine to the shut-in kiddies at the Memorial Hospital. July 4 at Altoona was a big day. Had a straw

house in the afternoon. Miss Carl served a fine meal in the cookhouse. Orin Davenport, Eddie Stinson, Joot Gibson, Tom Mix, Joe Bowers, Doota Sallee and Billy West were recent visitors. The writer's aunt, Mrs. Hanford; Mrs. Poodles Hanford and Gracie drove from Glens Falls, N. Y., and visited their many friends and saw the show.

At Jamestown the circus showed on the airport Jos and many folks took flights. Tommy Poplin, electrician, took Mrs. Freeman up. See where Marion Knowlton is doing half and half. Joe Kelly and Frances, reporters for The Kingston Freeman, visited Jo Jo Confield recently. Had a letter from Happy Kellens. He is playing fairs and celebrations. Marvin Case, wire performer, visited. He was on show last year. A word of praise for those who put it up and take it down—Fred Seymour; Charles Young, boom canvasser; Scotty Brown and his boys; Jack Diggers, trainmaster; Leo LeFranger, boss of pops and his men; Joe Wallace, boss hostler; Charles (Red) Hunter, ring stock; Scotty Dunn, side-show boss canvasser.

FREDDIE FREEMAN.

American Legion Show In L. A. Draws 72,172

LOS ANGELES, July 13—The circus sponsored by the American Legion in the Los Angeles City Memorial Coliseum July 4, according to Harry Myers, manager, drew 72,172 persons. Prices were 25 and 40 cents and \$1. Joe Eren produced the show; Tony Caboch was emcee; orchestra was under direction of Gene Eren, and Hugh Kirchofer was leader of community singing. Preceding the program was the flag-raising ceremony. The show was presented on five stages.

The program: No. 1, Clark Sisters, wire act; Louis Valade, bounding rope; Evers and Dolores, dancing on tight wire; Senora Pina and Escondida, on slack wires. No. 2, Dorothy Herbert, equestrienne. No. 3, Oaki and Taki, high perch; Jolly Jack, comedy bicycle act; the Uniques, juggling act; Leo Cavasert, contortionist; La Salle Trio, comedy act. (See AMERICAN LEGION SHOW page 51)

The Corral

By ROWDY WADDY

SPRINGFIELD, MO., will hold its third annual championship rodeo at the Ozark Empire District Fair grounds this year. Events will be presented under Southwestern Rodeo Association rules, with T. E. Robertson Rodeo, Inc., directing.

THE 105 Ranch Rodeo, produced by Roy Merritt, of Okliden, Ia., played Edina, Mo., July 4 to good results. Billy Merritt was arena director. Roy Merritt is owner-manager. Line-up also includes Chief Little Bear, clown, and Bob Reintree, who doubles on brass and the mike.

TIM MIX and his Dude Ranch Otis and cowboys have completed a successful tour of Ohio, Pennsylvania, New York and Michigan as feature attraction on the Great London Trainway Exhibition. Cowboys and cowgirls are now enjoying themselves fishing and swimming in Michigan lakes.

ABOUT 920 customers passed thru the gate at Clay Center, Kan., to see Colonel Hill and his Cowboys from Enid, Okla., in a one-night stand there June 30. Crowd was smaller than last year's, but still high for the tour. Group this year provided a musical sextet singing El Rancho Grande and In Old Oklahoma.

NEARLY 3,000 attended the Content Bridge, Alta, Stampede. Winners were: Saddle Bronk—Urban Doan, Tom Cole, Henry Walter. Bareback—Henry Walter, Urban Doan. Steer Riding—Muff Doan, Carl Doan. Steer Decorating—Hert Steinberg, Willard Steinberg. Calf Roping—Perry Burnstead, Hicks Burnstead. Wild Horse Race—John Glazier, Dick Duncan.

IDEAL WEATHER gave two-day Innisfail, Alberta, Stampede successful results. Winners were: Saddle Bronk Riding—Wally Lindstrom, Ken Brown, Frank Brown. Bareback Bronk Riding—Ralph Thompson, Jack Lauder, Steer Riding—Ralph Thompson, George Minda, Chuck Wagon Race—Tom Lauder, Slim Swain, Charlot Race—Charley Lundseth, Tom Lauder, Jim Ross. One-Mile Race—Eric Lauder, Joe Swain, Russell Swain. Roman Standing Race—Jack Lauder, John Hellamy. Wild Horse Race—Jack Lauder, Ken Brown. Wayne Kid sustained a

sprained wrist when thrown from a bronk in the bareback event, and Frank Brown rode both days with three broken ribs. Judges were: Jim Ross, J. L. Ross, Oscar Silverberg, Jack Day, Dr. G. E. Lay, Charles Howell was starter; Tom Lauder, manager, and Frances Ross handled the milks.

DEADWOOD, S. D., is rapidly taking on an atmosphere of the past as the Days of '78 committee swings into action in preparation for the 17th annual historic Days of '78 Show which, from present indications, will be the biggest show in event's history. Prospectors' Club already has obtained a greatly increased membership, with well in excess of 100 bewhiskered followers who have suddenly transformed modern-day Deadwood into a rip-roaring gold camp of the early days. Lem Curmin, stock contractor of Douglas, Wyo., is making plans for the 17th annual rodeo at the amusement park. Reports Earl B. Morford, manager, Hank Krenan has been signed to clown the show, while Dot Koznan, trick rider and woman whip artist, also has been booked. Cy Tallon, ace rodeo announcer, will make his initial appearance at the '78 show this year.

DAN POORE, Yuma, Ariz., was named champion cowboy at the annual Inland Empire Championship Rodeo at Kennecott, Wash., July 4-7. Show was directed by Rock Richmond. Results: Bronk Riding—day money, Gene Preuit, Herb Owens, G. C. Coe; Shirley Hussey and Lyle Stummelink split fourth. Final, Gene Preuit, C. C. Coe, Shirley Hussey, Herb Owens. Bulldogging—day money, Herb Owens, Joe Svatonsky, Shirley Hussey, Lyle Stummelink. Finals, Dan Poore, Shirley Hussey, Gene Preuit, Herb Owens. Wild Cow Ride—Herb Owens and Joe Svatonsky split first and second, Elmer Creamer, Ward Larsen. Calf Roping—day money, Dan Poore, Tony Vay, Joe Stensen, Carl McCullough. Finals, Tony Vay, Carl McCullough, Curtis Tarwater, Dan Poore. Wild Cow Milking—Emmett Lynch, Dan Poore, Joe Stensen, Harold Erwin. Pancy roping and trick riding was presented by Bob Rucker and Ed and Francis Stiller.

SOME FOUR THOUSAND witnessed the Raymond (Alta.) Stampede on Dominion Day, but attendance dropped sharply the second day. Weather was perfect. Proceeds were turned over to the Red Cross. Seventy-five entries in the rodeo and racing events set up a new record for contestants here. Winners: First day, Saddle Bronk, Frank McDonald; Bronk Lund, Earl Bascom and M. Paul tied for second. Steer decorating, Dick Andrews, Earl Bascom, Art Lund, Calf Roping, Jack Morton, Sandy Connell, Duffy Galbreath, Bareback Bronk, Waldo Ross, Weldon Bascom, Earl Bascom. Boys' Steer Riding, Glen Lee, Steve Meyomick, Wild Horse Race, Waldo Ross, E. Scoville, H. McBride. Second day, Saddle Bronk, Weldon Bascom, Earl Bascom; Frank McDonald and Jim D'Arcy tied. Calf Roping, Frank McDonald, Tommy Doan, Sandy Connell. Steer Decorating, Jack Stroeter, Floyd Zemp, Herman Lindor. Finals, Saddle Bronk, Earl Bascom, Weldon Bascom, Frank McDonald, Bareback, Earl Bascom, Weldon Bascom, Waldo Ross. Calf Roping, Sandy Connell, Jack Morton, Frank McDonald. Steer Decorating, Dick Andrews, Frank McDonald, Dick Street. Waldo Ross took the Brewerton's Capitol Theater trophy for the best all-round cowboy competing at the show. Ross Bascom entertained with trick roping. J. W. Evans was manager.

ABOUT 3,000 were on hand each day of the recent two-day Black Diamond (Alta.) Stampede. Show was officially opened by the Earl of Egmont, who donated a stock saddle to the winner in the saddle bronk riding event. Bert Armstrong sustained a badly cut lip when thrown from a steer; Mervyn Nelson broke a leg in the bareback riding contest; H. Potter was kicked in the face by a steer and Ray Twitchin sustained a badly bruised head when his horse fell on him in the calf roping trial. Winners: Saddle Bronk Riding—Gird Day, Waldo Ross and Urban Doan split first. Ernie Ferguson, A. Montgomery and Pat Addison split third. Second day, Doug Bruce, Jim D'Arcy, Ted Glazier, John Glazier. Finals, Urban Doan, Ted Glazier, Skyes Robinson and Waldo Ross split third. Bareback Bronk Riding—first day, Urban Doan, Johnny Hager; Frank Dale and Ralph Thompson split. Second day, Ralph Thompson, Urban Doan, Doug Bruce. Finals, Urban Doan, Ralph Thompson, Cecil Bedford, Doug Bruce. Calf Roping—first day, Dick (See CORRAL on page 59)

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

RSROA Donors' List Released; Functions Are Well Supported

DETROIT, July 13.—Members of the Roller Skating Rink Operators' Association of the United States who have so far this season staged RSROA nights and contributed toward the association so that work of improving the sport, carrying out national championships on a large scale and generally opening the way for further research and extension of RSROA services, have been announced by Secretary Fred A. Martin here. In almost every case the RSROA nights were generously supported by skaters.

The list includes: Fred Charles, Kansaspolis, N. O.; Lois Reynolds, Chicago; Weston J. Betts, Redondo, Wash.; A. O. Johnston, Erie, Pa.; Joseph L. Bell, Fort Wayne, Ind.; Edward Schrumm, Newcasale, Del.; A. J. Archoderra, St. Louis; E. K. Sartlett, Aurora, Ill.; Cecil Millam, Wheeling, W. Va.; William P. and Cap Kerline, Cincinnati, Ill.; D. Ruhman, Pittsburgh; Benj. Morey, Bridgeport, Conn.; Fred A. Martin, Detroit; Gordon E. Wooley, Salt Lake City; Earl Van Bora, Mineola, N. Y.; K. D. Strayer, Johnstown, Pa.; William Schreyer, Johnstown, Pa.; Jack and Blanche Carson, Milton, Pa.; William H. Carpenter, Tunkhannock, Pa.; Walter Delcamp and Fred Bergin, Dayton, O.; Benjamin Seiderman, Edgemore, N. Y.; Harry L. Davis, Mansfield, O.; George W. Karns, Ripley, O.; George O. Gelinas, Glassboro, N. J.; John A. Ferruzzi, Youngstown, O.;

Edward R. Redmond, New Rochelle, N. Y.; Chicago Roller Skate Co., Ware Brothers, Chicago; Fred H. Freeman, Boston; Lois Reynolds (second night), Chicago; A. W. Kliah, Toledo; Adam Metz, Richmond Hill, N. Y.; Arthur R. Englington, Long Island City, N. Y.; Mrs. Elizabeth Kelly, Upper Darby, Pa.; Raoul E. Reiner, Portsmouth, R. I.; Walter E. Klefer, Saginaw, Mich.; Holloway Skate Co., Cleveland; E. H. and Robert Bollinger, Portland, Ore.; Richardson Ball Bearing Skate Co., Chicago; Benjamin Newman, Buckingham, Pa.; E. K. Hartlett (second night), Aurora, Ill.; Irving Don, Brooklyn; J. & B. Shoe Co., Cincinnati; Jack Dalton, Chester, Pa.; M. H. Mitchell, Elmont, N. Y.; Hyde Athletic Shoe Co., Cambridge, Mass.; J. Warrick Norcross, Greeley, Colo.; Nathan Steinberg, Jamaica, N. Y.; Ruth Stevens, Lorain, O.; Edward Baumelster, Rochester, N. Y.; Edwin Ruth, Trenton, N. J.; Victor J. Brown, Union, N. J.; E. H. Eyer, Anderson, Ind.; P. W. Gardiner, Lansing, Mich.; Charles Horvath and Ken Kearney, Cleveland; Giron C. Hubbard, Spokane, Wash.; A. P. Joerges, Pittsburgh; James J. Ciero, Indiana, Pa.; B. O. Brinkman, Louisville; P. A. Seiler, Decatur, Ill.; E. S. Relyea, Eugene, Ore.; M. S. Lewis, Crystal, Mich.; Rupert H. Ciero, Indiana, Pa.; M. L. Van Dyke, Buffalo; Roy O. Drachler, Springfield, Ill.; Virginia McCormick, Chicago; George E. Anagnost, Columbus, O., and J. O. Campbell, Jamestown, N. Y.

What the Future Holds

By CYRIL BEASTALL

CHESTERFIELD, Eng.—Let us for a few moments take our minds away from war and concentrate on the likely effect of restored peace to organized skating. We shall, at long last, be able to stage a really representative world's championship on rollers after 75 years of public skating.

Yes, there have been many so-called world events in our sport, especially in speed skating, but who may conscientiously say that even one of them might be acclaimed as truly representative or was promoted by a skating body of sufficient standing to bear keen scrutiny as to the real worth of the event as a bona fide world's contest?

Thanks to the most valuable program registered by the Roller Skating Rink Operators' Association of the United States, an organization which rates as the most enterprising association of its kind in this or any other day, we can now foresee the coming of the initial representative world's championships in pair skating, speed skating and roller hockey, once the warmongers of Europe are silenced.

The date and venue of this long-awaited event must necessarily be shrouded in some vagueness until such time as Europe returns to normal status.

Organization

—By E. M. MOGAR—

PHILADELPHIA.—Skating news pages in the Summer Special number of *The Billboard* and the excellent contributions of the well-known rink operators clearly prove what organization can do. For years many operators fought shy of expressing publicly what they were doing. This was more or less of a jealous feeling and a disposition to guard closely any innovations that would aid in boosting the sport; also, for reasons best known to themselves, some operators did not wish even their whereabouts known.

Since organization of the Roller Skating Rink Operators' Association of the United States and its several conventions much of this attitude has been eliminated. Those who attended got acquainted with competitors and other operators and found that they were all pretty good fellows and all out for the same end. They got together in friendly knots and each found out the other fellow had something the other could use and vice versa. In other words, John found out that Henry was not the big bear he had imagined; also that he was willing to trade ideas, and this is as it should be.

Wally Klefer in his article stressed a point that should be given attention when he said, "Games are something for the individual operator to think about. The more dangerous the race or game,

the more exciting to the participant," and, may I add, to the spectators. They are especially so now with added facilities for their production and with some necessary revamping and thought to their production. I never produced the snowball party in June but I did produce the tropical party in February and it made such a hit I was obliged to repeat it several weeks later.

Operators must not overlook the fact that they are catering to a new young generation. It has no doubt heard part of the fun they had at the rube carnival and the Night in Japan, and I believe they could be revived. Earl Van Horn's notes were interesting to the point and they should be read carefully by all concerned. The Van Horns are of the old school and they, like Mr. Klefer, realize the value of attractions besides figure skating, dancing, etc.

Such intelligent articles as these will appear more often in *The Billboard*, we hope. It must be remembered that this magazine reaches every civilized country in the world and, while many may not be aware of it, there are roller skaters and rolling skating in many places unthought of. We have known of a large rink in Johannesburg, South Africa, for years. I was informed by a skater that he indulged in skating in Egypt. The writer once received a letter from Honolulu making inquiry about maple flooring. Remember also that this publication not only reaches operators but many individual skaters in all parts of the world, so let's have some more good advice and info from skaters and operators.

In case anyone is interested, two major sports have something in common with the home towns of the Republican nominees for the Presidency and Vice-Presidency and the home of the Presidential candidate's wife. Mrs. Wendell Willkie hails from Rushville, Ind., and from that place came Thomas Stevens, who toured the world on a bicycle of the high-wheeled vintage. Passing thru China, he rode the Chinese Wall. From the home of Wendell Willkie, Elwood, Ind., came Ruth, the Skating Pony, a celebrated rink attraction during two distinct eras of the sport. The home town of Senator McNary, Salem, Ore., produced the Kelly Sisters, two of the finest women exhibitionists of the present reign of roller skating.

James (Pop) Carey has leased the Tri-State Yacht Club property on Burk Creek, near Chestertown, Md., one of the best harbors connecting with Chesapeake Bay and during summer hundreds of pleasure craft put in there out of steams, also to take on supplies. This will not interfere with his operation of Circus Gardens Rink, Philadelphia.

NEW amusement center, including a roller rink, was opened on July 6 in Sugarhouse, suburb of Salt Lake City, by Al Larsen and Alex Johnson. It is equipped with Chicago skates.

VERN SKELTON, operator of Vern's Roller Rink, Ashland, Wis., and one in Bayfield, Wis., reported that he and his wife were hosts to Mr. and Mrs. William Sefferino, operators of Sefferino's Rollerdomo, Cincinnati, recently. While in Bayfield they did some fishing in Lake Superior and succeeded in catching some lake trout. The Sefferinos were en route to Lake of the Woods on the Minnesota-Canadian border for a vacation.

A. L. HUDSON recently completed a nine-day engagement in Danceland Roller Rink, Decatur, Ill., teaching dance steps inspired by the Roller Skating Rink Operators' Association of the United States, reported Noble L. Galligan, dancing he caught on with club members who turned out strong for the classes. Red Cross benefit is slated for July 19. The management will donate half the receipts. On June 25 33 members were guests of Riverside Roller Rink, Indianapolis.

EXCELLENT business is reported for San Bowl Park Roller Rink, Wilkes-Barre, Pa., by Mrs. Frank Killian. Operator Frank Killian and Mr. Barr, proprietor of the park, are doing much pro-

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motional work for skating. On June 29 a bus trip was made to Brooklyn Ice Palace by 25 skaters, the second excursion to recent months.

SUPERIOR (Wis.) Common Council, in response to public clamor, has changed the minimum age limit in a recently adopted ordinance which prohibited children under 18 years from attending the local rink after 9 p.m. to 10 years.

PRESTON AND MONTGOMERY, roller-skating team featured in the July issue of *Click*, appeared recently at Brandt's Grove, near Elizabethtown, Pa.

CLUB DEL RIO, Manoa, Pa., continues to feature roller acts, the comedy team of Dino and Darling appearing in a recent floor show.

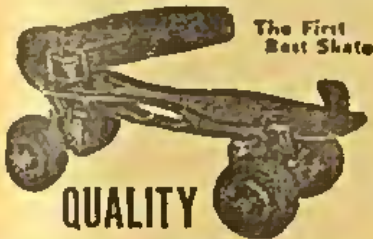
FIRST roller-skating act to appear at an Atlantic City night club this season is the Carroll Family, which opened recently for an indefinite engagement at Erin Isle Cafe.

FRED A. MARTIN'S Arena Gardens Roller Rink, Detroit, closed for the summer on June 30. Special features were games during the intermission and couple dances. As a summer function a steamer trip to Put in Bay, O., is slated for August 18. Work is in progress on a new instruction rink. It will be ready for rooms on opening night, September 7.

Rooms will have a maple floor. Walls will be finished in stained knotty pine, while upper walls and ceiling will be decorated in ivory and green. Interior will be lighted with fluorescent neon equipment. Mirror panels will be inserted in walls in several places to aid skaters in practicing. On May 29 12 skaters passed the silver medal skate dancing tests. Additional space has been leased for new clubrooms for the Detroit Figure Skating Club. Locker and lounge rooms will adjoin the new practice floor. School for professionals of member rinks of the Roller Skating Rink Operators' Association of the United States is planned for Arena Gardens for two weeks in late August. It will give professional teachers complete instructions in figure and dance programs as set up by the RSROA and will also give them practical work in maintenance of tests, competitions, scoring and judging. Registration will be required on or before August 1.

CHILMOWEE Park Roller Rink, Knoxville, has added three floor assistants, two to help with skate dancing and one with figure skating. Bob Beard, president of the rink's Ariel Roller Club, is in charge of instruction. Recent tournament, which drew 600 spectators and had 30 couples competing, has served to increase skating interest. Manager N. A. Yungt plans to close three weeks in September to remodel and redecorate.

NEW outdoor roller rink in Meyers Lake Park, Canton, O., owned and installed by Ed Godfrey, of Madison Gardens, Flint, Mich., was given formal opening on July 13 with special featured noise-makers and contests. It has been installed on site of the former \$40,000 rink razed by fire more than a year ago. Rink will operate nightly and electric organ music is provided.



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FOURTH CUTS EARLY LOSSES

Big Lift Given To Buckeye Ops

Ohio area faces last half with better grip—record crowds swell grosses

CANTON, O., July 13.—Eastern Ohio park operators face the last half of the season with renewed confidence as result of a record July 4, which registered new-attendance marks for several spots, gave some the heaviest single day's grosses in more than three years and wiped out early-season losses for some operators who feared they would be unable to carry on until Labor Day owing because of one of the worst months of rain and cold weather in more than two decades.

Every spot in the area attracted record crowds, with ideal weather continuing throughout the week to give a big week-end right on top of the peak holiday business. Many operators were unable to estimate attendance, with thousands coming and going, and some made a guess at patronage figures. In some instances operators reported rides and concessions did not close until after 1 a.m. Visitors were in a spending mood and long lines were in evidence at rides for several hours during the day.

Foreign Cars Numerous

One park reported its Merry-Go-Round grew more than \$400 on the day, with other rides getting a good play for more than 12 hours. Another manager reported a side show, grossed \$527.46 on (See BIG LIFT IN OHIO on opp. page)

Capitol Has Best Since '32

LINCOLN, Neb., July 13.—Next July 4 and following week-end since 1932 was experienced by Capitol Beach here from a concession standpoint. Big rides were a warm day and novelty Dawn Dance, Dance concession, which operated on July 3-4-5-7 with Nat Towles, hit \$1,300 on the four days at 75 cents per couple. Ralph Beechler's pool was also in top money, swimming in excess of 1,000 on three days. Lack of opportunity for people to have an old-fashioned July 4 celebration, because most of the towns in the eastern part of the State preferred to dodge it, drove customers to the beach from as far as 150 miles.

July 4 Big for Fairyland

KANSAS CITY, Mo., July 13.—Tremendous business was done by Fairyland Park here on July 4. Manager John Tumlin reported to Owners Victor and Marie Brancato, Ballroom had a crowd of 2,000 and other attractions did great business. The only sections which failed to come up to expectations were the pool and drink concessions, the night being too mild for customers to flock to them.

Record Day for Waldameer

ERIE, Pa., July 13.—With ideal weather prevailing, Waldameer Beach Park here had its largest day in years on July 4, according to Manager Alex Noefler. Rainbow Gardens Ballroom, which replaced one destroyed by fire two years ago, opened the latter part of June under a social plan policy. Orchestras are booked for two-week engagements. Tony Martin has been booked for a one-nighter on July 18 and it is planned to book several other name bands.

Be Safe Than Sorry— In Legal Affairs...

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated July 27, under the title of "Validity of Salary Payments."



HERBERT F. O'MALLEY, director of Piqueland, Rye, N. Y., believes more may be accomplished for the Westchester County spot under the new agency with wider powers, which will operate along private corporation lines as empowered by a legislative act. Director O'Malley, who succeeded Frank W. Darling about seven years ago, will be able to relieve himself of some responsibility under the new set-up.

Bomb Blast's Damage \$10,000 In Ohio Dancery

CHIPPEWA LAKE, O., July 13.—Chippewa Lake Park dance hall was shattered by explosion of a time bomb early on July 10, causing damage estimated by park officials to be in excess of \$10,000. Had the blast come 25 minutes earlier there would undoubtedly have been casualties on the crowded dance floor, police said. An orchestra had quit playing at midnight and no one was in the building when the blast occurred.

The explosion, heard within a five-mile radius, originated in the men's lavatory. (See Dancery Bomb Blast on page 51)

Toronto Sunnyside Hitting

TORONTO, July 13.—Sunnyside Beach hit its stride last Saturday when concessions and rides played to capacity and Sea Breeze, outdoor dance terrace, had a new high with over 800 paid admissions. Despite inclement weather during May and June, advertising appropriation and free-act budget were not allowed, said General Manager Sol Soltman. Men from the Royal Air Force and soldiers are nightly visitors. Modernizing of concession fronts has proved a good investment. Sunday night outdoor sing-songs continue to draw and, while rides and games are closed, refreshment stands are cashing in.

Briefs From All Around the Field

ATLANTA.—Heavy rains the night before caused postponement of July 4 races in Lakewood Park here until the following Sunday. Despite threatening weather on the Fourth the midway was crowded and all attractions got money. Beauty contest and fireworks were presented in front of a packed grand stand.

BOWLING GREEN, Ky.—While Fourth of July business in Beech Bend Park here was good, cool weather hurt some, reported Manager W. E. (Mac) McGinnis. A drive-in theater is helping the gate. Several large outings are booked. Bill Rogers, tattooist, and wife have joined with penny pitch and sword box. Manager McGinnis anticipates heavier fall business.

AUBURNDALE, Mass.—Norumbega Park here, under management of Roy Gill, is trying something new with great success. It features a huge restaurant and nitery, the Normandie, and offers

Buffalo Area Up About 50% on Day

BUFFALO, July 13.—Parks in this area redeemed themselves on July 4, with most spots reporting huge crowds and business 50 per cent above figures for the corresponding day of 1939. Weather was ideal and the date marked the first real day of summer weather resorts have experienced this year.

Clemon Park, Jamestown, led the parade with attendance of 35,000, a figure far in excess of last year's mark, and spending jumped 50 per cent. Rides ran until 1 a.m., and every attraction did twice as much business as last year, according to Manager J. G. Campbell. Tom Carr's Midway Park on Lake Chautauque, Monte Springs, set an attendance record of 15,000 and he, too, reported that spending was double that of last year. Roller rink is operated by Harry Teets. George Carr is promotion manager.

Fort Niagara Beach Park, near Youngstown, drew a good crowd of 5,000 after (See BUFFALO AREA UP on opp. page)

Revenue to Late June Down; Spotty During Last Week

CHICAGO, July 13.—Operating results up to and including the fourth week in June showed revenue down in comparison with the same 1939 period in reports to Secretary A. H. Hodge, National Association of Amusement Parks, Pools and Beaches. Gross comparisons: California, 10 per cent less; Northern Illinois, 5 per cent less; Massachusetts, 15 per cent less; Eastern New York, 13.4 per cent less; Southern Ohio, 5 per cent less; Northern Ohio, 17 per cent less; Oklahoma, 6 1/2 per cent less; Oregon, 35 per cent increase.

Fourth week in June, as compared with the same week last year, showed spotty results as follows: California, small increase; Northern Illinois, 10 per cent increase; Massachusetts, 10 per cent (See June Revenue Down on page 51)

Omaha Spot Marks 20 Years

OMAHA, July 13.—Peony Park here, which spent \$40,000 in remodeling in preparation for the 1940 season, celebrated the 20th anniversary of its inception the week ended July 4. Name bands were brought in for anniversary week and appearances of well-known orchestras are planned for the remainder of the season. Park is equipped with swimming pool, picnic grounds and indoor and outdoor dance floors. It grew from a small dance hall and social business into a successful establishment under the management of Joseph and Godfrey Malco and their late brother, Jerry.

Holiday's Pull In AC 400,000

Late weather break holds biz to a better average—piers offer stellar bills

ATLANTIC CITY, July 13.—Clouds and rain changed to sunshine over the holiday week-end to spare Independence Day the fate of Easter Sunday and Decoration Day here. Showers and an uncertain noon sky curtailed the usual outpouring on July 4. But thousands who defied gloowering clouds helped to make it a glorious Fourth after all for hotel, business and amusement enterprises. And with better weather breaks for remainder of the four-day holiday week-end it turned up to expectations for the most part.

Delaware River Bridge between Philadelphia and Camden, N. J., estimated the day's traffic around 58,000 vehicles against 57,115 last July 4. Trains and buses all ran special lines. Public Service, handling bulk of shore-bound traffic (See AC PULLS 400,000 on opposite page)

Pa. Cashes In With At-Homes

PHILADELPHIA, July 13.—Rain and cloudy skies on July 4 morn and the night before proved a boon to amusement parks in Eastern Pennsylvania and Southern New Jersey, keeping crowds away from seashore and mountain resorts with the result that practically every spot in the area had one of the best Independence Days in its history. And while resorts got the heaviest play over the week-end, there was still plenty at-home to make it a gala period to parks.

Woodside Park here by eventing on July 4 was jammed. Program included a vaude show including Jack Steek, emcee; Lane and Ward, dancers; Ginger Dale, singer; Kansasa Faur, acrobats; Frank Conville and Sunny Dale, comics, and Anthony Liuzzi's Orchestra. There were fireworks with a similar program on Sunday. Willow Grove Park on July 4 (See PENNSYLV. CASHES IN on opp. page)

Fourth Is Big at Agawam

SPRINGFIELD, Mass., July 13.—Fourth of July business far exceeded hopes of Riverside Park officials with more than 20,000, despite showers. New midge auto truck was most popular. Preceding the holiday, Mitchell Labadie, new dance director, staged a midnight-to-dawn dance with Labadie Melody Kings furnishing music. Tuesday night the Red Cross held away in the dance hall with Raymond Scott and his orchestra. Dance receipts went to the Red Cross war relief fund, use of the ballroom being donated by Edward J. Carroll, park owner and managing director.

Biz Good for Mass. Parks

HULL, Mass., July 13.—Paragon Park here is doing its biggest business in history and crowds have been exceptionally good despite some bad weather. First two weeks of the season were marred by heavy rains nightly, but business since then has been excellent and the outlook is bright. Revere Beach, Boston, is also making a grand comeback after two or three weeks of mediocre business due to bad weather. A dog track operating near by is taking some business away from the beach, but it is not being felt as heavily this year as in past seasons. The beach has made many changes for the better. Norumbega Park, Ashburdale, continues to play name bands and draw big crowds. Park is entering to outings and is having marked success with the policy. Genoble Lake Park has added several rides, brightened its midway and is operating to good business, according to the management. The spot is popular with Boston and New Hampshire folks.

Atlantic City

By M. H. OROENKER

George A. Hamid continues to add to the many attractions on his Million-Dollar Pier. Making a day-long holiday at the pier complete, he brought in first of a series of weekly vaudeville shows. Appearing in the Hippodrome Theater, initial show started on Sunday headlines Herman Timberg Jr. and Pat Rooney Jr., with Gil and Bernice Mason, Paul Bryan, the Balabanows, Marzosa and Abbott Revue and Four Sidneys.

Steel Pier also adds several new attractions this week. Walter P. Keenan Jr., Philadelphia dancing instructor, comes in to conduct free dancing classes every afternoon and Monday, Wednesday and Friday nights, a ballroom innovation started at Hamid's Pier several weeks ago. Chess fans will now find on the pier Frank J. Marshall, who was U. S. champion from 1900 to 1915, ready to meet all comers. In addition, an art exhibit has been added, showing Epstein's famous "Adam," marble piece banned in many cities, and 12 others of his sculptures from the New York Art Galleries.

The legitimate theater has caught the fancy of piers all along the Jersey Coast. Garden Pier's Theater joined the list of summer theaters this week, with the schedule promising to bring in such stars as Sylvia Sidney, Luther Adler and Mollie Moon, and stage successes including "Forever Road and Pina and Needles." Also set for a straw hat season is the pier theater in Ventnor, Wildwood Crest Pier at that latter resort, and Hamid's Million-Dollar Pier here.

Weatherman Samuel Ditch had it all figured out that the torrential rains on the third and fourth of July, which almost ruined the holiday week-end, produced 5,273,001 tons of water in three parts. He figured that more rain fell on those two days than during the entire month of June. Karl Maister, publicity man whose reputation as a musician and composer is widely known, handling the dolans and golings-on at the Kitz-Carlton. Life guards are checking on their "oomph," readying themselves for the second annual Water Carnival and Circus taking place on Thursday (16) at Hyacinth Pool when the beach patrol vies for the title of "Mr. Abeccon Beach." The Ed Pike making music for night dances at the Marine Room on the Municipal Pier in Avalon is Edward Pike, professor of music at Temple University, Philadelphia. Ocean City's Municipal Pier has J. Fred Manne and an orchestra of 24 presenting nightly concerts. It's the 10th season for Kimer E. Unger, conducting the famous beach dance at Ocean City. And at the same resort preparations are being made for the annual baby parade and pageant, the 34th of those in succession, to be held on August 16.

Pub Spots Are Also Subject To Fed Tax, Ruling in Conn.

BRIDGEPORT, Conn., July 13.—A ruling that patrons of all amusement or recreational areas operated by State, municipal or other governmental agencies be subject to a federal admissions tax of 10 per cent on admissions of 25 cents or more, has been made by Thomas H. Ellis, United States Collector of Internal Revenue in Connecticut.

Smith announced decision to levy the tax on the 25-cent admission at the newly opened \$3,000,000 Ocean Beach Park at New London. In a conference this week with Thomas E. Troland, corporation counsel of New London. He stated, however, that while Ocean Beach officials have been advised to keep an account of tickets sold, collections will not be pressed until the commissioner of internal revenue has ruled on the matter.

Smith pointed out that the Defense Tax specifically includes admissions established by a municipality and places emphasis on the fact that the tax is upon the person paying the admission and not the operators of enterprises.

BIG LIFT IN OHIO

(Continued from opposite page) the holiday, this being most gratifying to him, as he has been looking for something to take the place of attractions which no longer seem to have patronage appeal. One operator believes the average weeker has been honored up so long in factory and home because of unseasonable weather that the holiday afforded the first opportunity for an outdoor fling for him and his family and that the average citizen felt like spend-

ing money and did. In this district steel plants are operating at capacity with no layoffs and workers have had only the holiday to enjoy a day at the parks and most of them went the limit. Heavy influx of Western Pennsylvania and West Virginia residents was reported by operators. Weather was a bit too cool for bathing beaches and pools, but they came back strong on the week-end.

Carl Sincial, manager of Meyer's Lake Park here, said he had the best day since 1917. Attendance ran well over 15,000.

Frank Rafal, manager of Summit Beach Park, Akron, estimated attendance on the day at nearly 30,000, with the park getting its best break in recent seasons. In Chippewa Lake Park near Medina, Manager Parker Beach said more than 10,000 were on hand for a sailboat regatta and speedboat contests. It was the biggest day so far this season and one of the best money days in several years. Dance business taxed capacity of the big pavilion and thousands lingered for the night program, climaxed with fireworks.

Smaller Spots Crowded

Idora Park, Youngstown, reported day's attendance in excess of 25,000 and grosses heaviest in several years. Craig Beach Park, Art Mallory's Diamond, O., spot, operated under difficulty because of record throngs which jammed the midway. A line of autos moved at snail's pace from the highway from 10 a.m. until almost midnight. He reported the holiday best in several years for conversation, rides, speedboats and passenger launch.

Rock Springs Park, Chester, W. Va., was jammed thruout the day, said Manager R. L. Hand. Patronage from Western Pennsylvania and West Virginia was heaviest in several years, with the midway thronged as in the heyday of this resort a quarter of a century ago. Bathing, due to cool weather, was the only concession which did not get in the big money. Mohabala Park, Zanesville, which bowed for the season on the holiday, Lark Park, Coshocton; Lake Park, near Alliance; Sandy Beach Park, near Akron, and other district playspots reported holiday business best in recent years.

BUFFALO AREA UP

(Continued from opposite page)

taking a beating since opening. Spending was double that of last year, said Owner-Manager Walter J. Brown. Rides owned by Walter J. Brown Amusement Co. did excellent business and Albert Fields did well with his string of concessions. Olcott Beach Park and new Histo Park at Olcott Beach hit the ball to the tune of 22,000 people and, according to Manager Theo Morrot, receipts showed a 50 per cent increase. Hubert Flynn, operating bingo and other concessions, did a landlids business. Riccio Ballroom did not fare so well and has not since opening of the season. Olcott Gardens, with Sonny Dow's Band, did a whale of a business.

Angelo Beach Park, Peter Lallo, owner-operator, had a record-breaking crowd of 25,000. Ballroom, operated by Eddie Maglio, did capacity business. The former Grandview Ballroom, now operated by H. Empeke as a roller rink, had satisfactory business. Palace Park at Lodi Lake had a 50 per cent hike in receipts, according to M. O. Walk, owner-manager. Attendance was 20,000. The roller rink and ballroom did capacity business. Spending at Sunset Beach Park, near Silver Creek, was twice as great as in 1915, said Owner William Lurgarth. Attendance was 7,500.

AC PULLS 400,000

(Continued from opposite page)

He out of Philadelphia, said business, after a bad start on Wednesday, was "practically as good as last July 4." By Sunday reports on takes ranged from "excellent," "better than last year" to "as good as last year." The beach alone provided for at least 100,000 visitors with as many milling thousands on the boardwalk. Estimated crowd for the four-day holiday was put at 400,000.

Smaller Resorts Celebrate

Program at Steel Pier on the Fourth included Guy Lombardo and Alex Barba in Marine Ballroom; Deana Day, Six Honors, Larry Best, Toy and Wing, comprising vaudeville show in Music Hall along with Frank Elliott's Modern Minstrels, including Ben Yost and his Variety Singers, Charlie Kemper, Finkle Lee, Harry Savoy, Dick Dana, Charlie Boyden, George Magerty and Jimmy Jones Orchestra. Photo plays included Lucky Cisco Kid and Turnabout. At the outdoor Stadium water carnival headlined Rex, the Wonder Dog, with aerial thrill show headed by the high-diving horses.

Wife Artist Con Colleano, Deteros Sensations, America Eagles and Olga Petroff. Dave's Kiddie Theater starred Knee-It, America's Safety Dog. On Sunday Will Bradley was the ballroom attraction with the new vaude show comprising Kanawha Four, Jimmy and Mildred Mulvey, Bobby Lane and Edna Ward and Watson and Burns.

At Hamid's Million-Dollar Pier Fourth program included Ozzie Nelson and Eddie Morgan in the Ballroom of States; Night Must Fall, by the dramatic stock company; Doc Irving's Miracles of Magic, with Princess and Baby Yvonne, mentalists; Women in War and Virgins of Salt, photo plays, and the Jumbo Circus, including Hal Christy's Arabian Liberty Horses, Miss Edythe and her performing elephants, Belw's dancing horses; Davidson Trio, clowns; Three Ricardos, aerialists; Dynamic, Bucking Donkey, and Kix and Kix and Christy's pony and dog animal act. Sylvia and her Washington Debs, musical act, also featured. On Sunday Ozzie Nelson gave way to Tony Martin and Bob Zurke's Orchestra.

All sister resorts prepared for the invasion and none were disappointed after the slow start. Brigantine Beach put on a show to bring a record crowd across its rebuilt bridge connecting the beach with this resort. Best fires were held in the afternoon and a fireworks display at night drew 2,000. Margate again copped honors for the most elaborate fireworks, drawing at least 30,000.

Ocean City highlighted celebration with patriotic exercises for dedication of a new 50-foot flag pole in front of Music Pier, over 4,000 attending services. Yacht Club program, most elaborate in years, marked the program at Stone Harbor. At Avalon, holiday started the dancing season at Municipal Pier to the music of Edward Pike.

Wildwood presented an elaborate fireworks display by the Gross Keys Co., Philadelphia, that has handled the display in previous years. Itchy Woods' Band headlined attractions at Hunt's Ocean Pier.

PENNSY CASHES IN

(Continued from opposite page)

presented Petticoat Fete in the little theater, Las Vegas Band in the ballroom and a vaude show headed by Frank Schluth in the Music Pavilion with a similar schedule on Sunday.

Forest Park, Chalfont, Pa., in addition to the vaude show on the Fourth, conducted its third annual "Treasure Hunt." An estimated 35,000 crowded Clementon (N. J.) Lake Park to make it the biggest celebration in the park's history. Traffic was blocked more than an hour after the annual fireworks display, said Theodore Gibbs, manager, and people were forced to park as far as two miles from the amusement center. Lakewood Park, Pottersford, Pa., came in for its share, entertainment headed by a show including Eddie and his South Pacific Islanders.

East Petersburg, Pa., was site of a carnival celebration for the 4th, offering Junior Buckwaller and his girl marimba band, a drum and bugle corps contest, the Royal Ramblers and fireworks. In Brandt's Grove, between Elizabethtown and Hershey, Pa., program included Coco and Chocolate, blackface comedians; Ray Myers, amuse wonder; Sleepy Hollow Cowboys, featuring the Delmor Brothers; Janet Yoder and her all-girl marimba band and revue, and Dorris Correcht and her accordion band.

In Hersey (Pa.) Park, the Fourth highlighted appearance of Tony Martin with Bob Zurke's Band, a fireworks display and free concerts by the Allentown (Pa.) Band. The week-end attractions included Van Alexander for dancing and Reg Kehoe's Girl Marimba Band. Rocky Springs Park, Lancaster, Pa., offered free movies and free shows, including Four Bobolinks Revue; Three Kirtillou, tramp-comedienne; Helen and Marshall, tight wire, and Reg Kehoe's all-girl marimba band. In Lebzelter's Grove near Clay, Pa., program included Georgia Cracker; Macine and Ray with the Outfit Sisters; John Lucy, up-side-down balancer; Jolly Itach Boys, and Donna Deibert, "The Argentine Marvel."

Lattiz (Pa.) Springs Park marked its 98th annual "Fairyland of Candles," being the only display of its kind in America, showing over 7,000 different candles. Program included fireworks, lunch and Judy show, baby parade and Straker's Band from Lancaster, Pa.

Asbury Park Takes Keep Up With '39 in Bad Spell

ASBURY PARK, N. J., July 13.—The Fourth here was preceded by a day of tropical rainstorms, carrying over until

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morning of the holiday but drying off in the afternoon. Final count-up showed business among ops just about what it was a year ago, which was remarkable, considering threatening weather.

City officials began a new policy at the boardwalk Casino over the Fourth, with the installation of Hiney dancing, Stunt, which supplants name bands in the boardwalk edifice, seemed to click. How & Fountain got a new slide under way at Wesley Lake and the boardwalk, adjoining their U-drive boat concession.

Walters' Amusement Co., headed by Ike Harris and Harry Walters, chose the Fourth to inaugurate its new shooting gallery at First avenue and the boardwalk, with satisfactory take. Spot marks the first time this type of attraction has been permitted on the walk. Pre-Fourth of July storms and high tide damaged docks of the speed-boat thrill ride operated by James Smith, which was knocked out over the Fourth. Quick repairs got it going again the next day.

Wesley Amusement Co. ran into a headache over the Fourth, caused by a watchman falling asleep and permitting the water level to recede in Wesley Lake so that its U-drive boats were out of action for the day. Holiday crowd was estimated by Mayor Clarence E. F. Hertzick at 150,000, about 50,000 less than a year ago. Some figures cause optimism among ops, who point out that crowds must be spending more this year in view of receipts for the holiday approximating those of a year ago.

Long Rains Curb Programs At Spots Along Gulf Coast

NEW ORLEANS, July 13.—Parks and beaches along most of the Gulf Coast from Galveston to Pensacola Beach are feeling bad effects of the wettest spell in many years. For over 30 days light to torrential rains have fallen almost daily. Independence Day and week-end was a washout for Louisiana and Mississippi resorts altho rain let up in Galveston by Saturday and Sunday. Holiday programs were marred.

At Ponchartraine Beach here a let-up in rain by late afternoon helped to bring out a fair Fourth night patronage. Two more free acts opened late last week, Royal Jockeys, roller skaters, and the Millette, aerialist. Manager Harry J. Kist has completed plans for annual selection of Miss New Orleans on night of August 1.

Regattas and other programs scheduled between July 4 and Sunday on the Mississippi Gulf Coast were washed out and business took a slump for the first time in a decade.

Crowds Are Better in Pa.

WILKES-BARRE, Pa., July 13.—Altho Wyoming Valley experienced its quietest Fourth of July in years, an estimated 100,000 visited near-by amusement parks. Due to a State law banning fireworks, there was little shooting in cities, but parks had authorized displays which attracted thousands. Rocky Glen, Fernbrook, Hervey's Lake, Sun Bount, Lakeside, Columbia, Lake Ariel and Newtown Lake parks reported attendance exceeding that of last year. Weather was good. One manager said rides were well patronized and that he believed more money was spent than last year. Cold water prevented much swimming. Most of the parks booked name bands for the night.

Coney Island, N. Y.

By SAM ABBOTT

For the first time this season the weather man broke precedent and gave the concessioners a good Saturday and Sunday. Since this gift came on the heels of good Fourth of July business, the concessioners are pepped up over the season's outlook. Fireworks are bolstering Tuesday night crowds and Monday business seems to be holding up well. The other nights take care of themselves.

Steplechase Park's 27th annual Modern Venus contest July 9 was a success with the papers giving stories and pictures the following day. Parade and beauties, led by last year's winner, opened the event. Milton Herie measured and Spig Hochelers, Bowery concessioner, tended to the weighing in.

Beymour Machson, formerly of Rubble Bouncer, has leased the Mardi Gras site and subleased space to Harry Berk, ex-frozen custard and frank concessioner, for a ball game; Helen Kahn, guest-artist; Gus Cambus, hot corn; Gus Karra, drink stand, and Frank Garton, old-time movies. This is the sixth 10am. movie stand to appear here. Gayly colored front was painted by Dan Casola, who also designed set-up at Bowery Barn. Dump the Lady, Milton Sheen's concession managed by Al Seakin at Luna Park entrance, debuted then bowed out for minor repairs. Fair ladies who are being dumped are Marlene LaMante and Mercedes Legendre. Fishing game is operated on Bowery by R. Frelch, who swears that's the way to spell his name. Fred Camfield has a new bottle game on the Boardwalk.

Girl shows are still getting the crowds. Tizza and her White Bath dance left the island for White Way Casino at the World's Fair, Tamara is in Star Polaris at Luna and will appear in Leda, the Swan Dance, at Parlatan Polaris one of the beauties says the correct way to spell her name is LERANOVA—not LENOVA—Scotti. Dave Rosen's streamlined Polaris is going strong.

Experience of Valentine, Louis and Tommy Carbone in the shooting gallery field sums up to about 60 years. Charlie Beaso, who is to wed soon, is seen jacking a portable radio home nightly. Story is that his intended uses set while he is working at Peitman's machine-gun spot and returns it to allow him to hear some programs. When he gets off, about the only thing (but good) on the air is the Milkman's Matinee. Emanuel (Liberty) Silvers and his brother, Samuel, report good business at the Surf Avenue penny arcade; spot really brightens the block. Irving Landman is service man.

Luna Lines

Al Seakin is substituting Ring-a-Duck for his pop 'em in game. Jack Linder's Hollywood Doubles is still one of the most popular spots in the park. Balloon Ballroom has Al Cooper and his Bayou Sultans to please the jitterbugs for a second big week. Price policy is 15 cents for ladies and 20 cents for lads, tax included, on week-days and 35 cents each plus tax on Saturday and Sunday. Ladies' Night switched to Thursday.

Mrs. Mabelle P. Johnson, who has Ghent Train concession, is visiting her home town in Massachusetts for two weeks. John Billis said the train would like more Fourth's. D. Moratilis is at Adie Richman's pig chute, which has added merchandise prizes. Jerry Friedman says he's lost 14 pounds from work, hot worry. Capt. Rudy and elephant Jumbo and her playmates, plus Mme. Elvira and Master Freddie, 10, bareback riders, are in the Hippodrome, where Irving Gold announces for them and Captain Kogeter's Circus. Binaldi is sketching portraits at park entrance.

Johnny's Arcade, Johnny Sender's place, is doing good business, with Mrs. Iose Sender, Ruth Weiss and Charlie Hermann, manager, helping to take care of the crowds. Irving Shapiro has Andy Melillo assisting him at his pop 'em in. Mrs. Rose Gordon's Scooter Speedway is managed by Johnny Walsh with Whitey Roseb on box and Jean Gordon at door. Patriotic items are selling fast at David Brown's store and novelty stand. Sam (Bandy) Bernstein, at Luna 18 years, is making pen and ink portraits again this season. Ezy Kraus, Harry Novins and Jim Palino, who make up the KNT Amusement Corporation, are doing a swell job with their rides on Surf and Bowery. At Flying Scooter and Loop-o-Plane on the avenue are Sam Cook, Charlie Cohen, John Bangariadi, Tony Ruggero, Maur-

ice and Fred Spitzer (twins), Eddie Chase, Hyman Rosenfield and Seymour Schneider. Larry Bangariadi manages the Boomerang on Bowery.

Back on Surf Mrs. Evelyn Cohen, in the box at Miniatura Train, with Irving Rosenthal at controls. Ocean View Skating Rink in full swing under direction of Joe Garry, with Phil Greco and Chick Setola recently joining force as skate boys. Carl L. Vossen is offering artistic hand-made frames and religious emblems on his debut at Coney. After 23 years here and there on the island, Henry Venturis has opened a drink concession on the avenue. Jimmy and Molly Hampton have Pat Tom and photo stand. Benjamin Buel (Broadway) Jones, right-hand man to Louis Spitzer and George Schnitzer at their bottle game and guess-your-age-or-weight, has a new p.-a. system. Henry Sedat is in the box at the whip for Willie Richman and Jack Klarrett. Phillip and Ann Schwartz have counter concession here.

Edna Muzac ducais are handled by Larry Oram, formerly of Middle Side on 12th. At the Swooper are Al Kramer, manager, Bob Thier, box, and Larry Smith, controls. Angelo Malfurri is in second season with his Strike. Comet crew includes James Higgins, box; Jimmy Platte, Joe Leone, Eddie Smith, Bill Adams and Joe Huhn. John Mooney, special officer at Luna for seven years, is recovering from injuries received in an accident. Anthony Salzano has enlarged Poker game to take in space used by his shooting gallery. Jerry Schwartz, med student at Bellevue, is in Tornado box with Albert (Abby) Belford.

At Peitman's Louis Seebek has been on the carousel for 30 years. Others here are August Arrowsmith, J. Venturi, Irving Rosenblatt, B. Marcet and M. Grell. Mildred Johnson is in charge of the 24 waitresses at the new arcade restaurant. Salvatore Ambrosini has moved his ball game to a more prominent arcade location.

A bottle boys' feud is on. At Teate Reiser's game John Scover claims to be the best, but a contest will be staged to settle the question once and for all. Mack Winklo gave his children, Richie and Jonie, a trip to Coney. They visited "Aunt" Teate's spot to work but hurriedly resigned when the bottles and balls began to fly. With Mannie Heller in the box at Parlatan Polaris, Ileva Portnoy, cashier at Strauch's old-time movies, is now handling the mike on occasion. Paul Bergfeld is The Billboard spot. A job he's had for some 20 years. He is at Joseph Salvia's newsstand on Billwell near Surf. They've been pals for 10 years.

Palisades, N. J.

By CLEM WHITE

Better weather has folks flocking. Pool big has Manager Phil Smith happy. If late season every-day ticket regulations continue, last season's figures may be surpassed, even with the late start. Bob Chester and erk like pleasant memories. The "bleedies" (hard to oblige) were sorry to see him go and would be more unhappy were it not that Louis Pritz and his crew took over. Combination of show at the stage and then dance music at Harry Shepard's Casino seems to satisfy everyone.

"Doc" Morris served notice there is not one day or night for the rest of the season for which he hasn't booked enough outings to keep all hands busy. Gottfried Bakerties jamboree set new records. Knasdale Store and Preamint to follow. Alan Dinehart dropped over with a group of Hollywood stars for an evening devoted to nothing but fun. But they were gracious enough to become professional and to indulge in the greatest session of ribbing ever seen at the free set stage. The crowd enjoyed the show.

Personal nomination for the "shill miniature," Joe Weisman. With two aluminum bottle ball games going, plus other stands, he's willing to keep the counter and show how it's done. Harry Dyer's huge paper-mache lemons continue to draw comment and questions. The Harry's patent dates back many years. Jimmy Villuzzi's interest is now divided between his minnie golf course and new archery range. Tony Gaultin went modernistic on the main souvenir stand, and Charley Hawaweeny agrees

that it was the more needed. Jimmy Corcoran has been supplying this territory with puppies from his stand and still has time to congratulate "Red" Faber for his recent takings in the grocery-wheel life of his endeavors.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Sherman Downer is assistant at beach and pool. Morgan Roof Garden Cafe doing fine biz. So is Macri's Beach Cafeteria and tunnel stand. Gene Kelly and R. Sibly are members of Gus Huddler's force. Leah Learned is one of the attractive hostesses at photo-stand. Parking space was very busy over holiday week-end. Harry Drinkwater is with Dave Aota's parking crew. Alf Loyal's Dogs and Dubas Troupe, current free attraction, will be followed by the knife-throwing Gibsons and Bob Eugene Troupe. Tommy Reynolds' band going over big in Casino. Meadows Underhill, Ferguson, Wisc and Kmeich comprise restaurant staff. Capt. Harry Daugherty of the S. S. Richard Fock seen around park. Ray Keller, music teacher of Hartdale school system, has been appointed assistant to Jack Cliffe. Jimmy Kelley is managing Kiddie Land. Bob Brown, of Skee Ball, follows the war news avidly. Oscar (Buddy) Linborg Jr. has joined the growing ranks of Playland benefactors—was married on June 20. Haste luego.

Wildwood, N. J.

By M. H. ORODENKER

For the 10th annual outing for Crippled Kiddies on July 18, sponsored by the Elks of Millville, N. J., the town will be turned over to the youngsters. Shirley Temple will come from Atlantic City, where she is staying with her parents. Harry Miller, maintenance man at Hunt's Ocean Pier for the past five years, is responsible for the pier's new Mystery Maze and Cave of the Winds, two of the most thrilling walkthrus in these parts, and for the Crazy House ride, fastest on the pier, and his was the guiding hand in erection of the New Laff Theater. Robert Platt, pier's deaf and dumb painter, has been with the Hunts for eight years and is responsible for the animated fronts of the pier and band flash displays.

Auto racing was revived at the fairgrounds at Cape May Court House, the last time here being 18 years ago. Penny Skee Ball and target guns are most popular games on the Walk. Merchants are divided on installation of parking meters here. General opinion among amusement genry is that "if the weather man does not overlook the resort entirely and gives us the benefit of more than one warm day at a time, we will still have a good season." Prof. Elmer K. Unger is again directing daily beach classes in calisthenics.

July 4 marked dedication of the second ward Boardwalk, well received by summer visitors. North Wildwood, giving the okeh to shirtless bathers, is now going after some World's Fair patronage by dispatching numerous booklets about the resort for distribution at the New Jersey building at the fair. Plans are being pushed for the outboard and speedboat regatta on August 10, sailboat regatta on August 17 and 30th annual baby parade on August 23. Many novel entries will be added to the baby parade and, as in the past, Wildwood fire companies will cooperate in sale of seats on the Boardwalk.

Long Island

By ALFRED FRIEDMAN

The Hamptons on the island have long been considered the most exclusive of the local watering spots and their fame extends to points wherever seashore places are discussed. Now word is around that this resort is, in a large part, in the hands of a syndicate which plans to chop it up into bits small enough for persons of moderate means to buy into it. Another instance where a blue-blood beach is topping to make room for the masses.

"Purity" tests of water at near-by bathing beaches reveal that the Rockaways rating is higher than it has been in 10 years. Solons at Suis Park, Naponist, decided to stage fireworks shows Wednesday nights thru July and August. Rockaway's Playland Park has been packing 'em in on week-ends and not going badly on week nights.

Long Beach arena (seating capacity about 2,000), now used for boxing, is to have its program augmented with addi-

American Recreational Equipment Association

By R. S. UZZELL

The New England park men are quite likely to meet this year for their summer get-together at Bevin Rock, West Haven, Conn., on July 25. This is subject to later confirmation. We have not concerned at this Coney Island of Connecticut for more than 10 years. At that time we had an excellent dinner at the Willow Restaurant with Mr. and Mrs. Frank Terrell as hosts. Then Fred Levere, over at White City, treated us to a boxing bout with plenty of action.

Those who did not see the stern devastation at this resort would not suspect now that it had been so extensive. The missing trees are the only gaps at the "rock." Rebuilding and replacements have restored each space to a satisfactory income. Those who did not see the wreck of the big Coaster or Wilcox Restaurant would not suspect the extent of the damage.

Weather Climping W. F.

The weather man has not been at all kind to park men of the East and to the New York World's Fair. The fine weather over Saturday and Sunday, July 6 and 7, helped to make up some of the loss and brought back smiles which had been conspicuous by their absence for some days. Old Pavius took a wallop at us such as he did in 1920, Philadelphia Exposition year. This tramp will make the fair hump to reach 16,000,000 gross attendance for the 1940 run. This has been swinging freely over there on the payroll. The new war tax on admissions has caused a reduction of 25-cent attractions to 20 cents to come under exemption. The Parachute Jump has made the price 30 cents plus 4 cents tax. While they get from John Public the 40 cents for the ride, the ride must stand the 4 cents clip for the tax, a 10 per cent reduction in income with the same bulky overhead. This, with reduced income over the 1939 run, makes a complete balancing of cost and moving a remote possibility. The American Jubilee is not yet making the grade. The vacation crowd expected to set in now may brighten the picture. This good show deserves the patronage. A lot of rides and attractions still have capacity to spare. The bomb explosion at the British Pavilion has greatly augmented police and detective work, which assures greater public safety than ever before and has not hurt attendance. The big show has never had better satisfaction with its rating places. A meal can be found to meet the requirements of almost any purse and this is one big item in creating good will for an exposition. No exposition ever had a better guide and information service.

Pyro Shows on Schedule

Frank P. Duffield makes those out on Long Island set their watches by his fireworks schedule. Each evening at precisely the same hour he touches off the beginning of his pyrotechnical display. People seem never to tire of it and many say the trip is incomplete unless one remains for the spectacle. Frank is a veteran now and does this as easily and deftly as Mangia produces a Whip.

Now that July 4 results are tabbed, it is keenly realized that the Forty Fair will come much closer to 20,000,000 gross paid admissions than the hoped-for 16,000,000. Between 16,000,000 and 18,000,000 is doubtless more nearly the correct figure. The bondholders will get no interest but only a part payment of principal.

Some one tell us why men who do not have to do it will build and try to maintain a boardwalk. At Winnwood Lake, Kansas City, Mo., a beautiful and paying resort was really started on the shore by a collapse of a section of the boardwalk, where many were hurt, two fatally. Two such calamities occurred at that place. Now the place is only a memory. After only a few seasons the cost of maintenance of the walk would constitute a fine profit. Then there is the cost of building the attractions on the level of the walk. It is all wrong. Now a report comes thru of a collapse of a boardwalk in a Texas community with a casualty list of 40 people. The accumulated experiences of our national association, available to all members, would prevent such hazards.

tion of shows once each week, on a stage constructed on site of the first show is a musical. Open-air dancing places are flooded these nights with jitterbugs. At the end of that season this type of dancing was described as "on the wane!"

Revere Beach, Mass.

By THE BEACHCOMBER
Catching Up

When the sun shines and the people come out, the "power" attractions here hold their own against previous records—in many cases running slightly ahead. There's been a heart-breaking early season of rainouts and lost Sundays, Fridays and other good days. Bunker Hill Night (June 18-17) came thru, giving new lust to operators. During the holiday period the potential all-night play of July 3, plus the Fourth itself, there came a blast of rain at midnight, fireworks time, causing an exodus of spending people. During the day rain and cloudiness ruined business, plus the fact that the weather kept people from coming from distances.

George Sabbagh, Cyclone manager, has done a masterful job in handling arrangements and collecting money for the two celebrations, but his work is not appreciated, as usual. When will operators here get together and learn to work in harmony regardless of personal feelings? When will they learn that their own future well-being lies in collective action to capture lost trade that is now going elsewhere? A hit-and-miss one-and-then program won't do the job. Everyone has to put personal feeling aside and give according to his wealth, holdings and income. Chief local offenders are the bigwigs. The little fellows will come along stronger and stronger once these big men come across commensurate with their status and not their adeptness at conversation. And the money they contribute will come back to their pockets tenfold.

Water Follies has kept going right along when weather permitted. Burlesque, which opened with Nora Ford and her Mae Brown headlining, is also in the running as an open-air set-up with a line of five, two comedies and a three-piece act. Tom Harding had a vaude show on north end which replaced championship billiards over the Fourth. "Birth of a Child" set-up on south end was banned from New England stands. Don't do so well. Genial and able Christy Frank, associated as half owner with Katherine Bopp, of rebuilt Derby Fair, is back in harness and looking after the ride with young Dick Bopp. A new lighting effect was under way. Rebuilt Palm Garden of John Hurley doing good biz. Willie O'Brien's three-piece group flasher seems to have captured the flasher biz. He has 40 tables going with cigs as prizes and two Mike men "boosing" the game along. Horace Casner under Derby is now spread out into a "U" formation. Sportlands has luzzed as indicated by flop of the big one located in State Ballroom last year. Beano is on down grade, with ops predicting this will be the last legalized season in Massachusetts. Fortunes were made by those who were "in."

The Harry Baker estate rushed in the last minute and readied the Tumble Bug for the big Fourth take. Joe Terminiello managing the 70-foot Howard Johnson stand this season. Nautical Boat Ride was an animated saloon—Ship Ahoy style—over the front door. The war of flares in dead center here is interesting. One op just woke up to the fact that he is in competition with himself, Philadelphia Toboggan Co. Donkey Game of the Shays is percolating along. Mike Lucania closed his Fretzel ride and built a stand on front entrance area. Mollie Wheeler says if it only waited to rain we got until about 2 a.m. instead of midnight her biz at the eat and drink stand would have been a record breaker for the Fourth. The Wheelers have been at 24th street corner location for many years. John Hurley Jr., gifted with Palm Garden by his pappy, King John, is active in management now. Manager Leo of Wagon's Hordororium is a capable former Howard Johnson man, and biz at Wagon's is on the up. Kolly's Bowlaway has a grinder on front when alleys are vacant—not a bad idea. One mitt camp folded already. Jack David, pitcher, in from Cleveland and New York with soap. Ray Burns, lady talker formerly at Coney Island, is now pitching over the five-and-dime circuit at a McClellan store in Lynn. She came in from Iowa. Doc Harrington in from New York and back among showfolk at Show of Thrills. A provincial fashion plate is Doc. Herman Sager, daughter Peggy and Sam Cohen were among recent visitors at Show of Thrills.

Max Linderman, head of World of Wonders, visited with the cheerless-looking Harry Cahn, general agent, after

N. E. in Providence

STORY on the annual summer meeting of New England Section of the NAAAP, to be held in Crescent Park, Providence, on July 25, appears on Page 3 of this issue.

stealing away from the grounds in Hartford, Conn. Max, reminiscing, showed Bill O'Brien where he had his joints set up years ago along the present O'Brien frontage. Max was cradled in the business right here, and he is a native Bostonian, not a New Yorker, as the world believes. Floyd (Gang Busters) Woolsey's show may play Allentown (Pa.) Fair. Woolsey and Co. are in the O'Brien annex and doing fine. Nils Nelson, rubber man, is about to hit 65 and his old-age pension. If he retires, another of the few good freaks left will be out of circulation. Mitty Lepore, former Oriental character actor in Flash Murray's Chibaton show here, is doing a tough guy role in the Woolsey show after a winter season of pin setting at Nautical Bowling Alleys. Wants to head for the Louisiana canebrakes this fall to hunt rabbits. Tex (Rocket) Simon spends his spare time with his new car and new girl. Rocket has a new neonized and flasher background that is helping his along.

Mary Shearn's frozen curtain still knows the value of pretty girls to dish out the goods. Stoppie Joe's two locations, with 5-cent sellers, doing biz. And more 5-cent hot dogs have shown up on boulevard frontage. George LaPollette will ready a winter road show again provided plans for a museum in Boston don't materialize owing to "real estate" trouble, another name for exorbitant rent. If the landlord is to get it, you can't pay wages and make money. Barney Sheriff's Ten-in-One food and drinkery is getting a big play as usual. It's a corner location, a good lure. The ride reported in the July 6 Coney Island column, lauded by Jimmy Kyrimas as "imported and the greatest ride Coney has ever seen," will also be at Revere Beach next season. The "X" on it has been safely tucked away in the pocket of a local op who saw the blue prints on it late last year. Harry Byrne, second taker at Show of Thrills, is energetic. He sold Ben Williams Shows in Medford much electrical equipment, including new fluorescent lighting. Many showfolk are rooming over the Hutzler Merry-Go-Round this year, including "Hangan" Charles Voris, the Byrne family, Woolsey and his company and Skippy Kelly. Harry Moores opened an African Dodger on south end. Recent visitors to beach were Jack Johnson, former world's heavy-weight champ, and Frank and Frances Shearn, he being co-manager of the midway—which Joe Rogers aspires to be mayor of again.

Reports from road shows and parks and letters from beaches indicate a hard pull to get off the nut this year.

Park Free Acts

SILVERS JOHNSON and his comedy Auctio were held over a second week in Summit Beach Park, Akron, reported Ben H. Voorhis, in charge of exploitation. Johnson and his wife, Myrtle, after closing in Akron, planned a ten days' fishing trip to Wisconsin, after which they will return to New Waterford, O., to start several weeks of Ohio fairs and celebrations.

FIVE ALBANIS, aerial gymnasts, are showing twice daily in Clementon (N. J.) Lake Park.

THAT balloon ascensions are one of Chattanooga's favorite forms of entertainment was shown when Mary Park, "Stratosphere Girl," drew an estimated 25,000 at Lake Winpepauk on July 7, largest crowd of the season, reported Mrs. Minette Dixon, operator of the resort.

With the Zoos

MOOSE JAW, Sask.—Colorful stickers, to replace metal moose heads used in past years by Moose Jaw Wild Animal Park Society, are on sale by directors and in the park. The stickers, for car windshields, allow purchasers to enter the park with autos, regardless of the number of passengers, at any time.

NEW ORLEANS.—Superintendent Frank Neelis, Audubon Park Zoo, made an exchange agreement with the Zoological Gardens of Buenos Aires. The director of the Argentine institution is due

to visit here soon to arrange for some swaps.

CAMDEN, N. J.—A bird that honts like an auto horn is a fugitive from Warren E. Buck's zoo on Marlton pike. It is an African crown crane, rare but not particularly valuable except that it would be difficult to replace due to the way it is one of a shipment of 14, two of which are in Atlantic City at Steel Pier; two in Lincoln Park Zoo, Chicago, and two at Weber's buffalo farm, Greenloch. Buck, who has been in Africa since March, is due back this month.

HERSHEY, Pa.—An American bald eagle, injured in flight, was turned over to the Hershey Park Zoo here for care. If it recovers it will be liberated near Mt. Johnson, eagle sanctuary in the Susquehanna River.

PHILADELPHIA.—Memorial services for Philadelphia Zoo's noted elephant, Lizzie, were conducted on WJAS station. She was mourned on the air during the station's Irish program, conducted by Pat Stanton. Services included a eulogy by Pat Cronin, Lizzie's keeper. Program cost took up a collection after the broadcast and sent a wreath of daisies to the zoo.

DANCERY BOMB BLAST

(Continued from page 41)
tory in center of the building. A 25-foot hole was blown in the dance floor, and boot shop, barber shop and grocery in the basement were badly damaged. Nearly all windows were shattered. Deputy sheriffs and park police are checking on the explosion, the second in Medina County this year. Park heads say they have had no difficulties that might account for planting the bomb. Pavilion has been a consistent money-getter several seasons, operating nightly to heavy patronage. Little Joe Hart and his band were playing there.

JUNE REVENUE DOWN

(Continued from page 41)
increase; Eastern Missouri, 20 per cent less; Eastern New York, 16.4 per cent less; Southern Ohio, same as 1909; Northern Ohio, 5 per cent less; Oklahoma, 7 per cent increase; Oregon, 18 per cent increase.

Weather comparisons with the fourth week of June last year: California, less favorable; Northern Illinois, 10 per cent cooler; 50 per cent more rain; Massachusetts, cooler; Eastern Missouri, rain and cold; Eastern New York, rain and cold; Southern Ohio, rain; Northern Ohio, rain; Oklahoma, better; Oregon, perfect.

Total capita expenditure as compared with fourth week of June in 1909: California, less; Northern Illinois, 10 per cent less; Massachusetts, same as last year; Eastern Missouri, 50 per cent increase; Eastern New York, 8 per cent increase; Southern Ohio, 5 per cent increase; Northern Ohio, no report; Oklahoma, same as 1909; Oregon, 10 per cent increase. No special promotions were reported.

PARK BRIEFS

(Continued from page 41)
dancer on site of the former Hofbräu, destroyed two years ago by fire, has been abandoned for this season because of unavoidable delay resulting from several weeks of rain. He said the project would be furthered in the fall and that the under-the-stars pavilion will be completed in time for an Easter Monday opening in 1941, with a name band. Dancing will continue in Moonlight Hallroom.

SPOKANE, Wash.—An estimated 25,000 were drawn to Nautatorium Amusement Park here on July 4, said Manager Louis A. Vogel, about 8,000 more than a year ago. Gate was free and there were fireworks. Over 1,000 danced to music of Hal Grayson's Band. Among rides Jack Rabbit and Merry-Go-Round ran one-two in popularity. Farmers proved better spenders than the city folks who came later.

COEUR D'ALENE, Ida.—This spot on Lake Coeur d'Alene drew an estimated 40,000 to 50,000, largest crowd on record, for its annual Fourth celebration. Features were Pacific motorboat inboard speedboat race and Inland Empire championship yacht race. Amusements and other concessions reported good business.

CINCINNATI.—Long-time concessioners at Coney Island here are John Roberts, operating a balloon game; Ben Segal, with several games; Joe Baum, ball game, and George Patton, many seasons in the mechanical department, now

operating the Coney Island Fairy Arcade.

PORTLAND, Ore.—July 4 business in Oaks Amusement Park here was 15 per cent better than that of the same day last year, Manager Bob Bollinger reported. An outing with an automobile giveaway helped swell day's crowd to about 6,000.

AMERICAN LEGION SHOW

(Continued from page 41)
robots. No. 4, Aerial Display; Elmore Velards, traps with bee catch; Hazel Lavande, iron jaw; Anne Talbot, iron jaw; Billie Dale, high traps; Florence Rich, single traps; Irene Jabbert, swinging ladder; Jess Tavernall, web act. No. 5, Clark Family, four men, three women and four white horses, principal riding act, featuring Ernestine Clark. No. 6, Mary Rich, aerial acrobatics and muscle grind. No. 7, Cheerful Gardner with Hingling-Darnum elephants. No. 8, the Clarksons, flying return act, seven people, featuring Ernest Clark, flyer. No. 9, Jack Slary and his Leaping Lena, jallopy. No. 10, Joe Tontil in feats of strength and pulling auto by teeth. Closer of circus program, Four Jacks, Jack Schaller's high act. One hour and a half of pyrotechnics.

RAS-IN CALGARY

(Continued from page 30)
1-5, shows registered an 11 per cent hike over last year's figure for the same period. Excepting Friday afternoon, when shows were hampered by light showers, weather was ideal and aided business considerably. Shows received a good reception here this season. Crossing the line at Emerson, organization had less difficulty than in former years, first section passing inspection in 40 minutes and the second in 45.

First section of show train arrived in Brandon at midnight, June 30, and the second two hours later. Under direction of Trainmaster Sammy Smith and Lot Superintendent Charles Davis, all was ready for operation at noon July 1, it being Dominion Day, with many added attractions, crowds gathered early in the morning and remained late that night. Some 2,000 soldiers from near-by camps were permitted to visit the exhibition daily.

Loitie Nayer's Waterade, enhanced by a new 140x53-foot top, new costumes, scenery and electrical effects, drew much favorable comment from local papers and The Calgary Herald, Ice Palace, featuring Dorothy Beakoff, Walter Prandi and Marjorie Lee, also is coming in for its share of favorable publicity and patronage. Appearing on radio programs at almost every stand are members of William Aldrich's Beautiful Hawaii, Leon Clayton's Cotton Club Show Boat, Dick Best's World's Fair Freaks, Baby Ruth Pontico and Evelyn Prebette.

Electric Fels at Cliff Wilson's Snake Show are getting their share of midway attention. Other units reporting a good season thus far include Raynell's Women Show, Larry Banthin's Monkey Town and Corrie Leroux's Streets of Paris. Walter Kemp returned to shows during the local stand and reported that his wife, Marjorie, is in St. August Hospital, Moorehead, Minn., recovering from injuries sustained while shows were appearing there recently.

HOT SPRINGS HOME

(Continued from page 39)
main that runs along the highway. From every standpoint the location is considered ideal.

Recommendation to purchase the site came after a heated two-hour discussion during which every phase of the proposal was considered and adopted by a large majority. Establishment of the home is felt to be of vital importance to building up the League, and the action on Tuesday is expected to be greeted with enthusiasm by the membership. "Next to Showmen's Rest, the establishment of a home would be the greatest thing the League has ever done," one prominent member declared.

Those who attended Tuesday's meeting were President Frank P. DuField, who presided; Vice-President Harry W. Henrich, Secretary Joseph E. Streibich, Past Presidents Sam J. Levy, Eric Young, J. C. McCaffery and Zebbie Fisher, M. H. Barnes, Jack Benjamin, Sam Bloom, William Carky, E. Courtemanche, Walter P. Driver, M. J. Doolan, Morris Haft, L. S. Hogan, A. R. Hopper, Morris Hanzler, Al Humke, George Johnson, Lew Keller, L. C. Kelley, R. L. Lohmer, Louis Leonard, Irving Malitz, Bernard Mendelson, James Morrissey, Joseph Murphy, Pat Purcell, Harry Russell, Sam Solomon, Rudolph Singer, Louis Turil and Nat Green.

Calgary Has Record Opener

Initial Day Top Goes to 42,775

Gate is 110,864 on first three—Richardson sees a triumph under conditions

CALGARY, Alta., July 13.—An all-time opening-day record for attendance and receipts was set at Calgary Exhibition and Stampede here, July 8-13, declared General Manager E. L. Richardson after perusing final tabulated figures.

Total attendance on the first three days was 110,864, an increase over past marks of 3,431.

On Monday, opening day, attendance was 42,775, an increase of 8,336 over former figure and a record for all time for an opener.

"The Royal American Show had substantial increases each of the first three days, being more beautiful in lighting effects and having added merit and receiving a tremendous reception from the public," said Manager Richardson. "Barnes-Carruthers' show is one of the best ever on our platform and we are particularly pleased with this presentation. Weather was perfect on Monday but skies were dull Tuesday and Wednesday nights, compared with perfect evenings last year, so we are naturally delighted and surprised with the wonderful opening showing made. I know this information will be interesting to other fair managements as indicating possibilities under present conditions."

Rain-War Hit Gate, Take at Moose Jaw

MOOSE JAW, Sask., July 13.—Rain, war-time tension and increased taxes, slated to go into effect on July 1, had an adverse effect on attendance and spending at the fifth annual Moose Jaw Exhibition on June 26-29. (Heavy rain (See MOOSE JAW IS HIT on page 54))

Marshalltown Will Rebuild

MARSHALLTOWN, Ia., July 13.—Plans are on to rebuild the grand stand on Central Iowa Fairgrounds here in time for the 1940 opening, said Oliver S. Reilly, secretary, the stand and agricultural and art buildings having been destroyed by fire on July 6. New stand will be a concrete and steel-covered amphitheater to seat 6,000. The two buildings will not be replaced, as there will be large display space under the new grand stand. About \$1,000 insurance was carried, with damage estimated at about \$20,000. Blaze started in the section which was more than 60 years old.

N. D. Annual Ends Better

CANDO, N. D., July 13.—Townier County Fair here, which ended a three-day run on June 29, was a greater success than anticipated. Secretary Ralph Garber and President Jack Curtis said. Gold Medal shows, largest carnival to play here for many years, proved a draw and did good business. De Waldo Company provided free attractions that were well received. Attendance was larger than last year, fair officials said, and they expect to come out in the black. Bands from near-by towns brought their followings and night dances added to association revenue.

Be Safe Than Sorry In Legal Affairs...

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated July 27, under the title of "Validity of Salary Payments."



PRESENTATION OF A NEW MOTOR CAR AND \$1,000 check to J. Eddie Brown, "Mayor of the Gayway" at Golden Gate International Exposition, San Francisco, is depicted here. Left to right: Manager Olson of Chevrolet Co., "Mayor" Brown; Louis Lurie, member of the expo board of directors; Nate Miller, ride operator and expo concessioner, and A. L. Vollman, director of the Cavalcade of a Nation, on the set of which the presentation was made by Louis Lurie. New York and West Coast friends of Brown, who has been on the expo concessions staff since early last season, combined to make the gifts possible in appreciation of his services.

Bows Are Good For Auto Races

CHICAGO, July 13.—Crosses from four early-season meets in Cedar Rapids and Des Moines, Ia.; Sioux Falls, S. Dakota, and Grand Forks, N. Dakota, have convinced Racing Corp. of America officials here that Midwestern auto racing will have one of the most prosperous seasons in years. Returning from Grand Forks, where he supervised a national circuit (See AUTO MEETS CLICK on page 54)

Bernert to Springfield

NEW YORK, July 13.—George Bernert, vet. concession manager of Eastern States Exposition, Springfield, Mass., leaves for that spot over the week-end to resume his post, which also includes supervision of expo premium book-catalog this year. He'll remain there "for the duration."



GUS SCHRADER'S new \$15,000 Offenhaus racing machine has been a potent drawing card with Midwestern speed fans this season. In four early-season dirt track meets sponsored by the Racing Corp. of America in Cedar Rapids and Des Moines, Ia., Sioux Falls, S. D., and Grand Forks, N. D., the get national champ to credited with a big share in helping to put attendance figures above par. In this scene Jack Henny, film and radio comedian (left), is shown inspecting a model of Schrader's 300-horsepower job, while John A. Sloan, president of the RCA; Schrader, and Art Swenson, operations manager of the organization, beam approval.

Right Back at Her

SAN FRANCISCO, July 13.—"During our first afternoon show on July 6 four girls in front-row seats were rather drunk and one, who was very loud and bothering people around her, would continually razz the skaters," reported Red Saley, of the cast of the Ice Frolics at Golden Gate International Exposition here. "To top it off, during the second act she pulled out a magazine and started to read it or rather mumble thru it. This sort of got the performers as well as the people near her. In our show we have a 'Ferdinand the Bull' act, put on by two skaters and a bull fighter. During the first part of the routine the 'bull' sat down on the stage and pulled out the latest issue of The Billboard and began to read it, much to the delight of the spectators, who realized what was going on."

Canceled Annuals May Aid CNE Gate

TORONTO, July 13.—Canadian National Exhibition gates were opened this week to an army of workmen, conditioning the plant for the 1940 opening as rapidly as buildings are emptied of soldiers and airmen who have been billeted there since last fall. Replacing of fair equipment is rapidly being accomplished.

Keystone of the fair will be Canada's war effort and the part it is playing to save democracy. Cradle of the Empire is title of the grand-stand spectacle, a story of Britain's naval power, to be presented in four scenes.

Since some of the Ontario fairs have been canceled this year because of the war, it is felt the people of these districts will help to swell gate receipts here.

Wis. Tilts Its Act Bill 5Gs to \$55,000

MILWAUKEE, July 13.—Ralph E. Ammon, manager of Wisconsin State Fair here, announced that for its 60th birthday anniversary the fair is planning the biggest party in its history. Entertainment will include a 15-act show to be (See \$15,000 FOR WIS. BILL on page 54)

Legion Repeats Tenn. Annual

DICKSON, Tenn., July 13.—Dickson County's 19th annual fair, for the second consecutive year, will be sponsored by the American Legion Post. Under management of Legionnaires last year it was a success. Joe Crosby was re-elected president; Roger Weakly, George D. Harris, vice-presidents; W. O. Make, manager; T. I. Hickerson, secretary and treasurer. An office was added when L. V. Deaton was elected assistant manager. D. T. Taylor and Finley Duncan were elected directors.

Escanaba Decides On a Gate at Night

ESCANABA, Mich., July 13.—Plans for Upper Peninsula State Fair here, to be resumed after a one-year lapse, are completed, said Harold P. Lindsay, secretary of Escanaba Chamber of Commerce and newly appointed fair manager. Instead of the free gate earlier proposed (See NIGHT GATE FOR U. P. on page 14)

"Cavalcade" of MCA Will Feature Three Name Bands

CHICAGO, July 13.—Three name bands will be featured with MCA's Cavalcade of Stars, which is booked to play a number of fairs. They are those of Herbie Kay, Johnny (Scott) Davis and Shop Ficks. Among fairs to be played are those in Detroit, Muskegon; Superior, Wis.; Springfield, Mo.; West Point and Edward, Neb., and Princeton, Ind. Acts in the show will include the Corollas, Joe and Jane McKenna, Bud Hughes, the Singing Marlora, Cotten and Holmes, Hibbard, Bird and LeRue, Harris Sisters and Tom Tommy.

Mobile Space Demands Up

MOBILE, Ala., July 13.—Directors of Greater Gulf Coast Fair Association here re-elected Fournier J. Oate president and treasurer and E. T. Roengraff secretary for the seventh year. Dates for the 1940 Mobile Fair were set and announcements made of a return engagement of the Royal American Show. Numerous manufacturers, national and local, have applied for space in the modern Merchants and Manufacturers' Exhibition Hall and plans are under way to remodel it to accommodate increasing demands.

Revival for Bethany, Mo.

BETHANY, Mo., July 13.—Name of the revived fall fair here on grounds of the old Northwest Missouri State Fair, plant of which burned in 1931, has been changed to the Bethany Fair. It will start on a small scale and may work up to the size and name of the Northwest Missouri, which spent around \$41,000 for acts in its last season. Dates have been changed in order to book the Mighty Sheeley Midway. Barnes-Carruthers will book the acts. Fair is to have a stock show. There is widespread interest throughout Bethany and Barton County, merchants contributing liberally to advertising in the catalog and Kincaid and Rotary Clubs underwriting it. Reported Bill Plummer.

Premium Facts

Data collected from lists received by The Billboard

KNOXVILLE, Ill.—Knox County Fair, 113 annual, August 4-9, 112 pages. Officers: L. W. Cramer, president; Dr. H. M. Ricehart, vice-president; Robert M. Ryan, secretary-treasurer. Admissions: 25 cents; children under 12, free. Grand stand, day and night, 25 cents. Attractions: Grand stand, Barbara's Circus, Noble Trio, Ross Brothers, St. Claire Sisters and O'Day, Demetri's Bears, Mills Trio, Mac (Red) Carter, Ballard and Rae, Four La Verne and Cherie.

LE CENTER, Minn.—Le Sueur County Fair, 63d annual, August 18-19, 40 pages. Officers: John Sprey, president; J. L. O'Connell, vice-president; C. R. Trazier, treasurer; W. J. Baker, secretary-manager. Admissions: 25 cents; children under 12, free; grand stand, 25 cents; children, 10 cents.

WATERTOWN, N. Y.—Jefferson County Fair, 112th annual, August 20-24, 59 pages. Officers: D. L. Johnson, president; Eugene C. Bull, Eden C. Sawyer, vice-presidents; George F. Gantler, treasurer; Earl J. Malady, secretary. Attractions: Grand stand, Zaechini, Capt. Jimmy Smith's Thrill Drivers, Midway: Collin & Wilson Shows.

LEFO, Nev.—Nevada Live-Stock Show and Elko County Fair, eighth annual, September 12-13, 39 pages. Officers: Live-Stock Show, Prof. F. W. Wilson, president; C. A. Sewell, secretary-treasurer. Fair, Owen F. Boies, president; Mrs. C. W. Griswold, vice-president; Chris H. Eberth, treasurer; C. A. Sewell, superintendent and manager; Donald Brown, secretary.

WINSTON-SALEM, N. C.—Winston-Salem and Forsyth County Fair, 41st annual, October 1-5, 64 pages. Admissions: day or night, 50 cents; children 10-18, 25 cents; children under 10 accompanied by adult, free. Grand stand, day or night, 30 cents; children under 16, 25 cents; reserves, day or night, 50 cents. Attractions: Grand stand, Ohio Display Fireworks, George A. Hamid acts. Midway: World of Mirth Shows.

SALT LAKE CITY.—Utah State Fair, 92th annual, September 14-21, 180 pages. Officers: A. G. MacKenzie, president; Charles H. Smith, J. Ray Hinchcliff, vice-presidents; George S. McAllister, treasurer; Ernest B. Holmes, manager; Martha E. Gibbs, secretary. Admissions: 25 cents; children, 10 cents. Attractions: Grand stand, Barnes-Carruthers' Flying Colors, Loyal-Depensky Troupe, Oscar Nelson Dancers, Dick Mayo and Company, Myrtle and Pheasant, The Branchocks. Midway: Monte Young Shows.

RICHMOND, Va.—Virginia State Fair, 113th annual, September 23-25, 98 pages. Officers: Clyde H. Ratcliffe, president; Dr. E. W. McLaughlin, vice president; Charles A. Somma, secretary-general manager; Clarence T. Riddick, treasurer-assistant general manager. Admissions: 35 cents; children, 15 cents. Attractions: Grand stand, George A. Hamid acts; Royette, Canastota Troupe, Mile, La Tosca, Four Landers, Saul Grauman and His Musical Statrotone, Flying

Comets, Frank's Trained Steers, the De Cardos, Ferraris Trio, Capt. Tibor's Seals, Wallenda Troupe, Jimmie Lynch's Death Dodgers, Frank Corvone's Band, International Newark Circus. Midway: World of Mirth Shows.

NORWALK, O.—Huron County Fair, 20th annual, August 13-16, 116 pages. Officers: Dan W. Hayman, president; Henry Mayer, vice-president; Effreda Crayton, secretary; A. D. Sanders, treasurer. Admissions: 25 cents; grand stand, 15, 25 and 50 cents. Attractions: Grand stand, Kotch Brothers, Klein's Circus.

SEDALIA, Mo.—Missouri State Fair, 46th annual, August 18-25, 224 pages. Officers: Charles W. Green, secretary. Admissions: 25 cents; children under 10, free; automobiles, 25 cents. Grand stand, 50 cents. Attractions: Grand stand, Bob Ward's Hollywood Dare-Devil Acts, Theatre-Duffield Fireworks, State Fair Racetrack, Three Aerial Skyrockets, Four Whitemans, Three Reddingtons, Sandy Lang and Company, Metropolitan Sextet, Mayfair Trio, Joe and Ted, and Everett Johnson's Madison Square Observatory Band. Midway: Fairly & Little Shows.

OKLAHOMA CITY, Okla.—Oklahoma State Fair and Exposition, 24th annual, September 21-28. Officers: Robert M. Rainey, president; George Frederickson, George A. Davis, vice-presidents; Ralph T. Hemphill, secretary-general manager; J. M. Owen, treasurer.

Fair Grounds

KINSTON, R. I.—Considerable area was added to Rhode Island State Fair plant here last winter and extensive grounds improvements are under way, reported Manager A. N. Preckham.

ATLANTA.—Automobile tags advertising nine-day Southeastern World's Fair here have made their appearance. They are lettered in white on red background. In one corner is a semi-globe with Southeastern States brought out heavily in red. President Mike Benton and Secretary Virgil Meigs announced the Johnny J. Jones' Exposition will have the midway and Quis Sun will furnish grand-stand acts.

LIBERTY, Tex.—Directors of Liberty County Fair Association at a meeting here inspected the recently completed live-stock exhibit building and the rodeo arena and grand stand now under construction. Cecil Hoyt, in charge of construction, said the rodeo arena would be the most modern in Texas.

NEWARK, O.—The 1940 Licking County Fair probably will be held in the Midland Theater here, this plan being promoted by George W. Kretzler, of Licking County Agricultural Society. Since the site where the State Fair was held in the '70s and '80s has become State Archaeological Society grounds, the agricultural society has not had any regular place to hold fairs.

COLUMBUS, O.—Major improvements on grounds together with heavy demand for concession space, should make the greatest Ohio State Fair here in nearly a century, said Win H. Kinnan, manager. There will be adequate parking space adjacent to grounds, where about 100 acres have been provided and will be under supervision of the State highway patrol, no charge to be made. Recently removed were three large steel hangars near center of the grounds. State departments which formerly exhibited in these hangars will have displays in the manufacturer's building and the vacated space will be added to the amusement center.

VANCOUVER, B. C.—Cancellation of federal grants to Canadian fairs because of the war has forced Vancouver Exhibition Association to cut its prize money 25 per cent. Several leading prairie fairs had to make reductions of from 40 to 80 per cent. New live-stock building on grounds is finished and garden building will be ready by August. Entries are coming in slowly.

FREDERICTON, N. B.—C. H. Forbes, president of Fredericton Exhibition, has joined the Carleton and York Regiment for war service in England and has been commissioned captain. He has been active for the Fredericton Fair, held annually until 1930, when canceled owing to acquisition of the fair plant for the Canadian artillery. The fair is not being held this year for the same reason. He served in the first World War as member of the medical corps and received the

military medal while in action in France. Major A. W. MacKenzie, secretary-treasurer of Maritime Winter Fair, Amherst, N. S., has been on war duty since war was declared by Canada.

WARREN, Minn.—Marshall County Fair here on June 27-29 was better, this year but it failed to click and as a result, association heads said, attendance was far below expectations and a deficit is expected. O. M. Mattson, secretary, said. Continued drought was believed responsible for small attendance. There were 264 exhibitors showing more than 2,000 exhibits. Low Rosenthal Enterprises furnished grand-stand attractions.

DALLAS.—Remodeling work is in progress on live-stock barns at State Fair of Texas grounds here to take care of at least 5,000 head at the 1940 show. Premiums in Aberdeen-Angus classifications have been increased from \$600 to \$2,000, insuring the largest show in this classification ever held here. Rubin & Cherry Exposition has been booked for the midway.

ALGONA, Ia.—Improvements being made on Kossuth County Fair grounds here, said Secretary E. L. Vincent, include resurfacing of gravel roads and painting of the exposition building and boys' and girls' 4-H Club buildings. Fuzzell's United Shows will be on the midway at the 1940 show.

BONHAM, Tex.—Approval of a \$70,000 loan by the Reconstruction Finance Corp. for construction of a new Fannin County Fair plant here has been given, according to Mayor Joe B. Hrdlicka. WPA will supply the remaining \$4,000 necessary to build the plant. Grounds formerly used by the association have been given to public schools for an athletic field.

DES MOINES, Ia.—Outside space for Iowa State Fair here has been nearly completely assigned, said A. R. Corey, secretary, with number of concessions far ahead of this time last year. Inside space also is ahead of last year's, altho automobile exhibitors are slow in signing because of the European situation.

BENTONVILLE, Ark.—On new Benton County Fairgrounds here permanent buildings are being constructed in preparation for the 59th annual, said Dr. H. R. McKern, fair manager. Grounds, adjacent to the new race track and grand stand of Bentonville Saddle Club, were leased from the school board.

DARLINGTON, Wis.—Two cattle sheds have been rebuilt, one horse barn remodeled and a new green roof placed on a portion of the grand stand on Lafayette County Fairgrounds here.

OREGON, Ore.—WPA building projects on Multnomah County Fair grounds here have been stopped to permit workers to put the plant in readiness for the 1940 84th annual. WPA work will resume after the fair, said Secretary-Manager A. H. (Bert) Lea. Inquiries from States as far away as Texas, Montana and Missouri regarding space in the live-stock barns indicate that recent enlargement of them was timely. West Coast Amusement Co. will again be on the enlarged midway.

LYNDONVILLE, Va.—Five weeks of work was recently completed on Caledonia County Fair grounds here, making the entire race track infield suitable for auto parking, said President C. E. Wiloughby. Midway area was also enlarged. New horse barn and exhibition building [See FAIR GROUNDS on page 56]

Sellin THE STRATOSPHERE MAN World's Highest Aerial Act! TIME AVAILABLE FOR A FEW LATE DATES. Write or Wire Care of THE BILLBOARD, CINCINNATI, O.

DUE TO CHANCE OF DATES AUGLAIZE COUNTY FAIR Wapakoneta, O. Sept. 22-23-24-25-26-27 WANTS All kinds of Games and Midway Shows. Also ex. on Novelties. Day and night. Opens Sunday. 100,000 people. All concessions work on Sunday. Write HARRY KAHN, Secy., Wapakoneta, O.

SHOWS WANTED Want Two Good Shows for DEFIANCE COUNTY FAIR Hicksville, Ohio August 20-21-22-23 M. H. BEVINGTON, Hicksville, Ohio

FREE ACTS WANTED Westfield, Pa., Fair AUGUST 8-9-10—DAY AND NIGHT Meet State Pike. C. S. CLARK, Secretary

WANT For 63d Annual DEFIANCE COUNTY FAIR AUGUST 20-21-22-23, HICKSVILLE, OHIO Good Shows—2 in 1, 10 in 1 and others. Legitimate Concessions—Will and Sit. on side of Novelties. Write M. H. BEVINGTON, Secy., Hicksville, O.

CARNIVAL WANTED AUGUST 12 TO 19 KNOXVILLE, IOWA Sponsored by American Legion CLYDE MILNER, Secy., Marion County Fair Assn.

CHALMERS FAIR AND HORSE SHOW August 15, 16, 17 Concessions, write for space. Address: C. C. CLARK, Chalmers, Indiana

WANT Thousands of Great Independent Shows, Exhibits and Concessions. Listen Independent Community Fair, Aug. 28-29-30. Another Twin Cities Fair, Chapter, Little Falls, Minn., and Promoter: Clyde Fitzpatrick, Secy. of Exhibitors. P. O. BOX 48, Eston, Ind. 11th Annual Street

CONCESSIONS AND SHOWS WANTED BY MINNESOTA PINE BELT CIRCUIT OF FAIRS Fairs at Aitkin, Bemidji, Grand Rapids and Wadena. Open at Wadena Aug. 19th. Address: WHITNEY MURRAY, Circuit Secretary, Wadena, Minnesota

WANTED ACTS ANIMAL ACTS, NOVELTY ACTS and SENSATIONAL ACTS FOR FREE ATTRACTIONS. Send Literature, Full Description of Acts, Salary, Etc. WASHINGTON PARISH FREE FAIR Free Sale, Free Reported Parking Space, Free Grand Stand. FRANKLINTON, LA., OCTOBER 16-17-18-19 Address: W. J. WILLOUGHBY, Mgr., Box 1145, Bogalusa, La.

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

GRAND-STAND CIRCUSES FREE ATTRACTIONS GIRL REVUES ORCHESTRAS THRILL ACTS BANDS FOR FAIRS REUNIONS CELEBRATIONS J. C. MICHAELS ATTRACTIONS THIRTY YEARS OF Dependable LEADERSHIP. 208 Reliance Bldg. KANSAS CITY, MO.

ATTENTION FAIRS AND CELEBRATIONS Acts of All Kinds Large and Small Revues SIDNEY BELMONT 208 Reliance Bldg. ST. LOUIS, MO.

Grand-Stand Shows

RITA AND DUNN, booked thru Eana Deal-Ray Shute Agency, played McLeansboro (Ill.) Fair on July 2-3 and reported fair bookings for Pankeyville, Augusta and Monticello, Ill. Act played Craig Beach Park, Diamond, O., week of July 7.

GUS SUN acts have been booked for Houston County Fair, Caledonia, Minn.

PINE BELT Fair Circuit in Minnesota will have Jimmie Lynch's Death Dodgers, and De Waldo Attractions will present acts and revue. Arrowhead Amusement Co. will furnish rides, said Circuit Secretary Whitney Murray, Wadena.

ATTRACTIONS set for Kossuth County's 82d annual five-day fair here include Jimmie Lynch's Death Dodgers for two afternoon and night shows, running races, Sloan's auto races, Theatrical-Duffield fireworks and Barnes-Carruthers acts, reported Secretary E. L. Vincent.

BOOKED for Kansas State Fair, Hutchinson, are fireworks and *State Fair Revue*, with Frank Blake, emcee; Armando and Lita, Apache dancers; Ann Ashley, vocalist; Five Maxwell, foot jugglers; Six Melody Men, singers; Mandel Brothers, comedians; Aero Rays and Milt Britton's Band. Carded also are an auto thrill show and auto races.

CALIFORNIA State Fair, Sacramento, has contracted with Music Corp. of America to supply all attractions this year, reported Earl F. Bailey, of the West Coast office. Name bands signed to appear are those of Kay Kyser, three days; Horace Heidt, four days, and Orrin Tucker, four days. Stage attractions booked to date include Rufe Davis, rube comedian; Danwill Troupe and Howard Nickles, hoop roller.

Court Awards Stock Shares In Old Litigation in Iowa

CEDAR RAPIDS, Ia., July 19.—Ending three years of litigation, District Court Judge J. E. Heiserman handed down a supplement to his order of July 13, 1937, determining who among claimants of stock in Linn County Fair, Inc., Central City, are entitled to shares.

Stockholders of Old Wapaha Valley Fair Association brought the new action to compel delivery of shares and to obtain a new election of Linn County Fair, Inc. Both sides made pleadings to seek control. Linn County Fair body maintained that proper steps had been taken in an attempt to effect the stock change. In accordance with the 1937 decree, Judge Heiserman set out the names of those who under the 1937 decree, he adjudged were entitled to shares and

directed Linn County Fair, Inc., to proceed with legal steps for delivery of one share each, fully paid and without extra charge to the recipient, in exchange for total individual holdings in the old Wapaha Valley Fair Association. Court also held that evidence failed to warrant an order for another election of Linn County Fair, Inc., or an attempt to vacate any election of officers already held. Costs of case were taxed half to plaintiffs and half to Linn County Fair, Inc.

N. C. Annual Preps for '40

RALPHSBURY, N. C., July 13.—Arrangements are under way for 1940 Rowan County Fair, according to Norman Y. Chambliss, representative of North Carolina Fair Operating Co., which conducts the events here. The company has conducted the fair for the past four years. During that period Chambliss has managed it. He is now engaged in drawing up a staff of department heads. Art Lewis shows have been booked for the midway and George A. Hamid will furnish grand-stand attractions. Lucky Teter and His Hell Drivers are scheduled for one day and automobile races are slated for another day.

FAIR GROUNDS

(Continued from page 53)
are nearing completion. Free-gate policy has been inaugurated this year. It has resulted in a large increase in the number of paid-exhibit bookings. Budgets for fireworks, free acts and races have been increased. Midway contract has been awarded to King Reid Shows for the third year.

CONSHOHOCKEN, Pa.—Pennsylvania fair season got off to a start here on July 10 with Spring Mill Fair for 10 days. A total of 84 fairs, from 2 to 10 days in length, will be held throughout the State between now and November 15.

AUTO MEETS CLICK

(Continued from page 52)
championship program before an estimated 13,000 North Dakota State Fair patrons, John A. Sloan, president of the RCA, reported business there was up 15 per cent over that of 1939.

Seasonal operations opened in Cedar Rapids with a Decoration Day attendance of 18,000 to see Osa Schrader, national circuit champion, capture the feature event at the All-Iowa Fair's Hawkeye Downs racing plant. On June 3 the sixth annual spring classic on Iowa State Fair track, Des Moines, drew upwards of 10,000. Emory Collins, La Mars speedster, lowered the world's record for flat half-mile tracks to 24.61 seconds.

In Sioux Falls 3,500 fans from South Dakota, Iowa and Minnesota jammed the new Sioux Empire Fair grand stand for the first annual June program to be held in that city. A fifth successful early-season meet was held in Bemidji, Minn., on June 30, after the North Dakota State Fair meet.

\$55,000 FOR WIS. BILL

(Continued from page 52)
presented on the last eight nights, WIS National Barn Dance broadcast on opening night, fireworks nightly and a speed program every afternoon. Cost of entertainment will run \$55,000, or \$5,000 more than last year. There will also be motorcycle, auto and harness races and a Thrill Show August 26.

Two new barns will provide additional facilities for 400 head of cattle and horses, the buildings replacing last of the frame barns and concluding an \$883,000 building program. Exhibitors' premiums will total \$59,048.60, with increases in the poultry, fur, dairy goats, farm crops, horticulture, bees and honey, home economics and art departments.

MOOSE JAW IS HIT

(Continued from page 52)
on the opener, Children's Day, caused slim attendance. Grand-stand show, hampered by rain and high wind, was seen to poor advantage. W. F. Kerr, minister of natural resources, opened the fair.

Rain Thursday morning and afternoon also washed out the evening grand-stand performance and halted activity on the midway. A high wind blew down the Merry-Go-Round top, Skooter top and some concession tops on the Fairly & Little Shows' midway, doing damage estimated at nearly \$2,000, and blew down drawing tents of grand-stand performers. Friday was the first day on which everything on the program was run off on schedule. Jimmie Lynch's Death Dodgers attracted good crowds.

"Business on the whole was more than satisfactory, considering the fact that we lost the first two days because of rain," said Noble C. Fairly, co-manager of the Fairly & Little Shows. "Friday and Saturday were good days." Shows made an 1,100-mile hop from Sioux City with no accidents, arrived in Moose Jaw Monday morning and were set up by Tuesday noon. From Moose Jaw the shows went to Detroit Lakes, Minn.

Julie Miller, Northwestern Amusement Co., provided evening grand-stand entertainment. Harness races were held on the first two afternoons and Jimmie Lynch's Death Dodgers worked the last two days. Ross Lynch was emcee for the Death Dodgers. Johnny Rogers, Death Dodger star, suffered a back injury on Saturday when he crashed an old car.

Admission to grounds was 25 cents for adults, 10 cents for children. Grand stand was 35 cents, reserves 50 cents. Entries for women's departments were on a par with 1939 but stock entries were down, largely because Ayrbrite and Jersey classes were dropped when the federal grant to agricultural fairs was canceled. Grade cattle entries were about the same as last year and hog entries were down. School exhibits were up over 1939. Nearly 150 boys and girls attended the farm boys and girls' camp which was made possible this year thru the contributions of Moose Jaw business men.

NIGHT GATE FOR U. P.

(Continued from page 52)
posed, management has decided to make general admission to grounds free of charge until 5 p.m. each day, after which the fee will be 25 cents. Grand stand for afternoon performances has been reduced to 25 cents, while usual prices will prevail for the night show. *Rise and Cheer*, a Barnes-Carruthers production.

Four days of harness racing will be offered and entries are being received from well-known Middle West states. Other features will include Upper Peninsula pistol tournament, horse-pulling championships, soapbox forum on the midway for political orators, amateur artists and photographers' exhibit department and daily parachute drop.

This year dates were set so that winning exhibits of various county fairs could be entered into competition here. There have been designated Governor's Day, Old Settlers' Day, Conservation Day and Army Day, when drills and demonstrations by the National Guard and other military units will be staged.

MIDWAY CONFAB

(Continued from page 37)
City, Ala., and Miss Smith asks that anyone knowing the relatives' whereabouts please have them contact the funeral directors immediately.

AFTER trouping 21 years, 16 of which were spent as secretary of Roy Gray, Texas Longhorn and Big State shows, Louis Bright has settled down and is in the hosiery business in Mt. Pleasant, N. C. He says he got itchy feet recently, however, and visited Dennis Wolke's Shows at Oklawaha, N. C., and found shows doing capacity business. He adds that Wolke has a neat organization.

SQUAWKING concessionaires who violate orders at 1000 as the manager's back is turned have no one but themselves to blame if things go haywire for them on the big day of the fair.

MOTOR CITY SHOWS' NOTES by Harvey (Doc) Arlington from Fort Wayne, Ind.: Date was first which shows played outside Michigan this summer and it proved a good one for the personnel. Move to South Bend, Ind., from here was made in record time and no accidents were reported. Curly Stevenson chalked a good week's play with his

four stores and Kinkey's Cookhouse has been doing well so far this season.

CARL J. LAUTNER'S Stranger-Than-They-beam attraction on Cavin & Wilson Shows continue one of the top shows, reports Ray D. Murray. Line-up includes Nada Noller, inside lecturer; Nancy King, Pauline Noojin and Clara Bolen, illustrations; Pinky Snooks, annex attraction; Robert Walters and Louise (Tiny) Kozak, bally; Lloyd Parker and Curly Kapp, tickets, and Arthur Ellis, assistant inside lecturer. W. H. Noller is handling front and assisting inside.

LINE-UP OF MARIE LE DOUX'S Congress of Fat People, now in its second season on Clark's Greater Shows, includes Jolly Edna, Sweet Marie, Baby Ruth; Jimmie La Rue, human top; Neatrice La Rue, living head; Betty Adams, sword boy; Miss Clark, strange girl; Eddie Marshall; C. F. Myles, fly-cater; Joanne Aldrich, mentalist; Orla Frina, magic; Arthur Jaquard and Karl McKinley, tickets; Eddie Rae, talker, and Maggie Barster, annex.

WONDER if it ever occurred to those who are forever threatening to quit the show if the boss or his assistants don't do so and so—that maybe the boss doesn't give a hoot. —Ann's Fay.


NOTES FROM Lattip & Capital Combined Shows by Mickey B. Martin: After a successful week in Webster Springs, W. Va., shows rambled into Franklin, W. Va., for a week's stand. While shows were in Smithers, W. Va., Virginia Lattip held a party for the Lattip twins, at which almost all members of shows were present. Harry Biggs emceed the party, while the writer served drinks. Shows thus far have had a fair tour despite much rain. Two trucks broke down en route to Webster, but Mechanic Aker has them back in shape again.

MRS. CHARLES (JESSE) CLARK, wife of the bandmaster of Dodson's World's Fair Shows' American Legion Post Band, who celebrated her 33d birthday anniversary on July 3, was tendered a surprise party in Eddie Madigan's cookhouse on July 4 while the shows were in Mansfield, O. Some 50 guests attended and Mrs. Clark received numerous gifts. Refreshments were served and the honored guest posed around pieces of an enormous birthday cake as Clark's band rendered *Happy Birthday to You*. Mrs. Clark is manager of Gay Paree Revue and sister of Mrs. Melvin G. Dodson, wife of the general manager.

MARJORIE KEMP is still in St. Anser Hospital, Moorhead, Minn., with injuries sustained in an accident in her Thrill Arcs on June 15, while playing Moorhead with Royal American Shows. Walter B. Kemp, her husband and not her brother as was previously reported, gave a blood transfusion on June 22, which greatly rallied her and he reports she is slowly recovering. Physicians, however, advise she will be forced to remain in the hospital for at least three more weeks. Kemp is remaining in Fargo, N. D., until she recovers and he reports that she has received numerous letters, telegrams, cards and flowers from many friends in the business. Thrill Arcs is operating under direction of Erastoff Price.

HER Mes of It; Co-Owner Jack W. Wilson and Press Agent Raymond D. Murray were in a photo shop getting some prints of the grounds and crowds at Classfield South of July Celebration. The girl clerk looked at the midway pictures with crowds, rides, etc., and remarked, "So you've been to the World's Fair?" "No," they told her, "that's the Cavin & Wilson Shows playing here in Lancaster (Pa.) this week."

IRONTON, O. where the Marks Shows exhibited last week, reports Walter D. Neiland, was the home of many notable personages in the show world. It was there some 80 years ago that Julia Maylowe, the Shakespearean actress, made her debut as an amateur entertainer at the old City Hall Opera House and went on to achieve world renown. Her memory is perpetuated by a local theater, the Maylowe. Ironton also is the former home of "Chief" John Brice, head of the Stinging-Baronum & Bailey circus detective department, and of Charley Hill, who for many years was privilege manager of the American Circus Corp. and who is now a patient in Athens, O., State Hospital. His wife, Mrs. Addie Hill, operates a restaurant there, and many of the Marks Shows' troupers visited with her during the engagement. Another showman who formerly lived in Ironton is Charley Hunter of showboat fame.



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FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must

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NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their own address, an additional charge of 15c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 15c for the forwarding of replies.

BUSINESS OPPORTUNITIES

AMUSEMENT PARK FOR SALE—NOW IN profitable operation on Chesapeake Bay at Buckroe Beach, Virginia. For further information write **VIRGINIA PUBLIC SERVICE COMPANY**, Newport News, Va. **1220x**

OUTDOOR MOTION PICTURE BUSINESS—Operating in Michigan since 1932. Over 20 circuits complete with sound equipment. Office building and fireproof vaults. \$5,000 cash required. Dealer wishes to retire. **BOX C-231, Billboard, Cincinnati.**

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 67-B free. **C. H. HANSON, 301 W. Erie, Chicago.** **x**

RINK—SIZE 54-124, NOW OPERATING IN A good location in Minneapolis, Minn. **RAY J. AREND, Box 574, Rochester, Minn.**

SHORT ON CAPITAL?—GET INTO THE MAIL Order Game. Thousands made yearly. Write **WALLACE B. PUBL., Box 1225, St. Petersburg, Fla.**

YOU CAN MAKE \$10.00 TO \$50.00 DAILY Operating Ball-Throwing Games. Complete outfit, reasonable. **EMANCE, 782A Marion, S. E., Atlanta, Ga.**

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELEC- tion Candy Bar Machines—All kinds. Real Bargain! Peanut and gum machines accepted in part trade. **ADAIR CO., 733 So. Euclid Ave., Oak Park, Ill.**

ARCADES, ATTENTION!—E KNOCKOUT Fighters, \$40.00; 4 Open Season, \$75.00; Automobile Windmill, \$35.00; 3 Chester Pollard Coil, \$15.00; Hoot Mon Coil, \$15.00; Seeburg Astrology, dime, \$29.00; 4 Buckley Treasure Chests, \$59.00; 3 Fan-door Cranes, \$49.00; 8 Dome Rod Merchants, \$34.00; 15 Flat Roll Merchants, \$24.00; 12 Roll Electro Hoists, \$29.00; 2 Magic Fingers, \$49.00; 2 "P" Inn Clubs, \$19.00; 2 Walnut Rob Cranes, \$24.00; 2 Billy Baskets, \$29.00; Pace Astrolical Scale, \$29.00; Rochdale Lowboy, \$24.00; 2 Large Dial Walling, \$49.00; 6 Rotary Merchants, \$49.00; 35 Ideal Card Vendors, \$3.00; 2 Evans Ten Strikers, \$99.00; 12 412 Wurlitzers, Lites Front, \$35.00; 10 Cenco Bank Rolls, \$25.00; 10 Jumbo Paytable, \$7.00; 2 Daily Rates Paytable, \$7.00; Mills 10c Futurity, \$50.00; Mills 25c Futurity, \$50.00; Jennings 25c Chief, \$50.00; 1938 Kresley Skill Time, \$40.00. All in perfect condition. **55 Deposit. M. EVERSCHOR, Buckeye Lake, O.** **x**

CAN USE TRACK ODDS—ALSO CALLOPINO Dominos with Jack Pot. **BENNIE ANDERSON, Norco, La.**

CLOSE OUT SALE—40 MASTERS ONE CENT Vendors, porcelain, \$3.25; 2 Cingers, wooden base, \$12.50; 1 Mills Blue Front, \$25.00; 4 Penny Phonos, original crates—make offer! **W. N. FRAZIER, 410 Church St., Morrilton, Ark.**

FIFTY WURLITZER, ORIGINAL 24, 616, 412 cabinets, all light up, like new, account switching over to new system music, \$25 each. Fifty 412 Amplifying Units, \$20 each. **WOLVERINE ENTERTAINERS, 88 Newberry St., Pontiac, Mich.** **1227**

FOR SALE—TWO MILLS MODERN SCALES, one Rochdale Lobby, \$10.00 each. A-1 condition. $\frac{1}{2}$ deposit, balance C. O. D. **JIM McCORMACK, Stamford, Ky.**

FOR SALE—1 FOLLOW UP, 1 RIFLE RANGE, 6 3rd Jumps, \$10.00 each; 4 Hold and Draw, 10 Bings and Blue Bonnets, \$3.00 each; 50 Challengers, \$11.50 each; 1 Pace Race, \$20.00. **ORVILLE WHITE AMUSE CO., 215 So. Washington, Hutchinson, Kan.**

FOR SALE—USED PENNY PHONOS, CONSOLE Models, \$59.50 each. Lots of 10, \$59.50 each. Quantity limited. $\frac{1}{2}$ deposit. **EASTERN COIN MACHINE CORP., 615 Tenth Ave., N. Y. C.** **x**

FREE GAMES—BRITE SPOT, 564,501 BANES, \$29.50; Bior-Sha, \$69.50; Duckaroo, \$29.50; Cadette, \$85.00; Commodore, \$39.50; Jolly, \$59.50; Oh! Boy, \$45.00; Red Cap, \$59.50; Triumph, \$55.00. Send $\frac{1}{2}$ deposit with order. **LEIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.**

GUARANTEED FREE PLAY GAMES—1-2-3, \$24.50; Triumph, \$44.50; Mr. Chips, \$42.50; Follies, \$31.50; Euchre, \$31.50; Super Six, \$34.50; Pick-Em, \$32.50; Across the Board, \$29.50; Rebound, \$29.50; Arrowhead, \$27.50; Six Six, \$24.50; Major, \$20.00; Cowboy, \$19.50; Spootum, \$14.50; Contact, \$12.50; Side Kick, \$10.00. **THE MARKEPP COMPANY, Cleveland, O.**

KEENEY AIRPLANE MACHINE GUNS—PRAC- tically new, black cabinet, \$169.50; Bally Alloy, 1942, perfect condition, \$75.00, or trade for XV Cigarola or Rockets 20 Imperial Phonograph; Tom Mix Radio Rifles, \$39.50; Blow Balls, \$39.50. **CENTRAL DISTRIBUTING COMPANY, 916 Scioto, Indianapolis, Ind.** **1227x**

MODEL V TARGETS, \$7.50; PINNY PACKS, \$5.00; Duo Vard, \$5.00. Want Grip. Send for Lit. **SANITARY VENDING SERVICE, Shawnee, Kan.**

MUST SELL—VALUED AT \$11,500, PRICED at \$8,500—monthly income, \$1,000. Phonograph store located in the best towns in the big oil section of West Texas. Half cash, balance monthly. Good reason for selling. **BOX 946, Odessa, Tex.** **1220**

PENNY ARCADES—WE ARE THE WORLD'S leading headquarters for like new and factory rebate equipment. We accept trade. Send for 1940 catalog. **MIKE MUMFES CORP., 593 10th Ave., New York.** **121x**

SACRIFICE—FOUR PENNY PHONOS, LIKE new, \$59.50 each; lot for \$225.00 with records. **NORTHEASTERN CYCLE, 20 Thatcher St., Boston, Mass.**

SACRIFICE! ROTARY 4-in-1, \$2.95; CO- lumbus 5c, \$2.95; DuGrand Cigarette 6 columns, \$10.95; 4 columns, \$8.95; Duahay 10 columns, \$44.50; Penny Phonograph, almost new, \$55. **MIDWAY, 500 West 42nd St., New York.**

TIME TESTED SLOT MACHINE PARTS—PIN Table Accessories; 133 feet. Phonograph bargains galore. **Wurlitzer 61's, \$84.50. COLEMAN NOVELTY, Rockford, Ill.**

WURLITZER 61, \$85.00; WURLITZER 24, \$99.00; Wurlitzer 600, \$140.00; Wurlitzer 616, complete remodel, \$150.00; Wurlitzer 500, \$200.00; Chickens Sam with base, \$90.00; Evans Ten Strike, \$105.00; Track Time, ticket and cash, \$40.00; Evans' Lucky Star, ticket and cash, \$50.00; Waiting Scale, Fortune Teller, \$55.00; Track Odds, ticket and cash, \$55.00; Hawthorne, ticket and cash, \$80.00; Score Champ, \$60.00; Sport Page, ticket and cash, \$45.00; Thisland, \$55.00; Commodore, \$40.00; Bally Alloy, \$50.00. $\frac{1}{2}$ deposit will be required. **ATLAS VENDING CO., INC., 410 N. Broad St., Elizabeth, N. J.** **x**

5c BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Magnet Chicks, every Vending Co. **AMERICAN CHEWING, Mr. Pleasant, Newark, N. J.** **121x**

\$5.00 EACH OR 4 FOR \$25.00—CAYTIME, Home Run, Airway, Rose Bowl, El Toro, Swing, Cargo, Electro, Turt Queen, Jitterbug, Zephyr, Dumpers. **RUGINIS, Mount Carmel, Penna.**

B COLUMN STAINLESS STEEL CIGARETTE Machines—With match column, or 6 column. Masters with chromium fronts, \$7.50 each; Penny-Nickel Master Gum and Nut Vendors; Criss-Cross Counter Games, \$5.00. **TURKEL, 151 Rhode Island Ave., East Orange, N. J.**

24 WURLITZERS, \$98.50; 616A WURLITZERS, \$45.00; 412 Wurlitzers, \$25.00; free play games. Gun Club, \$15.00; Cowboys, \$27.50; Jumpers, \$25.00; Rebound, \$22.50; Rayote Chicken Sam, \$34.50; Paramount Novelty, \$10.00. **BILL'S RADIO OUTLET, 3007 Main, Kansas City, Mo.**

100 LUCKY BOY VENDERS, \$2.50 EACH; 10 "A.B.T. Targets, \$7.00 each; Cent-a-Paks, \$3.50 each; 10 one cent Rise Counter Games, \$5.00 each. $\frac{1}{2}$ deposit. **M. BRODIE CO., 677D Olive Blvd., St. Louis, Mo.**

115 MONARCH PEANUT MACHINES—WITH three adjustable compartments. Will vend candy or peanuts; has two one cent and one five cent compartments with separate meters; stands 22 in. tall, 16 in. wide; have black base, red and black top. Must be sold at once. Will sacrifice at \$5.95 each. **CARL VININGO, 27 Cline St., Dayton, O.** **x**

1939 CINGERS, \$14.50; MERCURYS, PLAIN, \$18.00; Check, \$20.00. All machines like new. Ship subject to examination. **M. E. ODOM, 3023 Weaver Ave., Baltimore, Md.** **1227**

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THAXLY FORMULAS FOR SUCCESSFUL PROD- uctive. Accurate Analyses. Proved Results. Research. Catalog free. **Y. THAXLY CO., Washington, D. C.**

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FOR SALE—BLUE BOY LORD'S PRAYER MA- chine, perfect shape, \$75.00. **Murry, C. L. FRED, 303 Harrison St., Toledo, Kan.**

FROZEN CUSTARD TRUCK—E. Z. FREITZ Machine; both in A-1 condition; completely equipped; ready to operate immediately; located in East. Will sell cheap to quick buyer. **GRIFFEL, 2021 Chamberlayne Ave., Richmond, Va.**

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TOLEDO PLATFORM SCALE—EXCELLENT condition; all accessories, 320 stock, all for \$95. **CHAS. GRABER, 1197 E. 61st St., Cleveland, O.**

200 PAIR OF CHICAGO ROLLER SKATES AT \$2.00 per pair; used four months. **JOHNSON, 2924 E. 19th, Chicago, Regent 9602.**

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE MONEY MAKING FUN SHOW— (Reasonable), Fun Shop with motor. Must sell due to illness. **GEORGE ROY, 202 East 8th, Chester, Penna.**

BINGO, COMPLETE—CONCESSION TENTS, stage, games, light plant, blue seats. **G. W. GAINES, 439 Josephine Ave., Columbus, O.**

COMPLETE TENT VAUDEVILLE—PICTURE show—now operating. New canvas; fastest outfit on road. Will sell for cash, or consider young partner. **MAX HOLLYWOOD SHOW, care 729 Baltimore Ave., Kansas City, Mo.**

FOR SALE—A MANEVELL WHIP, 12 CARS, IN fair condition, \$300.00 cash. **SILVER BLANCH AMUSEMENT CO., St. Joseph, Mich.** **1227**

FOR SALE—SIX CAR KIDDIE AUTO RIDE; GAS or electric; 24 tires; ball-bearing wheels. A real buy. **M. H. PICKLESIMMER, No. Vernon, Ind.**

FOR SALE—CHINA—ONE ELECTRIC TRAIN for amusement park, consisting of electric locomotive, 500 feet of track, in good condition. Located in State Fair Grounds, Nashville. Telephone 7-2523-W, or write **JOHN R. MOON, 5311 Michigan Ave., Nashville, Tenn.** **x**

INDIAN MUMMY AND WAR EXHIBITS WITH thing quarters in 33 foot semi and tractor truck. Now showing. **J. J. ARHOLD, 641 Hobart Ave., Atlanta, Ga.**

MERRY-GO-ROUND—NOW OPERATING IN Maryland with dates. New paint, good canvas, organ, motor. **BOX 224, Seaford, Del.**

HELP WANTED

CARNIVAL MUSICIANS—CLARINET, SLIDE or baritone, tuba. Enlarging for tents. No panics here. No tickets or collect wires. **WALTER LANFORD, Gowanda, N. Y.**

ENTERTAINING WAITRESSES, CIGARETTE Girl, etc. Summer season. Western Acts preferred. Room, board and tips. Write **BUDE RANCH, Atlantic City, N. J.** **1227x**

GIRL MUSICIANS—TRUMPETS, TROMBONES, sax, drums, bass, piano, for future reference. Send pictures and information. **ROBERT C. BANDY, 343 W. Wayne St., Fort Wayne, Ind.** **1227**

GIRL TRUMPET PLAYER—MUST BE RIPE appearing and good solid tone. To join organized band. State ad in next letter; also send pictures. **ROBERT C. BANDY, 343 W. Wayne St., Fort Wayne, Ind.** **1227**

GIRLS WANTED—HILLBILLY BAND; ACCOR- dian player, singers, dancers for theaters, clubs. Send photos. Contact **RAY SALZER, Central Delivery, Watseka, Ill.**

HILLBILLY SINGERS AND MUSICIANS wanted—All instruments. State experience and salary wanted. Enlarging act for tents. Must sing and play. Address **BOBLY JACKSON AND FLOWBOYS, week July 12th, Carman Theatre, Philadelphia, Pa.**

Additional Ads Under This Classification Will Be Found on the Next Page.

AGENTS AND DISTRIBUTORS WANTED

TYPE-READY LAWN MOWER SHARPENER, \$1 postage. Particulars for stamp. Agents wanted. **DISSELL CO., 4667 Rockwood Road, Cleveland, O.**

MEDICINE DISTRIBUTORS—500% PROFIT, for operating Business selling Vi-Co Tonic (Patent). Earn \$15 weekly. Be independent. **1-10c SALES, Birmingham, Ala.** **1220x**

PATRIOTIC STICKERS—NATURAL 5c SELLER; 41c/51c; slogan: "Defend Our Democracy." American flag, \$1.00 per 100. Samples, 10c. **SAVAL, 429 Market St., Philadelphia, Pa.**

PITCHMEN, STREETMEN, FAIRWORKERS AND Agents—Cash in on one of the newest Big Sellers. It joins carpet and rug rugs without sewing. (Patent applied for.) To demonstrate a sale. Big profits. Send twenty-five cents for sample device and prices. Satisfaction guaranteed. **A. W. CROWE & CO., Mfg. and Dev., Baraboo, Wis.** **x**

100 ORIGINAL, IMPROVED BLUE SIGNS— Defies competition since 1890; costs 3c, sells 25c. Experience unnecessary. **KOENIGS, 335 Centre St., Louis, Mo.** **1227x**

100 SEASONS' CHRISTMAS CARD HIT America's finest 21-card assortment, \$1. Your profit, 100%. Big selection assortment. Personal Christmas Cards low at 50¢ for \$1. Free samples. **WETMORE & SUGDEN, 747 Monroe, Dept. 913, Rochester, N. Y.** **x**

WHERE TO BUY AT WHOLESALE 50,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 1167 Broadway, New York.** **121x**

101 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.** **1227x**

ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT IGUANAS, CHA MON- ans, snakes for Mixed Doves, Also Peacocks, Kandaroo Rats, Badgers, Kangaroos, Chimpanzees, Macaws, Parrots, Birds for connoisseurs. **SNAKE KING, Brownville, Tex.** **1210x**

SOLICITORS, SNAKES, LIZARDS, TURTLES, Animals; \$5.00, \$10.00 and \$15.00 each. Cordy Uses wanted. Price list. **ROSS ALLEN, Orta, Fla.** **1227**

ATTENTION, SHOWMEN! HAVE HEALTHY baby cats; none like them. Attractive. Write for full particulars. **CLIFFORD DOUVILLE, Light, Wis.**

CHESS MICE, MIXED COLORS, PER 100, Sooted, \$12.00; Solid, \$10.00; Waiting Mice, \$6.00 per dozen. **HOWARD JONES, America, Fla.**

100 ASSORTED HARMLESS SNAKES, \$10.00; "Don" turtles for races, \$4.00; prize dogs, round squirrels. Cash, please. **LEW LARRO, Forter, Kan.**

STUFFED SEA CURIOSITIES FOR DEEP SEA Exhibition—Museum, Side Shows, Pit and Zoo Shows. **JOSEPH FLEISCHMAN, 1515 Seventh Avenue, Tampa, Fla.**

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD, Oceanville, N. Y.** Direct Importers from all over the world.

100 TAKES JANUARY ACT—SMALL MULE and stalion, cart, harness; dandy workers. **MINACER CIRCUS, Carl, Del., Georgetown, Va.**

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

THE BIG PARADE OF SONGS—BY FRANKIE Liza. "Song"-national "Opera"-Tune-Hits to collaborate and share royalties \$1. **FOR-TUNE'S, 67 Fifth Ave., New York.**

MAN EXPERIENCED FOR MENTAL ACT TO join woman using "secret method." Must be sober, reliable and self supporting full day of production. Address CARA CARA, Cam. Del. Albany, O.

WANT MEDICINE PERFORMERS THAT DOUBLE. State age. Address LITTLE DOC ROBERTS, Box 1028, Oklahoma City, Okla.

WANT—MALE WIRE WALKER. BOOKED solid. Will consider good amateur. State salary. BOX C-322, Billboard, Cincinnati, O.

WANT FOR DEFOOR'S MOTORIZED SHOW—Backstage, work all around, or team. C. C. DEFOOR, Experiment, Ga.

WANT—FAST STEPPING BACKFACE COMEDIAN or team to join at once. Must be sober and reliable. Platform mad show. DOC FLOYD WILLIAMS, Monroe, Mich.

WANT—CROOM THAT DRIVES TRUCK. State age, height and weight. GEORGE HANFORD, Clont Falls, N. Y.

WE WANT A RIP-SHORTING COMEDY MATERIAL MAN who can write for a dance band designed for constant entertainment to be built around the leader who can deliver comedy material. BOX 440, Billboard, Chicago.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Budgets, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDIN 220 W. 42d St., New York City, N. Y.

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTERS, 1311 Walnut, Philadelphia, Pa.

MISCELLANEOUS

LIST OF 100 CIRCUS PICTURES AND SAMPLE. 10c. WARREN WOOD, 358 Broad Ave., Leonia, N. J.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A BIG TEN PAGE CATALOG OF ALL TYPES roadshow attractions, \$5MM talks. Any kind of picture you want. Low prices. BUSSA FILM EXCHANGE, Friendship, O.

AMBITIOUS!—SHOW TALKIES THEATRICAL Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$145.00. ROSSON, 711 Steuben Bldg., Chicago, Ill.

AN UNUSUAL OPPORTUNITY FOR ROADSHOWMEN to cash in with our 16MM Movies. Send for our "Roadshowmen's Social" today. INSTITUTIONAL CINEMA SERVICE, INC., 1320 Broadway, New York.

BARGAINS IN USED PROJECTION MACHINES. Parts. Churn. Screens. Shootings. Stereoscopes, etc. Projectors repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago.

CIRCUSES AND THEATRES—WE HAVE THE largest selection of 35 millimeter Westerns, Action, Comedy Features and best variety of shorts to complete each program for less money each week. Ask our old accounts. We guarantee each program. MUTUAL FILMS, INC., Virginia, Ill.

CLEAN-UP SALE—35MM. SOUND FEATURES. \$7.50 up; Sound Shorts, \$3.00 each; Silent Features, \$5.00; Comedies, \$2.50; Cartoons, \$2.00. Sound, Silent Machines, free list. SIMPSON, 1275 So. Broadway St., Dayton, O.

EXHIBITORS—ADVERTISERS, COMPLETS NEW Stereoscopes, having long and short throw lenses, color wheel; \$25.00; catalog. CROMBERG STEREOPTICON WORKS, Sycamore, Ill.

FOR SALE—BIG ROADSHOW ATTRACTION, "24 Hours on a Nude Ranch," 35MM, big lobby and trailers, \$150.00; also "High School Girl," \$75.00. Real bargains. L. L. RICHARDSON, Pooler Bluff, Mo.

GOOD PRINTS—35 MILLIMETER SOUND Film for sale, reasonable. Will exchange for 16 Millimeter Sound Machines and Film. What have you? THEATRE, Ashland, Ill.

HAVE TWO 35MM. SIMPLEX ACME, R.C.A. sound, 1 1/2 new; want good deal or will sell. T. M. GRAYBILL, Dixon, Ill.

SENSATIONAL CLOSE-OUTS—16MM. ROADSHOW Features and Shorts. Steeles-Allyn-Tyler-McCoy, etc. \$4.50 each up. Programs rented day or week. Projector and Accessory Bargains list free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn.

SENSATIONAL ROAD SHOWS ATTRACTIONS, real money-getters. We have the best for less. 35MM. only. STANDARD FILM SERVICE, Box 782, Charleston, W. Va.

Show Family Album



BAND MEMBERS of H. (Tubby) Snyder's Cosmopolitan Shows, snapped in the fall of 1903 at Baton Rouge, La. Left to right, standing, are S. Austin, a Mr. Mulligan, D. Donbaugh, a Mr. McRae, L. Aibitz, H. Loubereck, Stanley Brown, Dick Masters, Earl Neel, a Mr. Emerson, E. Bays, H. Tubby and Pat Cahill. Seated, left to right, Mr. Tonney, Don Cotton; George Lucas, leader; S. Anderson, a Mr. Deblan and a Mr. Gibbins.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANT—ACTIVE WEST VIRGINIA ROADSHOWMEN. We pay you to show our advertising trailer. 35 or 16. Act immediately. APT. 61, 5 South Perry, Dayton, O.

WESTERN—SPECIALS, ROADSHOWS, SELL OR rent anywhere. Sound or silent. Tent projectors for sale. LONE STAR FILM COMPANY, Dallas, Tex.

15 MILLIMETER SOUND COMPLETE PROGRAMS Rented Day or Week. We can save you money each week. MERTZ'S SERVICE, Virginia, Ill.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Mixx Miracles," never before shown in America. Address F. PLATEAU, 1122 Tulane Ave., New Orleans, La.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 11x2 1/2 and 2 1/2x3 1/2 pictures. Send for general catalog and information on new metal precision enlarger-rectifier. MARKS & FULLER, INC., Dept. UC540, Rochester, N. Y.

ALL 4 FOR 10¢ OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind.

ROLLS DEVELOPED—TWO PRINTS EACH and two free Enlargement Coupons. 25c. Receipts, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo.

SPECIAL—YOUR ROLL DEVELOPED and printed, 25c. 5x7 Enlargements, 20c; Reprints, 3c. CATLIN FILM SERVICE, Canton, Ill.

SALESMEN WANTED

SALESMEN WANTED TO SELL THE WORLD'S Best Plant Food—Large profit. Details write F. McINTYRE, Manufacturer, 225 W. Broadway, Mt. Vernon Heights, Mich.

SALESMEN—AMERICA'S FIRST SIDLING, 47% commission daily, \$1,000 fast selling repeat item. Every business uses and must buy 75¢ investment now or ever. Sales portfolio free. WILLENS, 2130 Clady, Dept. AD, Chicago.

TENTS—SECOND-HAND

TEN OUNCE WHITE TENT—FORTY BY FIFTY, seven foot walls with poles. Good condition. \$55.00 cash. KENNARD, 187 O'Connell St., Providence, R. I.

SIDEWALL BARGAINS—7.69 OZ. DRILL machine roped, white, good as new 7 ft. High, \$16.20; 5 ft. High, \$18.90 per 100 ft. long. Some used Tents. Write us what you want. RIRK MANUFACTURING CO., 1936 Grand, Chicago, Ill.

THEATRICAL PRINTING

WINDOW CARDS—14-22, ONE COLOR, 100, \$2.50. 50% deposit, the balance C. O. D., plus shipping charges. THE SELL PRESS, Winton, Penn.

WANTED TO BUY

ROOT BEER BARREL—CONCESSION UMBrella, cash register, Mexican and domestic souvenirs, novelties that move. SWARGER'S SOUVENIR STAND, Kenda-Go, Ind.

WANT—USED CHAIR-O-PLANE, SMITH & Smith preferred. Must be cheap. S. KELLY, 5135 So. Ashland, Chicago, Ill.

Wanted to buy—SECOND HAND RIDES. State all. Price must be right. HARRY WEYDT, River Falls, Wis.

WILL BUY LONG RANGE GALLERY, MOVING targets. What have you? W. E. BRADLEY, 919 Riviera Dr., Indianapolis, Ind.

WILL BUY LATE MODEL P.D.D. CAMERA cheap for cash. E. W. DANIELS, Polcan Road, Minn.

At Liberty Advertisements
Be's WORD (First Line Large Black Type), 2c a WORD (First Line and Name Black Type) 1c a WORD (Small Type) 1c a WORD (Total of Words as One Line Only).
MINIMUM 25c. CASH WITH COPY.

AGENTS AND MANAGERS

FORMER PHILADELPHIA THEATRICAL AGENT—Open for anything legitimate. Bingo or Col. Ravine; bona fide guarantee only. Single, 45, sober, aggressive. BURT STANLEY, 24 Chestnut Ave., Dala, Pa.

AGENT, BOOKER, Contractor, Publisher, Director—Twenty years cinema, carnival, theatrical, vaudeville road to great experience. Expert contractor, high powered press. Rate salary. 274 So. West. CIRCUS AGENT, 149 N. Wilson St., Alton, Mich.

NOTICE
Due to the expense of postage necessary for the forwarding of mail addressed to "Billings" ads, or those using a box number in case of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ADVANCE AGENT—With exp. specializing in booking stage attractions and reviewing acts for local theatre. Profitable, remunerative source of business. Write manager and performers who can stand properly paid bill details and check by quick action. Address BOX C-47, care Billboard, Cincinnati, O.

AT LIBERTY ACROBATS

GIRL AERIALIST—Top and rig and props weight 117 lbs. Any high act. Also 5'6" of age. B. CULLEN, 2932 Bremer Ave., New York, N. Y.

AT LIBERTY BANDS AND ORCHESTRAS

HAL HARTMAN'S "MEL-Lo-Area." Feature cocktail-dance entertainment; three men and a girl. Currently at the Cabana Club, HAL HARTMAN, Box 229, Rahoboth Beach, Del.

COCKTAIL OR DANCE TRIO—THREE MEN, all doubling and presenting outstanding musical entertainment and novelties. BOX C-519, Billboard, Cincinnati, O.

MODERN SWING TRIO—FOR NIGHT CLUB, radio or room. Piano accordion, string bass and guitar, vocals. Available August 3, 1910. MUSICIAN, 108 N. Chestnut St., Maryland, Wis.

CORNIC SULLIVAN'S ORCH. available through city. New piece ensembles, distribution only. 22 special arrangements. Unique. 200¢ advance. Party meals and novelties. Full shows, 100¢ advance offers available. 30¢ advance for your picture. See manager. BIRBY ORCHESTRA, 820 2nd, Chicago.

IRVING BIGELOW ORCHESTRA—Available immediately. Arrive in Guitars, Bass, Piano, etc. State age. Will accept advance. Will accept shipping and mailing. IRVING'S ORCHESTRA, 2000 So. Wabash, Chicago.

MODERN SPICE BARON BARD—8 men, 3 brass, 3 rhythm, horn, string and vocal. 30¢. Next working and always performing. Forward 2¢. Also 25¢ to habits. New items. Available July 21. Better location. Come to Billboard. All letters answered. STARBUCK THEATRE, Chicago, Ill.

THREE TOMLINSON BROTHERS—THREE. Home James (sax), Miss 10 different instruments. Also 10 versatile arrangements. For info, 426 N. Taylor, via. Courier mailed. 3000 Madison, Chicago.

AT LIBERTY CIRCUS AND CARNIVAL

LADY—EXPERIENCED IN ALL LINES OF CON-cessions, would like to hear from parties having Celebrations and Fairs. 70¢ bill given. MARIE ROCKWELL, Lowell, Mass.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Colored Burlesque Troupes, Head and orchestra. Can show on week. Terms, \$100 to \$200. Address W. H. BROWN, 607 West 1st St., Jackson, Miss.

AT LIBERTY DRAMATIC ARTISTS

EXPERIENCED REPERTORY WOMAN—LEADS second business and characters; good singer specialties. Age 30. BOX 418, Billboard, Chicago, Ill.

AT LIBERTY MAGICIANS

FIRST CLASS MAGICIAN—FOR NITE CLUBS, theatres; go anywhere. BOX C-523, care Billboard, Cincinnati.

AT LIBERTY MISCELLANEOUS

EXPERIENCED SLOT MACHINE SERVICE MAN; 35 years old, with car, desires position, who travel anywhere. Best of references. BOX C-94, Billboard, Cincinnati.

CREWIEB—Dark, muscular, online agent. For national work. Broadway base. Longtime show-biz and theatrical. Better presentation than 1000. References. BOX 116, Northampton, Tenn.

YOUNG MAN wants to learn vaudeville profession. Will help in business with. FRANK EPPENHOLD, Box 234, Sycamore, Ill.

AT LIBERTY

M. P. OPERATORS

MOTION PICTURE OPERATOR—Eight years in one house. Don't drink. Best of references. RUSSELL NORTHRUP, Route 4, Saginaw, Mich.

OPERATOR AND STAGE ELECTRICIAN—20 years' experience. 5 years' troupe man. For projector or equipment house. Good results. Fair priced with any equipment. WESTLEY, General Delivery, Elizabethtown, Ky. #27

AT LIBERTY

MUSICIANS

ALSO SAX—DOUBLING CLARINET, CONSIDER part time work with playing. Age 37, Union. JOE CLARK, 792 Caledonia Place, Dubuque, Ia.

ALSO SAX, TENOR AND CLAR.—NAME band experience. Good tone, reader and take off. Age thirty, single and good appearance. No parties. To qualify, large or small band. Sincere and dependable. RAY BOZZART, Rocky, Ill.

ALSO SAX—CLARINET, BARITONE, TENOR, bass clarinet. Young, neat, single, sober, Union. Plenty of experience, fast reader, good tone. No parties. If you can't bend trumpet, you, let off. Write or wire HARRY YOST, 4400 Deane Ave St., Denver, Colo. #27

AT LIBERTY—TRUMPET, FULL TONE, HIGH range, reader, fake. TRUMPET, Duval Hotel, Jacksonville, Fla. #20

AT LIBERTY JULY 18—STRING BASS. ALL essentials. Have brand new \$250 bass. Want job with good band, large or small, lots of experience. Working with fine band, new leader coming in and changing to bass horn. Good appearance and personality. Have 1935 Pontiac Sedan. Absolutely no harm. Write or wire EDWARD ZINGER, care Shadow Lakes, Noel, Mo.

AT LIBERTY—STRING BASS. UNION. YOUNG, sober, reliable; arrange and sing. Have car. FRANK ELDERS, 324 Penn. Ave., Cartersville, Ga. Telephone 181W2.

BANDMASTER—EXPERIENCE, CAPABLE, wants to hear from live towns. LEONARD BOYD, Iron Mountain, Mich. #20

DRUMMER—HAVE CAR; YOUNG AND reliable. Large or small band. Union. RED MOORE, 601 Cayuga St., Monroeville, Ia.

DRUMMER—EXPERIENCE ALL LINES. Troupe or location. Theater, unit, dance, etc. club. Union; good appearance. JACK SWITMAN, Circleville, O.

DRUM TENOR SAX—DOUBLING CLARINET, violin, trombone. Experienced. Union. WELLS SENARD, 101 Cherry St., Punxsutawney, Pa. #27

MANDOLIN ORGANIST—VAST AND VARIED experience. Just completed one year's feature job engagement with reliable party. Have library complete in every form for cocktail bar, restaurant, hotel, etc. Distinct presentations. BOB LEWIS, Card, Delray, Trenton, N. J.

MILKBIFF FIDDLER—JUST FINISHED THREE-year tour through Canada and U. S. A. Swing, lute, read and do eight different acts with fiddle; do acts which no other fiddler does in Peabody field. Have proof, plenty of press clippings and photos. Will join on wire. State salary and work. Will work with military or cowboy bands only; others lay off. Age 24, don't drink, have car and all taller size outfit. FREDIE STONE, care H. T. Brown, Stillwater, Pa., R. D. No. 1. #20

TRUMPET—1ST OR 2ND; TEN YEARS' EXPERIENCE, swing band and symphony; take off, read and lam, range and tone; young college player; can furnish references. String bass, vocal, and drums and drums, join anywhere. Job, 22 State St. first letter. Address MUSICIAN, 22 State St., Kansas City, Mo.

TRUMPET VOCALIST—FIVE YEARS' EXPERIENCE first trumpet commercial bands, baritone voice; age 25; very dependable. No sleepers. JACK COLEBAUGH, 807 Fourth St., Savannah, Ill.

TRUMPET—ALL ESSENTIALS. STATE ALL; DO NOT misrepresent. MUSICIANS, 324 Diamond St., Kendallville, Ind.

ALSO SAX-CLARINET—first or substitute; wide experience; numerous stellar show engagements. State references, willing. Only reliable offers considered. Write JOHN KIDWELL, Chiltonville, Ky. #20

DRUMMER—20 years' experience; 10 years' drumming; 10 years' drumming; 10 years' drumming. Will work for a good band only. Very sorry about your days but will drum for you. Join anywhere. Job, 22 State St. first letter. Address MUSICIAN, 22 State St., Kansas City, Mo.

DRUMMER—20 years' experience; 10 years' drumming; 10 years' drumming. Will work for a good band only. Very sorry about your days but will drum for you. Join anywhere. Job, 22 State St. first letter. Address MUSICIAN, 22 State St., Kansas City, Mo.

EXPERIENCED and reliable organist and pianist. Will play any style of music. State salary, 22 State St. first letter. Address MUSICIAN, 22 State St., Kansas City, Mo.

GUJARATI—Age 24, good reader, play on clarinet, saxophone, alto, etc. and experienced. GENE ZELIK, 50 Malby St., Rochester, N. Y.

TEACHER—With twelve years' experience. Teaching music in French, Italian, violin and viola, mandolin, guitar, piano, etc. Write or wire, MUSICIAN, 710 N. Fourth Ave., Nashville, Tenn.

AT LIBERTY PARKS AND FAIRS

A BALLOONIST AVAILABLE for your park, fair or celebration. CONTINENTAL BALLOON CO., care Billboard, Cincinnati, O. #27

ACE AERONAUTS—LADY or Gent. Trapeze Performance in Midair. Some open time. Write or wire JOHNSON BALLOON CO., Clayton, N. J. #27

BALLOON ASCENSIONS—With one or more Parachute Drops by Girl or Gent Jumpers. Modern equipment. HENDERSON BALLOON CO., Haskins, O. #27

BALLOON ASCENSIONS—With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAPER, 1041 S. Demarest St., Indianapolis, Ind. #27

HIGH SWAYING POLE—And World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-474, The Billboard, Cincinnati, O. #20

AERIAL PORCELLAINS—TOPS IN TRAPEZE Thrills; presenting only the daring, thrilling, more advanced type tricks. 100 REVERE ST., Revere, Mass. #27

BALLOON ASCENSIONS, PARACHUTE JUMPING—furnished parks, fairs, celebrations. Experienced operator. O. E. RUTH'S BALLOON CO., 1021 Collier, Indianapolis, Ind. #27

BALLOON ASCENSIONS AND PARACHUTE Jumps. ETHEL PRITCHETT, Danville, Ind. Phone 543-K. #20

DE POLO—HIGH POLE AND TRAPEZE ACT. Write, wire, 1810 PERK AVE., Reading, Pa. #20

FOUR HIGH-CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cuddeys, Wis. #20

HORSES—BARBACK RIDING NOVELTY—A Musical Riders; six acts for one family troupe. N. R. MILLER, Wilton, Wis. #27

JAMES COSWELL—CLOWN, STILT WALKER for fairs, celebrations, parades. Write for literature. 1439 ROSE ST., Lincoln, Neb. #20

JAYCEE THE GREAT—POSITIVELY HIGHEST Contortionist Trapeze Act. Rigging \$10 if high. A real novelty by man costumed as Hugs Ape. Comedy and thrills open for parks, fairs, celebrations. If interested, write or wire JERRY D. MARTIN, Box 54, Rochelle Park, N. J., or Billboard, Cincinnati, O. #20

PURCELL'S SPACE CIRCUS AND SENSATIONAL High Aerial Acts—Now booking fairs and celebrations in South and Middle West. Headquarters, BOX 35, Chillicothe, Ia. #20

THE CARMINE—TWO COMPLETE AND distinct acts. Three people hand and ladder balancing equilibria. Three people comedy acrobatic act. Price and literature on request. Address BOX 21, Willsamston, Mich. #27

THREE FREE ACTS AT LIBERTY—SLACK Wire Act, Comedy Juggling and Balancing Act, Comedy Dog Act. Price of acts reasonable. Write for literature. CHESTER HUBER, Willsamston, Mich. #20

TIM MIX AND HIS DUDE RANCH GIRLS and Cowboys—Have beautiful wardrobe and new flashy instruments. Act consists of soloists, guitar, comedian, novelty Western act, Australian bull whip manipulating, trick pistol shooting and hot-shoe band. Have window card, one sheet, new screen trailers, photos, newspaper mails and beautiful sound truck equipped for bathy. We play parks, theaters, fairs and night clubs. Present address, GIN DEL, Fowlerville, Mich. Permanent Headquarters, Sandy Lake, Pa.

TWO EXTRA CLEVER ANIMAL ACTS—ONE act comprises Dogs that are different, Monkeys that amuse and one of the finest Pony acts in the business. The second act, every-body enjoys—framed Wild Razor Back Pig. The Pig are a curiosity as well as fast and able performers. Prices are reasonable. Write today for particulars. F. W. BURNS, 676 4th Ave., Terre Haute, Ind.

BINGO BUSHING—Live show open for parades, parties or any celebration. It's fun in its own way. Address BINGO SUNSHINE, 4543 8th Ave., Duluth, Wis. #20

CHARLES LA CROIX—Original (Continental Society) Trapeze Act. A big-time platform. Few attractions. Available for restaurants, street fairs, etc. Attractive equipment, 5000 lbs. advertised trapeze iron. Write or wire, 22 State St. first letter. Address CHARLES LA CROIX, 1814 S. Anthony Blvd., Fort Wayne, Ind.

DASHINGTONS CIRCUS—Five days, six, seven, ten and twelve acts, established in 1908. Act consists of different, 4750 Broadway, New York, N. Y. #20

ICE AND MIKE—The finest act. Novelty show. Booking fairs and exhibitions, 1936 season. Address ELMIRA, 2025 S. Hanna St., Ft. Wayne, Ind. #20

FOUR ACTS—Expert Rope Climbing and Wire-Act. Stunting Horse Act; Musical Band and Musical Acts. 1,000 lbs. horse mounted on 150-pound man. Write for literature in "Billboard" or No. 1, 101st St. for street tabs. Labor Day open. MONTANA ATTRACTIONS, Billings, Ia. #20

JOSEPH P. SCHAD and His Company of Daring Acrobats—Five acts. Three people, clowns for every occasion. (Live) Trapeze, comedy in the park. Two people acrobatic act. Entertainment act by the World's Youngest Contortionist. Comedy Juggling Act. Musical, juggling equipment. Party five acts, show. A sensational attraction. Address GEN. 1181, Baiter, N.Y. #20

ROY FAMILY CIRCUS UNIT for your celebration. Will make and only 1-1/2 per cent. Since 1904, 13 acts. (Including America's most unique act, The Live Bull Riders.) Attributed, humorous, shy auditors. Terms: 50% cash, 50% and national papers. Write for terms today The Billboard, 1845 Broadway, New York, N. Y. #20

THE DUTYHEIS—Four different Free Attractions. Including Toss Up, Balancing Trapeze, Iron Jaw Hysteria and Hoopie Trapeze. Live and Great. Special equipment. Party five acts, show. Address: 1000 ALBION, Chicago, Ill. #20

THE LERCHES—Live and Great, presenting three different acts. Performed at shows at a rate of 100, 150 W. Main St., DeWittville, Ill. #20

THREE TOWNSHIP BROTHERS—You Every occasion and Budget. Grandstand, Musical, Professional Entertainment: Sing, Tap, Scientific Stunts, 1-1/2 Hurdles, Hoop, Rope Twirling, etc. Two Different Attractions. "The Black Horse" March, Clowns, Jumping, Juggling, etc. Comedy Musical, Amplifying System. Extensive Wardrobe. 4000 available. References. Circular mailed. 1000 ALBION, Chicago, Ill. #20

TWO FEATURE PLATFORM ACTS—Who Walks and Juggles. Each act runs 15 minutes. Write for price and literature. THE CRUIFFITH TRIO, 316 Main, Kansas, Ia. #20

WYOMING DUO—Comedy-Trapeze acts and juggling, featuring the first and only trained wild animals in the world, for five pairs of acts. Write for details. 1000 ALBION, Chicago, Ill. #20

AT LIBERTY

PIANO PLAYERS

PIANIST-ARRANGER—STYLE, SIGHT READING, memorization, shows, etc. All essentials. Experience varied and thorough, with good sense. Arrangements of any style, guaranteed to please. BOB LEWIS, Card, Delray, Trenton, N. J.

PIANO—YOUNG, SINGLE, EXPERIENCED. GO anywhere. Any size and type band. Join after July 20th. Write PINKY COOPER, Baton Rouge, La.

PIANIST—Young, Young, single, amateur capable operator. Prefer local engagements. Shows, dance, school, amusement. No wine, better playing particular. Write RAYMOND DEWENT, French Institute, N. Y. #27

PIANIST—No city where. Fit in either large or small organizations. Seven years' experience. Age 24. State full particulars. Write or wire JOHN KEMMETT, 1700 Hill Street, Denver, Colo., Mich. #20

PIANIST—Expert or dance work; hotel, theatre, etc. Good reader. Good command of English. State location. Give particulars. GEDD DONARIS, care Gen. Del., Little Rock, Ark. #20

SOLID RHYTHM, Modern (Tennessee) Southern Dance, swing, experienced, dependable. Prefer South or East, small combinations. Native regional sound. Write for details. Write or wire. PIANO MAN, General Delivery, Wytheville, N. Y.

AT LIBERTY

SINGERS

FEATURED VOCALIST—SOLID DRUMMER; will go anywhere. Union. Experienced radio, ballroom, night club; age 27. No parties. BOB UTOSKA, 619 Karlovich Ct., Clinton, Ia.

AT LIBERTY

VAUDEVILLE ARTISTS

DE CLEO—Novelty Man. Two week change; work in 2nd and 4th streets and around country. Do make shows write or wire. Early you state it. Join our show. DR. CLIMB, Muskegon, Michigan, Ia.

NOVELTY PERFORMING DOG ACT—Five Billboards, etc. clowns. Trainers, clowns, singers, etc. in any number. HENNING & CO., 241 Chestnut St., Pittsburgh, Pa. Everdale Park.

YOUNG MAN—23; novelty act, comedy, party, etc. state all. BOX 102, care Billboard, 1504 Broadway, New York.

SHORTS

(Continued from page 43)

tests and king and queen coronation at the city's second annual event and more than \$500 in awards was given competing units. A score of concessions, including Lester Rodgers' peanuts, were in the downtown area.

MERCHANTS' Association, which has sponsored a successful Fall Festival and Corn Show on streets of Piquette, O., in past years, will have a manufacturers' display, midway and a free act this year in addition to a produce show, it was recently decided by President Dick Weber and Secretary Arnold Miller.

CROWD of 30,000 attended a fireworks show in Liberty Park, Salt Lake City, on July 4. Displays, put on by Joseph A. Paglia, were furnished by The Salt Lake Tribune. Art Gardiner, concessioner,

did excellent business. Kiddie's parade during the Covered Wagon Days Celebration will wind up at the park.

ZIMMERS Greater Shows have been booked for six-day Savannah (Ill.) Fair and Festival under auspices of merchants and the American Legion Post, reported Chairman Charles C. Patton. There will be Democratic and Republican days, fish fry, free attractions and band concerts.

JAKE DISCH (Bingo Sunshine), clown cop, reported he and Miller's rides played the recent Burlington (Wis.) Jamboree under sponsorship of Knights of Columbus and American Legion Post.

LILLIAN STROCK, socialist, was at annual Syracuse (Pa.) Women's Celebration and Street Fair, ending on July 6. She has been contracted for other celebrations in the territory by G. A. Klein Attractions.

C. A. KLEIN, of Klein's Attractions, with headquarters in New Waterford, O., announced a branch office has been established in Butler, Pa., to facilitate increased bookings in Western Pennsylvania, which have more than doubled in the past two years.

RIDES of Oratiano & Carlin, who operate all rides on the pier at Buckeyes Lake, O., have been contacted at annual New Waterford (O.) Volunteer Firemen's Home-Coming and Street Fair, for which O. A. Klein is handling concessions and free acts for the committee.

FOR the Curtis Aeroplans Family Picnic on Hamburg (N. Y.) Fairgrounds on July 20 the Fayette agency booked Pickard Seals, Sky High Girl, Smile and Freely, Three Wells Brothers, Three Honkas, Dale and Lane, Webber, Great Mammoth, Reils Brothers, the Whitwinds, George Gould, Beverly and Doris and two bands, reported Lee Fayette.

MINERAL CITY (O.) Home-Coming on July 4-6 in the city park had Mills Bros. Circus on July 4 and the Rainbow Donkey Baseball Troupe, Richie Russell was on with ball games, penny push and novelties. Event was again sponsored by the volunteer fire department.

COMMITTEEMEN of four-day Otterbein (Ind.) American Legion Post Jubilee and Stock Show report rides have been booked and that George E. Feltis will have charge of concessions and shows. Last year's event was successful.

K. M. PHIPPS, secretary Allamakee County Fair, Waukon, Ia., reported large crowds saw two performances of Frank H. Winkley's Suicide Club at the fairgrounds on July 4 and two Bremer Shows' rides did fair business. Attractions were booked to raise funds to pay for a fairgrounds dance hall.

GEORGE BINK, manager of Bink's Circus Acts, which played Lake Health Park, Eau Claire, Wis., week of July 1, reported outlook for the season is favorable. Leo Demers is again with him. Since opening on May 30 attraction has played dates at Muskegon, Detroit, Waukegan, Kureka, Hartford and Wisconsin Rapids, Wis. Bink also has bookings for spots in Indiana, Michigan and Ohio.

FOUR-DAY pageant staged by John B. Rogers Producing Co. was highlight of North Whiteboro (N. C.) 60th Anniversary Celebration on June 28-July 1, reported W. L. Fuller Jr., who furnished sound equipment for the pageant and governor's address, the latter drawing about 20,000 to the fairgrounds.

RECORD crowd of 25,000 attended the Granite Falls (Minn.) Water Carnival on June 30, featuring Art B. Thomas rides and about 30 concessions on a packed midway, reported Chairman Arthur Shelton. Added attraction was Illinois fireworks.

LOOK IN THE WHOLESALE MERCHANDISE SECTION For the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Hot Weather Hypos Bingo Biz As Fans Seek Outdoor Games

Operators attracting vacationers with good merchandise—candid-type cameras, pick-up-and-go radios loom as top items—sports numbers grow in demand

NEW YORK, July 13.—With the nation getting its first taste of hot weather, park bingo over the country are entering what is predicted will be a banner year. Dried-in-the-wool fans who thronged indoor games are pouring into parks, resorts and other spots to enjoy the game in comfort. Demand for hot weather items is increasing and the public is availing itself of the opportunity to supply its needs thru bingo. An operator has reported big demand for vacation items, with sports equipment claiming a spot near the top of the list. The fisherman's tackle set is said to be popular at mountain and school resort spots. This outfit supplies all the necessary gadgets. Luggage is also a big item with vacationers and would-be vacationers. Since several sizes are made available by bingo ops, players are finding they can get the size and quality bag they need. Some operators are taking the responsibility of supplying all the vacation needs and are offering thermos jugs, lawn chairs and similar items.

Since not all vacationers are sports enthusiasts, operators are also offering items that appeal to those who want to enjoy their time off by resting and indulging in the finer things of life. To appease this demand electric fans, cocktail sets, tall strip-tease glasses and similar lines are attractively displayed on stands, awaiting the time when some lucky patron will take them home. These numbers, in some instances, are not new to the trade but are playing a big part in solving the operator's problem as to what to offer.

Park bingo operators are becoming more and more convinced that the best way to attract players is to have quality merchandise attractively displayed. While many are looking for bargains, the fact that serviceable merchandise must be offered still holds true.

Cameras Contest Help

Ops have also stocked candid-type cameras and pick-up-and-go radios. Cameras have been in demand for several seasons and the demand is increasing because of nation-wide contests that have been started for the summer. Low-cost picture production with these outfits is also a factor. Most important is that good, clear photos are obtainable without the necessity of using auxiliary attachments and no great amount of experience is required, as the lens has settings for bright and cloudy days and the speed of the lens remains stationary. With technical details worked out to such a fine point, winners of the cameras are assured of a good percentage of prints from a roll of film.

Radios of the portable class have made

outstanding progress in the past few months. With the three-way types making it possible for operation on A. C., D. C. or battery current, the set can be operated anywhere. New models are so small and light that they may be whisked from one spot to another, which is an added feature that is certain to appeal to the vacationer and bingo player.

Since more people, because of discontinuation of foreign travel, will visit parks this summer, the boys have stocked the top-flight items to give patrons the best and without the inconvenience of having to wait for time necessary for reordering. So far crowds have exceeded expectations and ops are certain this will be the case thruout the remainder of the summer.

Salesboard Workers See Big Money in Sportsmen's Items

CHICAGO, July 13.—Salesboard workers are reported finding big demand for summer sports items and indications are that the hot weather will increase business for the boys handling these lines. Recognizing the fact that salesboard demand is a 12 months' proposition when reasonable merchandise is offered, the boys are off to a bang-up start with every assurance that profits will exceed expectations.

Workers in the vicinity of lake, beach and river resorts report good business with the sportsman's special casting outfit. This is a sturdy, compact, green-enamelled metal box containing a three-piece rod with cork grips, a spool of silk line, level-winding reel, red-head plug, metal wobbler, fish knife, scaler, wire leader and stringer. Since the set supplies necessary equipment for both fresh and salt-water fishing, the boys are having little difficulty in completing cards.

Latest designs of the pick-up-and-go radios definitely place them in the sports category, as music and news broadcast reception has become a part of the modern sportsman's routine. Fishermen have been seen busily engaged in their favorite pastime without relinquishing their privilege to enjoy the music of America's top bands or the commentaries on the day's happenings.

"Forge Forward in '40" is the slogan of the D. A. Faghter Co. For the second time within a year the firm is tripling warehouse and office space. The first move was made in August. Firm represents and merchandises such lines as RCA-Victor, General Electric, Stewart Warner, Sentional, Honora, Remington, Du Fonl, Falcon Camera, Mitchell Lamp, Knapp-Monarch Electrical appliances, Russell Electric, Elgin watches and other nationally advertised lines.

BINGO BUSINESS

By JOHN CARY

BINGO has been called upon to do many things, but it now broadens its scope in Canada as a fund raiser in the province's program to aid England. Proceeds from the games are being used to buy a bombing plane, war-saving stamps and certificates, equip ambulances and finance the care of refugee children.

IN THE VICINITY of St. John, N. H., the Imperial Order of Daughters of the Empire are sponsoring bingo for the purpose of raising \$100,000 to buy and equip a bombing plane for the Royal Canadian Air Force. The I. O. D. E. has committed itself to the purchase of such a plane, and bingo parties are the means to the end.

A NUMBER of organizations are using bingo funds to buy war-saving stamps and certificates. Proceeds in these instances are invested in the names of the organizations and are helping the Dominion government buy war supplies.

BINGO'S participation in war relief measures includes the raising of funds for the purchase and equipping of ambulances for service both overseas and in Canada for army, naval and air-force units.

WITH the national defense move on in this country there is every opportunity for organizations to follow the example of the Canadian groups. When games have a common purpose they are patronized beyond expectations. Since a number of refugee children are being brought to this country, operators are offered an opportunity to tie up with some organization to put on games to raise funds for their care. While the people here take care of children have the money to do it, there are organizations assuming the responsibility for the well-being of some of the orphans. Then, too, there are organizations that make a business of caring for unfortunates.

FROM time to time we have mentioned the necessity of having ample and comfortable equipment at bingo games. We now add "serviceable" to these requirements. A story has just come to our attention regarding a suit filed by a bingo player for \$3,524 damages. The plaintiff alleged that he was attending a bingo game when a bench on which a game was being played toppled over and fell on his foot, breaking a toe. He further charged that he was unable to work for 13 weeks and because of the loss and medical costs he sought the five grand. The suit was filed against the lesser of the hall and the operator of the game.

WERE not passing judgment on this case, for it is the court's business to do that. The point we want to stress is that other operators should profit by this case and see that all tables and chairs that can't hold up under use are removed. If the furniture will not serve its purpose there is no point in having it in the hall. Operators can't expect patrons to be comfortable in dilapidated seats. If a player is not comfortable it is a sure thing he isn't going to participate that game any more. Inadequate equipment stymies repeat business. It is the business of every operator to see that his players receive the very best of treatment at all times. Protecting them from falling furniture is certainly one of the operator's first duties.

H. M. J. Fur Co. reports that concessioners at parks, carnivals and fairs are "using fox tails again as prizes and that demand exceeds past records. Indications are that fox tails will be one of the biggest items of the season, with demand growing during the fair season. Large supplies of the items have been sighted at large amusement spots.

DEALS

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

By BEN SMITH

We had a request the other day for information on the old 20-item legit deal. Remember them? If you were a member of the operating fraternity several years ago you were probably one of hundreds who thought they were going to make a killing with one or another of the deals which hit the market at the time, and just as probably you were one of the many who were sadly disillusioned when the excitement was over.

The boys couldn't be blamed much for believing they really had something in the legit deal. It looked like a natural for a quick turnover and all indications pointed to a long and profitable life. Card had only 20 holes and an item was given away with each purchase. It apparently could be placed everywhere and anywhere, with chances good for occasional repeats. It definitely had earmarks of a winner. But despite everything, a basic weakness doomed the deal from the start and finally killed it.

Because 20 items had to be distributed on a small take operators were forced to keep merchandise down to an absolute minimum. As the deals were run 1 to 20 cents per purchase, more often than not the player found he received an item worth as much and in many cases worth less at regular retail than what he paid to win it. This, probably more than anything else, finally caused John Public to desert. The greatest appeal of the salescard is the chance it offers the player to win an item worth much more than what he pays to play. When it falls to do this a deal will last only as long as it takes the customers to get wise. That's what happened to the legit deals and that's what will happen to every deal that has the same basic fault.

The old firm of J. Arkas, manufacturing furrier, has been changed to Andrew Paul and E. Arkas and with the change in name the firm also changed its address and is now located in new and larger quarters in the heart of the fur district. Paul and Arkas are both experienced furriers, and with the addition of Brian Seward, well known to salesboard and bingo operators, the company is looking forward to a big season. Firm carries a complete line of fur coats and jackets and offers a new illustrated catalog which is free for the asking.

HAPPY LANDING.

Coney Island Visitors Demand Candy; Popularity Increasing

CONEY ISLAND, N. Y., July 13.—Candy is again reported playing an important part with concessioners here. This item may be found among top-ranking prizes for guess-you-weights, guess-your-age, pitch-till-you-wins, roll downs, bottle games and other spots where merchandise prizes are used.

Popular with the Coney visitors are packages containing assorted caramel kisses and one with candy and a colored Hawaiian lei. Celophane boxes are in demand, as they insure freshness.

Guess-your-age and guess-your-weight stands operated by Hy Algout and Ben Karbowitz at Luna Park, Helen Hahn at the Mardi Gras site, Sam Levine on 16th street and Belle Hochstetler and Barney Spiegel on the Bowery are finding candy in the new package designs clicking with patrons. These ops agree that

quality candy is a necessity.

Concessioners at the roll downs, penny pitches, pop 'em ins and even souce and novelty stores are distributing quantities of candy. Among these operators are Julius Tolces at Fellman's Arcade, Al Seekin at Luna Park, Harry Saks and Harold Kubensfeld on 16th street, Ted Stillman, Tessie and Leon Reider, Hoppo Miffgrim, Whitey Anderson and Sid Persly on the Bowery. Popularity of candy also is seen on Surf, where Al Abrams, Anthony Balzano, Herbert Holtz and Benjamin Buel (Broadway) Jones have supplies.

Candy has always been a stand-by, but demand for sweets seems to be surpassing all previous records. The new flashy packages, together with the quality merchandise, are responsible for this growing popularity.

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Cartoons, Faces, Pictures, Beaches, Parks, B&W Views, Front Porches, Street Corners—EVERYWHERE—will make big money with the P. D. Q. . . . The real camera sensation of 1940. NO EXPERIENCE REQUIRED

Takes and finishes beautiful BLACK AND WHITE or Sepia Photographs. NO FILMS—NO DARK ROOM. Direct Positive Photos, also 2 1/2 x 3 1/2 inches. Big attraction. Most photos develop in daylight in one minute. Easy to operate. Simple instructions show you how.

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SUMMER SPECIALS

- Beach Candy \$10.00 per 100
 - Showering Gillys Candy 10.00 per 1000
 - Charter's Gillys Candy 8.00 per Gross
 - Parade Gillys Candy 7.00 per 1000
 - Carroll League Mints 1.00 per Doz.
 - Fruitless Balls50 per Doz.
 - Talk and Games 4.25 per 100
 - Gift and Games 4.00 per 100
 - Brother Games 3.75 per Gross
 - For Menages 3.50 per Gross
 - Colorful Dolls (2 inch) 4.50 per Gross
 - Embroidered Dolls (7 inch) 7.50 per Gross
 - Midsummer Hats 7.50 per Gross
 - Two Glasses in Leather Kit with Silver, Gold & Red Fill 18.00 per Gross
 - 10 Glass & Vase set of Glass Blum for Party Parties90 per Gross
- We carry a complete stock of Blings, Soap-Like and Brim Stone Supplies, also Washers, China, Blum, etc.

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Extra Value! **\$2.25 EACH**



5 for \$10.50

No. 60 4643—Ladies' Bracelet Watch, Extravagant Roman 12 1/2 L. Chrome Cases in a variety of ornate designs with beautiful link bracelet in matching engraved jeweled metal. Each in attractive gift case. An absolutely big value and whirlwind premium item. **Keep money NOW by ordering five watches for \$10.50.**

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BINGO JOBBERS

By your Bingo Booths direct from the Printer. 50 to 5,000 Combinations. No 2 Code allow. Write to

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80 Fourth Avenue, New York, N. Y.

ELGIN BED SPREADS

4 New Bingo Spreads, generously tufted, colored ground, \$18.00 each. Sample 22 inch P. O. D. House, 25% each. Chicago O. O. D.

ELGIN BED SPREAD CO., E. E. Hines, Chgo.

ELGIN-WALTHAM

GRUEN-BULOVA-HAMILTON
Wrist and Pocket Watches. **\$2.95**
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GUARANTEED LIKE NEW. Write for Catalog.

JOSEPH BROS., Inc.
62 E. MADISON STREET, CHICAGO

ADVERTISING IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Political Pipes

With the presidential campaign getting into full swing, pipe users are turning their attention to presidential party pipes, which seem headed for topnotch popularity and profits. Briarwood Corp. reports. Two novelty briar pipes have been announced. Bowls are available in donkey or elephant head shapes. Pipes are made of imported briar root, which insures the smoker of much service. Grey-walnut and mahogany colors are available. Pipes have hard rubber bits and aluminum ball cleaners. Since this line is a natural tie-up with the coming campaign and November election, orders are already pouring in, which shows that the boys are expecting big things and want to stock adequately, the firm reports.

Boudoir Combo

Prize users are finding big demand for the boudoir combination and it is seen as one of the hits of the season, Standard Doll Co. reports. Combination includes boudoir doll, doll cushion and bed lamp. Item has plenty of flash and is an eye-catcher of the first degree. Doll is about 30 inches high and elaborately dressed in satin and lace. With a demand already showing itself for dolls of this type, the firm reports that alert workers are ordering combos in quantities to take advantage of the turnover.

Musical Decanter

According to Blackhawk Mfg. Co. musical decanters are again popular with prize users and a factor in increasing profits. Salesboard boys are finding the items side in completing boards and are putting them out in quantities. Several sizes and styles are available. Seen as a top number is the musical one-gallon oak barrel, with stand and faucet, that plays *How Dry I Am* and *Let's Have Another Drink*. With summer coming on and demand for long cooling drinks increasing, musical decanters show indications of being a sure-fire hit, the firm reports.

Air Circulating Fan

Hot weather is creating demand for the giant 30-inch air circulating fan, an item that is seen as a money-maker for bingo and salesboard operators, D. A. Pachter Co. reports. Fan displaces 4,020 cubic feet of air per minute and has the new 22-inch screw propeller type blade. It is equipped with a Ballentine 110-volt 60-cycle heavy-duty motor and has a 25-

Smashing Values—Offering Good Profits!

JUST OUT! THE ALL-AMERICAN PANDA

*It's Hip!
It's New!
It's Low Priced!*

What more does an item need to make it a winner? 24 inches tall, Cotton stuffed body, brush hair, rolling eyes. Dressed in flashy Red, White and Blue Uniform, including coat, trousers, shoes and hat. Padded with soft, collapseable hair.

NO. 84183 Per Dozen \$7.84
PANDA CLOWN Same big value as above but dressed in flashy red and yellow clown outfit.
NO. 84185 Per Dozen \$7.84

FUR MONKEYS

B33828—6 1/2" High \$3.60
B33829—4 1/2" High 5.75
B33830—6 1/2" High 7.20
B33831—12" High 13.20

CANES

B18N100—Peanut Canes (for Dolls, Parades, etc.) \$6.35
PER 100068
B18N127—Curved Handle Bamboo Kilde Canes 4.50
PER GROSS 4.50

CHINA HEAD SWAGGER CANES

B18N130—Kilde Swagger Canes, Curved Character Heads 4.50
PER GROSS 4.50
B18N131—Adult Swagger Canes, Assorted China Heads 6.75
PER GROSS 6.75

FLYING BIRDS

Large Size, Tinsel With Tinsel and Trade Number \$2.75
B33N71—PER GROSS \$2.75

MINIATURE STRAW HATS

4-in. Red, Colored Feather \$3.50
B45N3—Per Gross Hats \$3.50
4-inch Red, Duplicate of real straw hat in matching hat size
B45N13—Per Gross 4.50

Elephants

New Improved Elephant Charm. White celluloid, Cord attached.

B11N13—Per Cr. \$1.00
New Improved, Large Size Elephant Charm. White celluloid. Attached cord.
B11N14—Per Cr. \$4.00

TWO TIMELY ITEMS FOR THE COMING CAMPAIGNS!

Bullion Leg Buff & Blue outfit and Dressing cap. 20 inches high. Kappa stuffed body, rolling eyes. Colored Red, White and Blue outfit. 6 inch in fancy pose.
NO. 84113 \$12.00
NO. 84114 \$12.00
Elephant Buff & Blue outfit and Dressing cap. 20 inches high. Kappa stuffed body, rolling eyes. Colored Red, White and Blue outfit. 6 inch in fancy pose.
NO. 84113 \$12.00
NO. 84114 \$12.00

FEATHER DRESSED CELLOID DOLLS

B34N61—4 1/2" Doll \$4.75
PER GROSS 4.75
B34N62—7" Doll 7.50
PER GROSS 7.50
B34N67—10 1/2" Doll 16.50
PER GROSS 16.50
B34N68—7" Doll 7.50
PER GROSS 7.50

RAYON PARASOLS

28 inch, 8 rib, hand painted floral design.
B22N104—Per Cr. \$17.50
28 inch, 8 rib, checked floral pattern.
B22N105—Per Cr. \$17.50
28 inch, 8 rib, floral design, fancy handle.
B22N114—Per Cr. \$21.00
28 inch, 8 rib, checked floral pattern.
B22N115—Per Cr. \$21.00

COOLIE HATS

B45N16—12 inch Wides \$9.00
PER GROSS \$9.00
B45N17—12 inch Wides 12.00
PER GROSS 12.00

Donkeys

Celluloid Donkey Charm, White color. Cord attached.

B11N16—Per Cr. \$0.75
Large Size Celluloid Donkey Charm. Cord attached.
B11N17—Per Cr. \$3.60

GOOD BLE'S AMERICA

Good Stone America With Low Barrel. Size 8 1/2 inches. Made of white Poron stone, imported in Red, White and Blue. Mounted on gift wood display, complete with yard and laser.

No. B48N33 \$16.50
PER GROSS \$16.50

BEACH BALLS

Made of heavy weight fresh raw rubber. Ten and Great combination color.

No. 22N8 \$8.50
PER GROSS \$8.50
No. 22N9—12" diameter, Per Gross \$18.00
Red, Blue and Green Combination Color. No. 22N10—12" diameter, Per Gross \$18.00

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LATEST FLASH—QUICK SERVICE—LOWEST PRICES
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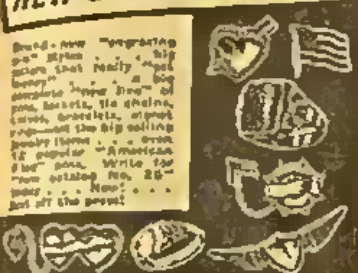
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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

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NEW JEWELRY for ENGRAVERS, Summer Rings, Pins, Combs, etc.

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MEDICINE MEN... The only for new catalogues of Tonks, O.G. Sales, etc.

ROLLED GOLD PLATED WIRE 10 and 12 gauge

PROVIDENCE, R. I.

PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER (Cincinnati Office)

WAKE UP, PITCHMEN... W. Jones, of Lockport, N. Y., now a business man, but a former pitchman.

HOW ARE CONDITIONS at expositions and special events this season?

STANLEY NALDRETT... in Mankato, Minn., for the week-end of July 5-6.

MADALINE E. RAGAN... "Still working the sales bars in Pennsylvania. This has been an extremely rainy season and sales have fallen off because of it.

THERE ARE HUNDREDS of women demonstrators on the road. Let's hear from them.

G. M. BYER... and Herman Keller left Little, Pa., after July 4 for Ohio.

FRESH OWENS... was around Little, Pa., for a while recently.

JACK DAVID... is working Rowe Beach, Mass.

LITTLE DOG LENDARD... has changed from tonic to seeds and reports fair business in Pennsylvania around Little.

JOHNNY McLANE... who is in a hospital at Crason, Pa., is wished a speedy recovery by Madaline Ragan.

PITCHMEN'S SAYINGS: "Yes, my good people, it's simple that I'm passing out."

CHARLES C. SNELENDURO... typewriter from Huntington, W. Va., that he has just returned from a trip thru the East and found business good.

"SID SIDENBERG... and daughter called to see us Sunday afternoon, June 23," pencils Doc George M. Reed from Columbus, O.

In the H. L. Green store here, then left for Akron. If all demonstrators used his tactics, what a difference there would be. I say more power to him.

ARE YOU MERELY out on a pleasure jaunt, or are you making to collect your share of the loot?

ROSS DYER... was spotted in Columbus, O., recently, says Doc George Reed.

T. W. BLENDOR... has forsaken the road of auto coil fame, has settled in Columbus, O., according to Doc George M. Reed.

KENTUCKY LEE... is pitching tooth powder in the Pittsburgh area to his share of the take.

JACK ATCHISON... and Frank Wall intend to frame a med show and play small towns, info Harry Small.

BILL FELLIS... has a crew out working pen sets on the coupon, according to a communique from Uniontown, Pa.

BEST WAY to get out of a difficulty is to work your way out, not think it out.

SWEDE ANDERSON... has been working lots in Minneapolis with gaps and car polish; Ralph La Fay, glass cutters, and Soapy Berger, ind.

PITING... from Wolf Point, Mont., Whitey Brecht says: "Have been working Colorado, Wyoming, Montana and South Dakota with Sam Bluestein to practically all

OAK-HYTEX BOMBER Novelty Balloon

Timely! Fast Selling See Your Jobber The OAK RUBBER CO., RAVENNA OHIO.

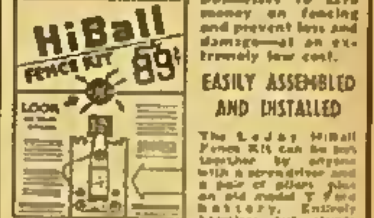
AIR CONDITIONER

Manufacturer Portable Electric Air Conditioning Room Cooler, available \$38.00, with electrical plug, this is handy take care and very much about.

PITCHMEN!

Here's a NATURAL

The New 1940 LeJay HiBall FENCE ELECTRIFIER will sell like hotcakes in county and state fairs and carnivals.



LeJay HiBall Fence Kit can be put together by anyone with a screwdriver and a pair of pliers.

You can't go wrong on this one! Sell for only \$29. Big profit for you. WRITE NOW for details.

LEJAY MFG. CO. 2921 LeJay Bldg., Minneapolis, Minn.

ACE BLADES AT FACTORY PRICES

Here are the best of blades that sell and profit. Leather-developed to hair-splitting sharpness.

blanks. We had the X at Belle Fourche, S. D., for the Fourth at Alamo Shows. Jack Huback had the X on the streets for everything, and Sam had the X on novelties.

PERHAPS the reason you're not getting all the love from your pitch that you should be getting is that your pitch needs correcting.

HAY LINDSAY... was working his magic tricks in Minneapolis, but is reported to have left for Ohio.

TRICKS WILLIAMS... and Sam Topper are working celebrations around Minneapolis.

JIMMY RYAN... has been working Kresge stores in the Twin Cities for six weeks.

MYRTLE HUTT... representing art needles, says she started on fair July 15, but still is connected with her Chicago store.

LESTER MYERS... magician and wire artist, is working the S. S. City of Grand Rapids out of Chicago.

ART NELSON... is back on the job and well again after three weeks' illness. He typewrites from Cleveland: "Starting about August 10 and continuing until September 1, 1

Next Issue LIST NUMBER Will Feature the Following Lists: FAIRS, COMING EVENTS, CONVENTIONS, FRONTIER CONTESTS, DOG SHOWS. Order a copy from your newsdealer NOW or mail 15c in postage or cash to: The Billboard, Circulation Dept., 25 Opera Place, Cincinnati, Ohio.

will open from 50 to 100 demonstrations throughout the various chain stores from Boston to Denver on herb tea, cleaner and several other items. We are working on an entirely new set-up for this fall.

WHY BEEF about hot weather? You risked for it.

J. MOSS . . . of Portsmouth, Va., is presently operating a one-minute photo machine and would like to see news from other photo pitchmen. Says he intends to get a new type camera and work amusement parks and fairs.

DANNY BURKE . . . vet pitch exponent, who worked New York World's Fair last season, is operating a guess-your-weight stand at Coney Island, Cincinnati, this summer.

RAY HERDFORD . . . pencils from Houses Point, N. Y.; "Had a big week at Saratoga Lake, N. Y., week of July 1, but this week, being south of the border, with it tough for the Canadiana to come over, it looks like a bloomer. Carroll Miller, of Miller's Oddities; Vincent Smiles Jr., Thomas Gore, Madam Lorraine and myself still cut up the big jackpot."

C. A. HANSON . . . gold wire artist, tells that he's again with the H. D. Weydt Amusement Co., clicking to the long green.

FRED M. FORD . . . is requested to contact his wife, Mrs. Gorda V. Ford, care of General Delivery, Buffalo, as she is very ill.

DON CRABB . . . chats from St. Paul that there hasn't been much doing in the stores and on the lots there. From reports he has received, Fourth of July spots made by the boys were very poor, as was the one he made. He purchased a 1940 Chevrolet coupe last week and has built himself two collapsible stands and says he is keeping busy making up a stack of car polish, rad and eye-glass cleaner, which he intends to work in addition to peddling. Crabb says that after a rainy spring a break in the weather has finally

come. He'd like to see pipes from Michigan, also from Clarence Smith, Curly Fredrickson, Gyles Puryear, Jack Flowers, Whitley Ulm, Al Decker, Eddie Kiehl and Carl Swanson.

WHAT OTHER industry could stand the unreasonable weather gaff at Pitchdom has done and is doing?

Pitchdom Five Years Ago

R. O. Stewart was working knife sharpeners in McMinnville, Ore., to fair takes. . . Doc W. R. Kerr Sr. opened his No. 1 platform show at Boling Springs, S. C., June 18, and his No. 2 unit three weeks later. He was carrying an all-colored show with Luke Wesbit, Tommy Coleman, Joe Williams, Lee Holland, Walter White, Pink Anderson and Gretch Collins. Doc Kerr Jr. was handling the tonic, oil and soap sale. . . Soapy Williams invested for another six months' reader in St. Louis. . . Doc Tom McNeely and wife were in their sixth week in Pueblo, Colo. Included in their show were Mr. and Mrs. Harry Snow and daughter, Francis, and Billy Mayes. . . Doc Oordon Sage, after being away from pitching for a decade, had again sallied forth to talk to natives in and around the Mound City, where he was operating his St. Louis laboratories. . . Doc Tom Dean was operating his med copy in Central Missouri. . . Billy Deam and his entertaining med show were working Farmington, Mo., to good nightly attendance. . . The Jimmie Tucker med show had just played Stevens Point, Wis. It had a new top, platform and four-wheel trailer. Jim was doing black and comedy; Mrs. Tucker, piano, parts and team double with Jim; Doc Charles Glover, lecturing; K. O. Robinson, concession, and Jack Borgehardt, parts and characters. . . Doc Lea Williams was in California, Mo., with his show, roster of which included Lawrence and Ginger Granger, Mona Williams, Jack and Fern Beard. . . Bert Doto's med aggregation was still on the lots in and around St. Louis. . . Allen T. Rogers Sr., father of Tom Rogers, well-known pitchman, died at Montgomery, W. Va., July 6. . . Paul Haeck and his astrology outfit were getting fair takes at the Anderson (Ind.) Free Fair. Buffalo Cody and Texas Tommy were working the whip and impatement act and giving a good play on mad. Bill Meader was working off the same platform. Al Eisenberg, Si Ullman, Frank Kokemille, Hattie Brooks and several others of the Indianapolis bunch were also there. . . That's all.

Events for 2 Weeks

- July 13-20
CALIF.—Salinas, Rodas, Horse Fair & Stock Show, 13-21.
SANTA BARBARA, Dog Show, 21.
COLO.—Montrose, Rodeo, 14-17.
ILL.—Apoloch, Letcher Celebration, 13-21.
DETROIT, Homecoming, 13-21.
CHICAGO, Modern Woodmen of America Celebration, 13-20.
GENOA, Community Days, 13-20.
LA HARPE, Soldiers' & Sailors' Reunion, 13-20.
WISCONSIN, Community Club Carnival, 13-20.

The Season's MOST COMPLETE LIST of 1940 FAIR DATES will be published in JULY 27 ISSUE ORDER YOUR COPY NOW
The Billboard 25 Opera Place Cincinnati, Ohio
Please mail copies of the July 27 LIST NUMBER, which carries the most complete list of FAIR DATES published this season, for which I enclose 15c each copy.
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WORLD'S LOWEST PRICED WHOLESALERS

ELGIN & WATMAN—Second-Hand Watches at Low . . . \$1.85
DIAMOND RINGS—50c Gold \$2.40
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I'M GLAD I'M IN THE U.S.A.

THE SENSATION OF THE AGE!!
THIS SPECTACULAR EMBLEM OF AMERICANISM . . . IT'S HOT • IT'S TIMELY • IT'S SENSATIONAL.
HERE'S A REAL DEAL—THE BEST IN YEARS
GROSS SETS, \$27.00
Wholesalers-Jobbers, Write For Quantity Prices
BANNER SALES COMPANY
725 WEST MADISON ST., CHICAGO ILLINOIS

- IND.—Covestville, Homecoming, 10-20.
FL. Wayne, CSEA Auto Race, 19.
MONTANA—Firemen's Street Fair, 13-20.
MONTPELLIER, Race, 13-18.
PAUL, Legion Homecoming, 13-20.
IA.—Wapello, Homecoming, 10-18.
MD.—Leonardtown, Celebration, 13-Aug. 20.
MARCIA SPRINGS, Firemen's Carnival, 23-26.
MICH.—Detroit, United Fed. of Clubs Rodeo, 12-19.
MICH., Homecoming, 10-12.
Spring Lake, Dog Show, 20.
Trenton City, Natl. Cherry Festival, 17-19.
MINN.—Sleepy Eye, Celebration, 10-17.
MO.—Pinnington, Picnic, 10-20.
MONT.—Miles City, Water Conservation Days, 13-20.
NEB.—Ogallala, Oregon Trail Days, 10-19.
OMAHA—Ni-Bo Legion Oada Days, 14-20.
N. M.—Roswell, Pageant, 17-19.
N. Y.—Livonia, Firemen's Celebration, 17-20.
Webster, Firemen's Carnival, 13-20.
O.—Canton, Horse Pulling Contest, 21.
Clyde, Cherry Festival, 15-20.
Deer Park, Firemen's Festival, 10-20.
Jamestown, Harvest Home, July 13-20.
Plymouth, Homecoming, 14-20.
Sallisville, Homecoming, 17-21.
Stone Creek, Centennial Celebration, 17-20.
OKLA.—Madame, Old Pioneers Reunion & Race, 15-18.
ORE.—Hood River, Mt. Hood Climax, 21.
PA.—Bradford, McKean County Golden Jubilee Celebration, 20.
Fayette, Firemen's Carnival, 13-20.
Hyndman, Centennial, 17-22.
Lake Winola, Firemen's Celebration, 13-20.
Oriskany, Firemen's Celebration, 13-20.
Pm Argyl, St. Rocco Celebration, 13-21.
Saxenburg, Vol. Firemen's Carnival, 13-20.
Beverly, Old Home Week, 13-20.
S. C.—Hampden, Watermelon Festival, 13-20.
D. D.—Alpena, Sports Day, 18.
Hot Springs, Race Meet, 13-20.
Spearfish, Black Hills Air-Fair, 20-21.
TEX.—Leonard, Picnic & Old Settlers' Reunion, 15-20.
McCregor, Rodeo, 10-20.
Friday, Picnic, 13-20.
Valley Mills, Reunion, 17-20.
UTAH—Ogden, Picnic Days, 20-24.
Salt Lake City, Covered Wagon Days, 10-21.
VA.—Washington, Horse Show, 10-20.
WIS.—Lake Mills, Dairy Co-Operative Centennial, 20-22.
Roseville, Legion Picnic, 21.
WYOMING—Cheyenne Festival, July 17-21.
Two Rivers, Horse Festival, 20.
WYO.—Sheridan, Sheridan-WYO-Rodeo, 10-18.
CAN.—Black Diamond, Alta. Stampede, 20-22.
Cardston, Alta. Rodeo, 17-18.
(July 20-27)
CALIF.—Coronado, Natl. Horse Show, 23-28.
Fortuna, Rodeo, 17-23.
Los Angeles, City & Art Show, 31-26.
Hasterton, La Fiesta, 24-28.
IDAHO—Blackfoot, Legion Rodeo, 23-26.
ILL.—Cherry, Homecoming, 24-28.
Missoua City, Legion Homecoming & Fish Fry, 23-28.
Myerod, Legion Carnival, 18-22.
Mt. Olive, Homecoming, 23-27.
Salem, Marion County Soldiers' & Sailors' Reunion, 22-28.
Tuscola, Homecoming, 23-27.
WYOMING—Hudson, Festival, 24-27.
IND.—Cherryville, Picnic & Homecoming, 23-27.
Clinton, Firemen's Street Fair, 22-27.

Notes From the Crossroads

By NAT GREEN

The biggest show on earth—no, not the Ringling show but the Democratic national convention—is on at the Chicago Stadium this week, and it's a connoisseurs' paradise. But the little fellow doesn't get a look-in. It's strictly big business and all concessions are in the hands of one man, J. G. Crourard Jr., representing Jacobs Bros. Some idea of the magnitude of the event may be gleaned from these figures on the cats, crabs and souvenirs that will be sold: The delegates and spectators are expected to consume 15,000 cups of coffee, 125,000 bottles of pop, 100,000 bottles of beer, 15,000 hot dogs, 25,000 bags each of popcorn and peanuts, 2,000 ham sandwiches, 25,000 ice cream bars and thousands of meat beef and cheese sandwiches. Some 20,000 souvenirs will be sold.

Andy Fraim will have 400 ushers to handle the expected 117,000 people. The broadcasting set-up will cost the chairs approximately \$42,000, and the stadium will spend nearly \$4,000 in decorations. A new p. a. system, costing \$9,500, has been installed and is expected to do away with "playbacks," another name for the noise that plagued the last convention. Another \$3,000 has been spent for the floor broadcasting system.

In addition to the Jacobs Bros. concessions inside the building thousands of souvenirs and knickknacks will be sold on the streets surrounding the stadium. These concessions, too, will be controlled by one man, but will give employment to scores. And it's likely to be just too bad for anyone who tries to muscle in!

The boys at the Golden Gate Exposition really surprised J. Eddie Brown, mayor of the midway, when they presented him with a de luxe sedan and a check for a O. "I was surprised and bewildered," Eddie writes. "It was a marvelous gesture and I will always remember it. You can imagine my surprise when they shored me on the stage of the Parade and made the presentation. It was a wonderful occasion and I'm still a daze." J. D. Newman left early last week for the wild and woolly.

"Tell your circus friends," writes a correspondent from Calgary, "that the great sellers on the carnival (Royal American Shows) are now in a class even better than the circus. Instead of cigarette-smoking, dirty-collared men, we now have beautiful women selling tickets, and it would be well worth the time for circus executives to just spend an evening on the midway of the world's greatest and finest." Allen Lester, contracting agent for Ringling-Barnum, got a swell break in *The Daily News* of July 1 when Robert M. Yoder, columnist, devoted his Sharps and Plats column—21 inches on the editorial page—to the yarn about the recording of the gorilla's victory call. Can you imagine two press girls uttering bloodcurdling howls, this or whatever gorillas do (mind, we're not maling the p. a.'s gorillas), that would more like Gargantua than Gargantua himself. Well, it's on the records for all to hear and marvel at.

It's going to be some job to distribute those thousands of window and tack cards that Globe Poster is turning out for the Wisconsin State Fair. Evidently Ralph Ammon is going to blanket the State. . . . Eddie Allen visited friends in Chi on his way to Minneapolis, where he will work at the Aquatennial. . . . "Furry" Hughes is appearing in a new radio-handling publicity for one of the candidates for State office. . . . When Bernie Head of the Ringling advance, served in Chi Thursday (11) he found the city well billed for the Big Show, "Bert in years," said Bernie. There has been a generous use of brilliant banners at strategic locations, and this week a number of painted bulletins will make their appearance. . . . The Chicago City Center project, which contemplates a huge permanent exhibition, shows and other attractions in a building covering three nice city blocks, is gathering momentum and is beginning to attract the interest of showmen. Several sites are under consideration, most favored of which is one on or adjacent to the lake front close to the Loop. . . . Following the State's expose of the underworld-political tie-up in Chicago, *Liberty* has started a series on *Voices of the Windy City*, by Edward L. Doherty, a hefty columnist who knows his Chicago from actual experience. Eddie, in common with most Windy City Irish, is especially

—Be Safe Than Sorry— In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated July 27, under the title of "Validity of Salary Payments."

acid in his remarks about Dennis Cooney, erstwhile operator of the Royale Frolics but now "on high" because the heat was turned on by some of Uncle Sam's minions. . . . Guy Magley and William Hester, of Ralph Whitehead's union of outdoor workers, were in Chicago last week conferring with carnival operators. . . . Tom Kettering is handling publicity for the National Aviation Exposition to be held at the municipal airport week of August 17. . . . Dorothy Miller, daughter of O. S. Miller, secretary of Cedar County Fair, Tipton, Ia., is handling the CUS switchboard at the Democratic national convention. . . . George Westerman is handling the booking of Edgar I. Schooley's revue on a merchants' exhibit proposition which will follow the close of Schooley's fair season.

Hartmann's Broadcast

WE are glad to see carnival men continue to crack down, thru newspapers, on those who oppose carnivals on the ground that they "take all the money out of town." There can never be too much of this counteracting of the false claim, and we hope others will fall in line whenever occasion arises that calls for defense of this form of amusement with prices that fit the workman's purse.

Here, for instance, are excerpts from an article in George R. Thompson's column, "Highlights and Insights on Politics," in a recent issue of *The San Leandro (Calif.) News*:

"Chief protestants against carnivals are the local business men who claim carnivals 'take all the money out of town.' This the carnival men say, is untrue, for frequently they leave more than they take away. Chief sources of revenue to carnivals, they point out, are their stands at country fairs, State fairs, special celebrations, etc. At a county fair in a week's time, they may clear \$30,000 or more. Stands in the small towns barely pay their way, their chief purpose being to hold a carnival organization intact until the next county or State fair stand.

"Crafts' 20 Big Shows, playing in San Leandro this week, the advance agent pointed out, have approximately 250 persons on the various pay rolls. They do not carry their own living accommodations with them, so they live in hotels, eat in restaurants, buy their necessities and in this way turn back to the regular channels of trade most of the recreation money spent with them. This money, the carnival man declared, is earmarked by the original owners for pleasure spending—wherever pleasure is to be found. It is not intended by its owners to be spent for food, clothing or shelter.

"Carnival men assert that this money will be spent out of town if there is no provision for it to be spent locally. When it is spent in that manner, it is much slower in getting back to town than it would be if re-spent by carnival employees for necessities of life right here in town. This is an argument that should be considered, for those who oppose carnivals may be unwittingly cutting their own commercial throats."

And in *The Norwich (Conn.) Bulletin* we found an article about the Art Lewis Shows from which these excerpts were taken:

"Relative to claims that carnivals hurt business in this city, officials of the show presented *The Bulletin* reporter with the following figures: 'We have approximately 400 people on the show, 200 of whom stay in hotels and rooming houses and pay an average of \$1 per day. This runs into \$1,400 per week.

"These 200 people eat mostly at restaurants or hotels and allowing \$1 per day for each, this is another \$1,400. Allow each person on the show to spend 50 cents per day for cigars, paper, candy, wearing apparel or what have you,



THE BIGGEST 10c CANDY VALUE!
A sensation at 10c—Mrs. Murray's assorted Summer Candies in a Fluffy Marshmallow wrapped extension open box. Check full of delicious San Juan, Service Dreams, Coconut Slice, Marmalade and other delights guaranteed to stand up under summer weather. Contains with Pure Food and Drug Act.
Packed 4 Dozen to Case—\$4.80 Per Case
225 Grand, Kansas C. O. D. Send \$2 for Complete Sample List.
CASEY CONCESSION COMPANY 1822 South Wabash Avenue Chicago, Illinois

and this will run into \$200 per day or another \$1,400 per week.

"For entertainment, such as movies, allow for the 400 people 25 cents per week and that is at least \$100. As most of the 200 have cars for themselves and families, they spend at least \$2 for gasoline, oil and making the trip to the next town. Say 50 cars, another \$100. Then we come back to the cookhouse that feeds the other 200 that do not live in hotels. Average this at just \$3.50 per week and that is another \$700. Laundry around \$250; oil, etc., for 16 riding devices, another \$150; local trucks, etc., around \$100; moving trails to the next town costs approximately \$500, this money paid in this city.

"Incidentals, such as local help, money spent for the newspapers, radio, etc., around \$500. This totals \$6,000, so you see that the show business is not all profit. On top of this is the money we give the committees under whose auspices we play, which varies according to the business done, but it is seldom less than \$1,000 to cover expenses, so we spend better than \$1,000 daily including Sundays."

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 19.—We have had a number of inquiries as to the change in the law relative to the federal tax on admissions. As previously pointed out, the exempt class of admission tickets not taxable was reduced from 40 cents to 20 cents and all tickets selling for 21 cents or over are now taxable.

So that there may be no question about the exact wording of the law, we quote the pertinent section of the Revenue Act of 1940 which now applies and which reads as follows: "Section 211. Admissions tax. Section 1700 (a) (1) of the Internal Revenue Code is amended by striking out 'until July 1, 1941,' is less than 41 cents' and inserting in lieu thereof 'until July 1, 1940, is less than 41 cents, and after June 30, 1940, and before July 1, 1945, is less than 21 cents,' and by striking out 'is less than 41 cents until July 1, 1941,' and inserting in lieu thereof 'is less than 41 cents until July 1, 1940, and is less than 21 cents after June 30, 1940, and before July 1, 1945.'"

Applications for personnel memberships have started to arrive and at present the lead is being held by the Gooding Greater Shows. We believe that the competition in this connection will be somewhat keener than in the past. Our visitation plans are shaping satisfactorily and indications are that our first visitation this year will be made to the James E. Strates Shows.

Los Angeles

LOS ANGELES, July 13.—All beaches in Southern California attracted huge crowds on July 4th week-end. Ross R. Davis reports large crowds at Griffith and Lincoln City Parks, where he operated rides and concessions. Joe Ditch Jr. at the Beverly Hills Kiddieland also reported big crowds. Carl J. Steffen Shows had a big week at Oceanside, Calif., as did Frank W. Babcock Shows at Huntington Beach, Calif.

Al (Moxie) Miller worked concessions at Huntington Beach, Calif., to good business and Al Fisher and Hobbie were brief visitors in Los Angeles. Eddie Gamble left for Ft. Worth, Tex., where he is associated in presenting the annual Elk's Circus. The Joe Bren Agency has the contract to supply talent for the Los Angeles Police Circus at Memorial Col-

BINGO & CONCESSION OPERATORS



LOUD SPEAKER SYSTEMS FOR \$39.75

For the phenomenally low price of only \$39.75 you can now purchase the above illustrated loud speaker system complete with tubes and shield, latest type crystal microphone, floor stand, and either one of the illustrated dynamic speakers or beautiful baffles. Extra speakers at \$10 each.

Each amplifier will handle six speakers and carries a full guarantee against defects in material or workmanship. We are selling direct from the factory to you, thereby affording you a great savings. These amplifiers formerly sold retail at a much higher price. 10 day free trial period. All merchandise F.O.B. C.O.D. Chicago.

CHICAGO SOUND SYSTEMS CO.
251-271 East Grand Ave., CHICAGO, ILL.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

seum. Bren, formerly with Fanchon & Marco, opened a new office in Hollywood. Neal Abel and Ruse Stapleton are with him.

E. L. Henderson underwent another operation at General Hospital here. His condition is reported as favorable. John A. Follitt back in town on business. Mark Kirkendall, much improved in health, plans opening a new restaurant. Captain Serafin's Mexican Comedians are playing week-end spots under Chambers of Commerce auspices. Charles (Dare Devil) Depla with a new set-up for his act has contracted for some fall fair dates in the Middle West. Charles Hugo and Arthur Hochwald are promoting trade shows. Captain Gregg, cannon act, opened Saturday at Mission Beach.

Philadelphia

PHILADELPHIA, July 13.—First hot spell of the summer hit this section this week. While no organized carnivals are here local block parties and home carnivals are operating with success. Shaw and Yeager report their best bookings for many seasons, both local and up-state. Sam Tassell is operating several units.

Johnny Keeler has a unit out and reports satisfactory results, when weather permits. Mike Zeigler is operating his unit in near-by New Jersey towns. Getlin & Wilson Shows, playing in Lancaster, Pa., reported the season has been the worst in several years, principally because of weather conditions.

Lloyd Bertum, Penn Premier Shows, visited and purchased banners and other outfits for his shows. Carl J. Lauther has been doing well with Cotlin & Wilson Shows. E. K. Johnson, of Cotlin & Wilson Shows, has been getting good publicity ahead of the organization.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Washington

Warned Against Party Spirit, and It May Not Be Too Late Yet To Heed the Warning

The columnist Walter Lippmann deserves a vote of thanks for bringing to light a part of Washington's Farewell Address which is seldom quoted and which the American people need to know. So much is heard of the part about "entangling alliances" that maybe it is time to read the whole speech.

Lippmann comments on Washington's speech as follows:

"In Washington's farewell address there is a passage which is not often quoted in the party conventions. It is the passage in which Washington warned the American people 'in the most solemn manner against the baneful effects of the spirit of party generally.' For in the popular forms of government, he said, this spirit of party 'is seen in its greatest rankness and is truly their worst enemy. . . . It serves always to distract the public councils and enfeeble the public administration. It agitates the community with ill-founded jealousies and false alarms; kindles the animosity of one part against another; it foments occasional riot and insurrection. It opens the door to foreign influence and corruption, which find a facilitated access to the government itself thru the channels of party passion. Thus the policy and the will of one country are subjected to the policy and will of another.

"There is an opinion that parties in free countries are useful checks upon the administration of the government and serve to keep alive the spirit of liberty. This within certain limits is probably true. . . .

"But . . . in governments purely elective it is a spirit not to be encouraged. From their natural tendency it is certain that there will always be enough of that spirit for every salutary purpose; and there being constant danger of excess, the effort ought to be by force of public opinion to mitigate and assuage it. A fire not to be quenched, it demands a uniform vigilance to prevent its bursting into a flame, lest, instead of warming, it may consume."

To summarize Washington's warning about political parties and the party spirit, there are certain very blunt facts to be seen in his statements:

Washington foresaw that the partisan spirit would be truly "the worst enemy" of a free country.

He said the partisan spirit is a consuming fire and may destroy.

The idea that political parties are necessary to balance each other is not true, according to Washington.

Washington warned that the country must always fight against the partisan spirit.

He went still further to say that no one in a free country should encourage the party spirit.

If Washington were here today he would see that his warning about partisan politics did little good. He would see a nation in the midst of many crises torn by warring political parties, and at a time when there ought to be unity he would see a country divided against itself.

He would see a nation in which every citizen and voter thinks of party first; a nation in which millions of its voters will vote for anything provided it has the party stamp on it.

The point in which Washington stated that the party spirit should not be encouraged deserves special consideration. I have stated in a previous editorial that there are two things which this country should stop in order to save what liberty we have.

There are two things which we do and which make us all damfools about politics.

We put party labels on our ballots and force people to vote under a party label. There is no sensible reason why a party label should ever appear on a ballot. A citizen ought to have the right to vote without having the insult of a party label staring him in the face.

If Washington were alive he would no doubt call this piece of foolishness the greatest encouragement to party spirit. He would say it is very dangerous to encourage partisanship in such fashion.

The second way in which we as a nation encourage party spirit to the point of foolishness is thru newspapers. Partisanship is continually agitated by newspapers. The masses of the people might be able to get rid of some of the party spirit, but they are continually agitated by newspapers. The average newspaper has become nothing more nor less than a propaganda sheet for party spirit.

If Washington could see the modern newspaper he would probably be alarmed at such foolish encouragement of the party spirit.

If he found out what a price the people pay for such propaganda in the purchase of advertised goods he would be still more amazed. He would probably consider the nation a total failure.

Old-timers in the slot machine business seemed to have a philosophy that party mattered little; that it was always best to "play ball" with the man or party elected to office.

We should modernize that philosophy and try to save what liberty we have left. When a man is elected by a majority of the people he is entitled to some respect and consideration until his term expires. The last three Presidential terms have been undermined by high-powered propaganda.

The propaganda machines are powerful enough today to undermine any man elected to office in short order. In other words, we have no prospect of successful government again until the party spirit is dropped.

Only a miracle can save the United States in its present conflict with the European and Japanese dictators, and the real reason for our troubles is that we vote for party instead of our country.

It isn't only business that hangs in the balance now—it is life and liberty as well. But in the elections in November we will all vote for party, as usual.

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Keeney's POSITIVE WALL BOX

Keeney's

Adaptable to all makes and models

Up your profits 300 to 600% on every type of location. Keeney's Wall Box is simple to install, performs perfectly and is adaptable to all makes and models. Send for booklet.



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"No Let Down In Play" Say Operators

Keeney's ANTI-AIRCRAFT MACHINE GUN

Makes big money the first week and EVERY WEEK THEREAFTER — no "after trial let down." Be sure you get Keeney Anti-Aircraft Machine Guns on your locations before somebody blithtricks you out of your big money spots.

"The House That Jack Built"

KEENEY'S "Free Play" Games Are Always "A STEP AHEAD"

SCORE CHAMP with the new "Carry Over" RESERVE

BEING FEATURED BY KEENEY DISTRIBUTORS FROM COAST TO COAST

J. H. Keeney & Co. NOT INC. 2001 CALUMET, CHICAGO, ILL.

Canadian Coin Machine Pic Bright; Ready for Tourists

WINNIPEG, Man., Canada, July 13.— Winnipeg operators and distributors of coin machines report a steady improvement of business with the approach of the Canadian summer. They credit war re-occupations with leveling off the coin market, particularly on music plays, the latter machines of all kinds are high in popularity. The most encouraged comments referred to locations which zoom with the summer, resort spots and summer strads.

A peak tourist trade is banked on by all concerned and, tho it is not fully developed until July here, the upcurve to the present seems to be regarded as satisfactory. Most new coin machine business is in locating in tourist spots, and operators are inclined to stock them to the reasonable limit.

M. A. Doyle Co., operating a large string of phonographs in Manitoba and West Ontario, finds plays coming up. He began handling target machines a month or two ago and operates a fair number himself. No decisive reaction on them is apparent as yet, except that the location owner's placing and attitude make a very big difference, as with the phonographs.

Practically all the Doyle locations are out spots of some kind. They place in a few clubs and one or two other locations, but there are very few other places that are paying spots, legal and free from vandalism. Even the sound of music is illegal in a hotel beer parlor, Canadian equivalent of a tavern.

Selecting Records

All operators about town depend greatly on their personal judgment of single records tried at home. There are no local recording bands, only three who touch here once in a long while on tour, and plugging of all other kinds not very strong in effect. Interests here are usually a month behind New York, if they take at all. The boys' guesses are good enough to pay and any Winnipeg operator can recite a list of beats he has made over his competitors or even the whole trade. If he happens to get in a stock of a record that a little later takes universally he is lucky, for sometimes an order for a recording in heavy demand is badly delayed in reaching here.

One recording band known here is Matt Keeney, and his disks get a good play on his name. His signature tune, *The West, a West and You*, gets a good play all the time. All musical pictures,



110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS
Furnish standard 110 AC 60 Cycle for operating coin-operated music machines, motion picture, 40 radios, electric organs, pinball games, etc.
Complete 200 Watt, 110 AC Light Plant—List \$ 97.00
Complete 500 Watt, 110 AC Light Plant—List 156.00
250 Watt Rotary Converter—List 69.50
KATOLIGHT, Mankato, Minnesota, U. S. A.

as they hit town, plug their tunes noticeably. Cowboy and hillbilly records, particularly Will Carter, do well steadily. Since the army training camp was opened, Brandon, machines are doing phenomenally on these types of records. Magnetic type slug ejectors will throw out perfectly good Canadian nickels, so even the best adapted gales leave a sizeable slug problem.

Marty Morosnick, who operates the Winnipeg Coin Machine Co. with a Manitoba and West Ontario coverage of phonos, scales, target machines, vendors and arcade machines, some on partnership arrangements with the location, changed last week from mixed to straight phonos.

He is opening an arcade at Coney Island Beach, Lake of the Woods, as distributor with Alex Toole, operator. He is stocking it with golf games, card vendors, photo machine and all legal arcade games and most particularly with target games. As he is getting a good play on his Target Anti-Aircraft and 22 range, he is supplying a good selection of these to this spot. More equipment he has sent to the Riding Mountain Arcade at Clear Lake includes three target games, Ten Strike, World Series Baseball and a basket-ball game. Legal games here exclude any kind of payout or inducement.

Beverage Vendors

M. Smith declared business all right on a pop-over robot in front of his Main street sidewalk stand. As agent he has sold two others recently for out-of-town. Smitty is anxious to try out the possibilities of cold, pre-carbonated bulk beverage vendors in this town but was blocked on the first go by his application for a license being refused. That is not the end of the matter for him tho, he

BARAINS FROM DAVE MARION

| | |
|--------------------------------------|----------------------|
| Western 0-Lure 1940 N. S. Combo 7-P. | 65.00 |
| Ten Strike | 39.67.00 |
| Good Luck | 19.80 |
| Columbia Hop 2 | 37.50 |
| Challenger | 15.80 |
| Reel 21 | 4.00 |
| 24 & 30 Mills Football, A-1 Game | 24.50 |
| Liberty Bell 12-Overhead | 32.50 |
| New List On. Many Bargains—Wash. | |
| 123 Dollars Required | Bargains Every Week. |

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.

WHO BATS 1,000!

Nobody is perfect. That's admitted. But the most nearly perfect kind of operation, from the standpoint of steady profit, year after year . . . absence of legal difficulties . . . unflinching appeal all over the world — is PHOTOMATIC, the amazing automatic picture taker!

INVESTIGATE International Multoscope Reel Co., Inc. 44-01 31th St., Long Island City, New York

declares, as he sees a fighting chance of getting it accepted.

Smitty has battled various licensing departments before as a pinball operator in the days when these machines were not illegal, but the cost of a cold vendor is more than he can risk on a chance of operating.

Bottle vendors have been operated here for some time, chiefly by the Coca-Cola firm, but locations are restricted by the necessities of bottle returns.



EARLE C. BACKE, center, head of the National Novelty Co., Merrick, L. I., engages several friends in his favorite sport at the Glen Cove Country Club.

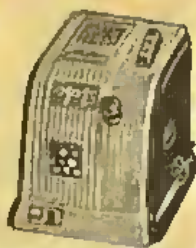
DOUBLE YOUR PROFITS WITH THIS DUET



MARVEL
WORLD'S FINEST
TOKEN PAYOUT
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**AMERICAN
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World's Smallest
But With Free Play
Token Award and
Bum Vendor.



10 FOR \$275

Sample \$37.50. 50¢ Unit Mod. \$2 Extra

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Everything Set for First Big Annual Industry Outing

Herb Jones announces program — includes contests, vaudeville and refreshments — see possible crowd of 12,500 at Riverview Park

CHICAGO, July 13.—James Gilmore, secretary-manager of CMI, reports that tickets for the first annual picnic of the industry will be available at the gates of Riverview Park on the day of the picnic. Operators, jobbers, distributors and friends are welcome.

CHICAGO, July 13.—Final preparations for the first annual picnic of coin machine employees to be held at Riverview Park, Chicago, on July 20 have been completed. Herb Jones, general chairman of the affair, reports that it is possible that a crowd of 12,500 persons representing all branches of the coin machine industry will be present.

The program will begin at 2:30 p.m. with the singing of *The Star-Spangled Banner*. The time for the opening of the picnic has been set at 2 o'clock in order that everyone may be seated and ready to begin festivities at 2:30 p.m.

Following the singing of the national anthem, David Gottlieb, president of Coin Machine Industries, Inc. (CMI), will address the gathering with words of welcome. He will be followed by the guest speaker who, at press time, had not yet been named.

Three o'clock will find the field program for children beginning. It will include six racing events for which 18 awards will be made. Girls' events will be divided by the ages of the participants as follows: Ages 6 to 8, ages 9 to 11 and ages 12 to 15. Boys' events are scheduled similarly.

Six events will also be held in the field program for adults. They are as follows: A jousting tournament for men only; 50-foot cross-country balloon race for women only, age 10 and over; 50-foot nose race for couples only; nail-driving contest for ladies, age 16 and over; 50-foot golf-driving contest for men only and a 50-foot aviation glide for mixed teams. Eighteen prizes will be awarded.

A vaudeville program will begin at 5 p.m. and will last approximately one-half hour. There will be five acts, including Tanya, a beautiful singer of popular songs; two clowns, Joe Madden and Sunny Jim Oerber, in an acrobatic and juggling act; Louie Tops and his pal, "Jimmy the Wonder Monkey"; John and Jerie Armstrong in a man and woman knockabout comedy act and the Three Strolling Scotch Bagpipers.

Basket lunch is scheduled for 5:30 p.m.

and the drawing of the grand gate prizes will take place at 8:30 p.m. The vaudeville performance will be repeated at 7:30 p.m. From 8 until midnight dancing will be in order to the music of Charlie Straight's Rhythm Boys.

Committees

General chairman of the gathering is Herb Jones, of the Dally Mfg. Co. Those who served on committees and their firm affiliations are listed below:

Attendance — Karl Klein, Groetchen Tool Co., chairman; John Christ, Exhibit Supply Co.; Alfred Koch, Western Products, Inc.; H. L. Baker, Baker Novelty Co.

Publicity—Harvey Carr, *Coin Machine Journal*, chairman; C. J. Anderson, *Coin Machine Review*; Walter W. Hurd, *The Billboard*.

Program—W. P. O'Brien, Rock-Ola Mfg. Corp., chairman; Charles Korba, Johnson Fare Box Co.; Ed Hansen, Groetchen Tool Co.

Prize—Rex Shriver, H. C. Evans & Co., chairman; C. R. Adelberg, Stoner Corp.; Elmer J. Peace, Dural Co.

Entertainment—Leo Kelly, Dally Mfg. Co., chairman; Clarence Schuyler, H. C. Evans & Co.; Jack Keiner, Rowe Mfg. Co.

Field—E. C. Grunig, A. B. T. Mfg. Co., chairman; Ed Berkeley, Dally Mfg. Co.; R. E. Dillon, *Automatic Age*; Jack Egan, *The Billboard*; Paul Mademann, Groetchen Tool Co.

Refreshment—Parker Thoma, *Coin Machine Journal*, chairman; Harry Hoppe, Baker Novelty Co.; Alfred Volanga, D. Gottlieb & Co.

Decoration—J. Edgar Smith, Johnson Fare Box Co.; C. B. De Selma, Exhibit Supply Co.

Grounds—Don Anderson, Western Products, Inc., chairman; D. Hollenbein, the Daval Co.

Special Guest—H. L. Baker, Baker Novelty Co.

Wis. Coinman Killed

CUDANY, Wis., July 13.—Glemons Groszkiewicz, 35, operator of the Kewpie Novelty Co., phonograph and amusement machine firm, was killed on June 28 in an automobile accident at Lake, Wis. Groszkiewicz had been a resident of Cudany, Wis., for the last five years and is survived by his widow, two sons, four brothers and four sisters.

Movie Machine on Display...

MILWAUKEE, July 13.—A movie machine or inclosed projector was on display during the National Education Association Convention which opened here July 1. The exhibit hall of the immense auditorium was filled with displays and this unique machine was the hit of the show.

The machine is manufactured by the Mills Novelty Co., of Chicago, and is tentatively called the Mills Panoram Soundie. The machine is housed in a dignified-type studio cabinet which would grace any room. The picture is shown on a screen about 18 by 24 inches and the sound quality was considered excellent in so large an auditorium.

The Soundie was open to all comers and received severe tests in the almost continuous playing. J. Frankenberg, of the research and engineering department of Mills Novelty Co., accompanied the demonstration.

1262 MORE OPERATORS

NOW SUBSCRIBE TO

THE BILLBOARD

THAN IN 1939. THAT IS

PROOF THE COIN MACHINE

INDUSTRY IS GROWING AND

THE BILLBOARD

IS GROWING WITH IT

Coin Machines Force Mints To Record Coin Production

Only second time in U. S. history that agency has been rushed by demand—big publicity break for industry—published thruout the country

WASHINGTON, July 13.—Coin machines forced the United States mints to record production during the last 12 months, according to Nellie Taylor Ross, director of the mint. This is only the second time in the history of America that the mints have been rushed to meet demands for coins. The first time was during the first World War.

Mint officials attributed the demand for pennies, nickels and dimes to the increasing use of vending and amusement machines. Sales taxes and the new national defense taxes have increased the need for pennies in making odd amount change.

Miss Ross reported that during the last 12 months 768,093,000 coins with a face value of \$39,394,000 were turned out by government mints in Philadelphia, Denver and San Francisco. This was more than double the output during the preceding 12 months.

CITES PHONO POPULARITY

In Denver mint superintendent Mark Skinner said that the popularity of amusement machines and the legalization of certain types of machines had been noticed with the increase in coin demands. "The mechanical phonograph and America's willingness to pay for the playing has increased the demands for nickels," he said.

In a preliminary report, released about one month ago, Miss Ross said substantially the same thing that she has said in her latest report. She believes that the mints will be kept busy for some time supplying the demand occasioned by coin machines.

The release of the story has been one of the best publicity breaks for the coin machine industry in the past six months. The story was carried by most of the wire press agencies, and papers in all sections of the country either gave it prominent position on front pages or built long feature stories around it.

One humorous build-up cautioned the people of the U. S. not to become anxious over the wear and tear on coins in coin-operated machines. The coin of today is built to withstand the strain of modern life. Look at Thomas Jefferson's face on the nickel as proof," quipped the paper.

"Notice his nose. It's protected by the left cheekbone. The cheek takes care of the delicate mouth. A nicely modeled bone structure protects his eyes. It's true he may get a little bald, but who doesn't in time? Anyway, that happened to the buffalo on the old nickel."

One strange fact noted by mint officials was the increased use of silver dollars. Demand has grown steadily, they declared. Altho there are coin machines using silver dollars, apparently the mint thought that there were too few of these machines to bring the heavy demand.

Auto Business Based on Credit

CHICAGO, July 13.—Only 8 per cent of the new cars sold in 1939 were "straight cash," that is, not involving a trade-in. A used car, according to a survey made public today by the National Association of Sales Finance Companies. Even in used cars, the same survey showed, 60 per cent of the sales involved trade-ins of other used cars.

The ratio of used car sales to new during the year was 204 per cent. Thus slightly more than two out of every three automobiles sold were used cars.

The survey was compiled from reports of companies financing the sale of \$15,000 cars last year. The value of retail paper handled by the group was \$263,000,000 and of their wholesale paper \$1,508,000,000.

U. S. Begins to Pay Defense Taxes

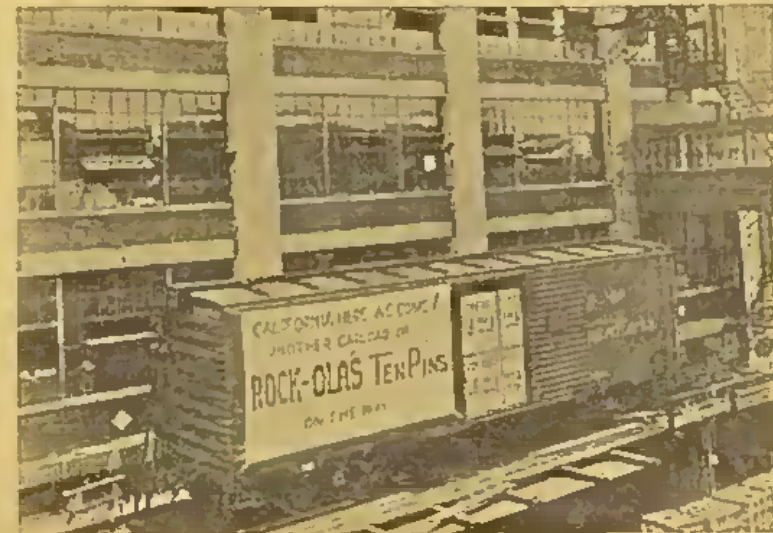
WASHINGTON, July 13.—With the arrival of July 1, Mr. and Mrs. U. S. Citizen began paying the first of the new defense taxes. Higher levies went into effect on future manufacture of a score of products as well as floor taxes on some existing stocks. Cigarets and liquors were immediately affected by the floor taxes. The taxes applied to stocks already on hand were 4 1/2 cent a package on cigarettes, \$1 a barrel on beer and 75 cents a gallon on liquor. Retail dealers were exempted on their stocks up to 100 gallons of liquor and all of their beer. Floor taxes, however, on cigarettes were paid by retailer and wholesaler alike.

Floor taxes were levied in order to avoid a rush by retailers and wholesalers to stock up on supplies in order to avoid the tax. The treasury expects to collect \$400,000,000 from the floor taxes on cigarettes and \$19,000,000 from that on liquor and beer.

Levies on other products may not at-

fect the consumer until existing stocks are sold, but movie patrons began to pay the new taxes immediately. The tax of 1 cent on every 10 cents of an admission fee starts with tickets costing 21 cents, instead of 41.

Increases on various newly produced products and services are as follows: Toilet preparations, from 10 to 11 per cent; automobiles, 3 to 3 1/2 per cent; radios, 8 to 5 1/2 per cent; mechanical refrigerators, 8 to 8 1/2 per cent; matches, 8 to 8 1/2 cents a thousand; electrical energy, 3 to 3 1/2 per cent; gasoline, 1 to 1 1/4 cents a gallon; lubricating oil, 4 to 4 1/4 cents a gallon; playing cards, 10 to 11 cents a pack; club dues and initiation fees, 10 to 11 per cent.



CARLOAD OF ROCK-OLA'S TEN PINS, bowling game, ready to leave the Rock-Ola railroad siding for California. "Ten Pins has received the greatest ovation of any game of its type in recent years," declares Cliff Eubery, who will go to California in order to personally handle deliveries.



News Gleanings

CHICAGO.—Herb Graffis, columnist for The Chicago Times, writes about "The Nimble One-Armed Handit" in his column for Sunday, July 7: "If the country could get its defense equipment into action as quickly as the slot machines are put into service, Hitler could not draw his breath before a million guns and planes popped up on our Eastern seaboard. . . . The slot machine is damned by the reformers as a heinous device, but the truth is that the slot machine is very frank about its racket. There never has been any rumor spread . . . that the sucker stands the slightest chance. . . . He quips: "In Milwaukee a golf club detoured 77B by putting in a broadside of slot machines that took funds from members who wouldn't otherwise shake down a quarter with a shotgun muzzle between their tonils."

Bill Shayne, operator and owner of the Dixie Music Co., Miami, is trying to help a Californian get a Democratic song auditioned. Bill's picture was in The Miami Herald in connection with the promotion.—From Needle Point Notes.

MIAMI.—W. D. Bartlett, coin machine man and outdoor showman, recently regained possession of \$47,000 which had been mistakenly claimed by the wife of a deceased WPA worker. The money had been placed, for good and sufficient reasons as later proved, under a name other than Bartlett's. It happened to be the name of the deceased WPA workman and his widow discovered the deposit box and claimed it. Trusteeship was set up for the widow and a daughter who proceeded to spend \$2,000 of the dead man's supposed hoard. Bartlett, who had been out of town, learned of what had happened and claimed the money upon his return, proving it was his and that he had a valid claim to it as well as a valid reason for having it under another name. He also proved that he had included the money in his income tax report.

The supposed hoard, while its true ownership was unknown, developed a series of involved complications so far as to start a WPA investigation upon the floor of the Congress.

Canada, Cuba and Mexico may be visited by U. S. citizens without the formality of passport, it is reported from

DIVE RIGHT IN TO BIG PROFITS AGAIN WITH

DAVAL'S AMERICAN EAGLE

10 FOR \$275

Sample \$32.00
Mail Order \$21.00
\$2 Extra

H. G. PAYNE COMPANY
312-314 Broadway, Nashville, Tenn.

FOUND!

THE ONLY **MOVIE-MUSIC MACHINE**

with Full Automatic

SELECTIVITY!

WATCH BILLBOARD for DEMONSTRATION DATES

VISIONTONE

SLIGHTLY USED—GOOD CONDITION

| | |
|--------------------------|-----------------------------|
| Early Aduy . . . \$40.00 | Wurlitzer #18 . . . \$80.00 |
| Early 10 Cuts 78.00 | Wurlitzer #24 . . . \$85.00 |
| Chicago Sew . . . 75.00 | Century Royal . . . \$90.00 |

SPECIAL: Revoly Gramo, Touchdown, Running Wild, Soccer, Hop & Go, Army, Ohio Regt. 34th, Etc. Each only \$4.00

Peerless Distributing Co.
201 W. 9th St. KANSAS CITY, MO.

Washington. Visitors from these countries, however, seeking entry to the U. S. for vacationing, etc., must have passports.

Facilities for issuing the \$1 one-year passports for entrance into the U. S. have been speeded up by Canada. Despite this, the present passport offices are far behind requests for passports.

The Cincinnati Post on June 23 carried a long feature story replete with photos on the use of coin machines in Cincinnati. The feature covered the full length of four columns on the title page of the second section of the newspaper. The story was inspired by the timeliness of coin machine devices, namely anti-aircraft guns, games named for popular songs, etc. Illustrated in the story were the Anti-Aircraft Machine Gun, Sky-fighter, Major League Baseball; Oh, Johnny and Lucky Strike.

NEW YORK.—Newspaper note: Donald Burr, who replaced Jack Whiting in Walk With Music, radio program, is making a series of short films for the new nickel movie machines.

HOME RUN

Smashing New Success
By VICTOR



SIZE
11"x21x15"

A Complete Ball Game Vender, with a fascinating assortment feature, it's real excitement!
HOME RUN has a brand new and very clever hitting arrangement that is operated by a lever with bats that pass through the air.
HOME RUN is operated with 3¢ coin balls. Filled balls are used in Home Run the same as in ordinary ball game venders.
HOME RUN venders have been on location for several weeks and have proven to be very successful. They average between 100 and 150 sales per day.
HOME RUN will be a vender that will stay on location permanently because it offers the same appeal as ordinary ball game venders plus its beauty, attractive design, unique assortment feature and the extra reward for any "hot" dealer.
Try Home Run today—ITS A HIT!

SPECIAL \$24.50

INTRODUCTORY OFFER RANGE HOME RUN—only \$24.50. 5,000 Balls in Green, Red, Blue, Yellow, Purple, Pink, White, 10¢ each. HOME RUN without Ball Game in box of 10 or more, each \$49.50. All orders require 1/3 cash, balance C. O. D.



ESQUIRE

The best used in vending perfection.

Try a great vender—4 to 5000—total 40 types of both per-sonalities including Full Gum and Soft Gum—no additional parts necessary.

Esquire Esquire only **\$6.95** Each
Porcelain Finish 50¢ Extra

SPECIAL DE LUXE

Porcelain Enamel Finish
Only \$5.25 ea.



In lots of 25 or more, \$5.00; 50 to 100, \$4.75; 100 to 250, \$4.50; 250 to 500, \$4.25; 500 to 1,000, \$4.00; 1,000 to 2,500, \$3.75; 2,500 to 5,000, \$3.50. All porcelain finish machines, by Victor Vending Corp. Write for catalogue, or call with order, to Victor Vending Corp., 2711 W. Grand Avenue, Chicago.

VICTOR VENDING CORP.
2711 W. GRAND AVENUE CHICAGO

MERCHANDISE MACHINES

Most Popular Bulk Candies for June

CHICAGO, July 13.—June's most popular bulk candy confections, according to Pan Confections, were headed by Peo Wee Candy Boston Baked Beans, hard shell. Each month Pan checks its sales records to find which candies have comprised the "Big 10" insofar as bulk vending machine operators are concerned.

The "Big 10" for June is as follows:
1. Peo Wee Candy Boston Baked Beans, hard shell; 2. Candy Boston Baked Beans, hard shell; 3. Candy Teeny Beans; 4. Assorted Licorice Partels, hard shell; 5. Black and White Licorice Dibs, hard shell; 6. Fruit Dibs, hard shell; 7. Peo Wee Smooth Burnt Peanuts; 8. Coconut Cream Nibbles; 9. Smooth Burnt Peanuts, hard shell; 10. Peo Wee Rainbow Peanuts, hard shell.

Profits From Stamp Venders

DETROIT, July 13.—"Pharmacy stamps" have produced over \$1,000,000 profit for drug-store locations having postage stamp venders, according to Joseph J. Schermack, of the Schermack Products Corp. This company pioneered in the development of a stamp that could be sold in coils—an idea that at first seemed technically impossible, but was solved thru the co-operation of the post office department.

Since this development, pioneered by Schermack, this type of stamp, which Schermack calls the "pharmacy stamp" because it is used so universally in drug stores to solve the postage stamp sales problem, has actually netted this million profit to druggists.

The company puts out 15 models of stamp venders, selling a variety of different combinations of stamp values.

Carbonated Drinks Are Fourth in U. S. Liquid Consumption

CHICAGO, July 13.—Carbonated beverages now rank fourth in America's oceanic consumption of beverages, according to a recent survey. It is said that if more accurate figures were available carbonated beverages would rival, and perhaps surpass, tea for third place. It is said that the beverage of which more is consumed than any other, except water, is coffee. Milk ranks second.

As summarized, the annual consumption figures for the four leading American beverages were published as follows:

| Beverage | Gallons |
|---------------------|---------------|
| Coffee | 3,750,000,000 |
| Milk | 5,200,000,000 |
| Tea | 1,000,000,000 |
| Carbonated beverage | 843,000,000 |

The assumption is drawn that carbonated beverages would easily take third

Cigaret Machine Men Ready for New Defense Tax

SPRINGFIELD, Mass., July 13.—Because of the federal tax boosts on cigarettes, people who obtain their amokes from vending machines will receive three cellophane-wrapped pennies inside the cellophane wrappings of each cigaret package.

Local vending machine companies are ready after a hectic week-end and have the attachments installed on the machines. The insertions of 20 cents in dimes or nickels or combinations of both, rather than 15 cents, is now provided for. More help will be hired, say the distributors, for placing 3 cents change from the 17-cent price inside the cellophane wrapper of each pack of cigarets before distribution in machines.

Changes in the vending machines will take about 20 minutes for each machine and will cost the companies about \$2.50 for each change, it was reported. While automatic change makers could be installed in each machine rather than have the 3 cents with each pack, this would cost about twice as much and take more time, it was reported.

The vending machine companies in this city include Dominic DePuisio, who operates more than 180 machines; the Automatic Coin Machine Corp., of Hartford, Conn., which operates more than 300 machines in Springfield.

With the federal cigaret tax in effect, the over-the-counter price will be 10 cents a pack.

Candy Sales Up 10.5% for May

WASHINGTON, July 13.—An increase of 10.5 per cent in sales of candy products in May as compared with the same month one year ago has been reported by the Bureau of Census of the Department of Commerce. The report is based on data submitted by 291 firms located throughout the U. S.

The report considers all types of confectionery in taking the cross-section cut of firms for its report. The sales include all outlets, including retail stores and coin-operated vending machines.

place when consideration is given to the extensive sales of bottled soft drinks as well as those produced at the point of consumption from syrup.

Of interest to columnists and especially to operators of beverage vending machines will be the fact that 55,000,000 gallons of soft drinks were made up from syrups in the course of a year. Adding up all the agencies dispensing carbonated drinks would result in the beverages easily taking third place, authorities asserted.

CASH IN "King Jr."
5 Lb. "SILVER"
\$6.50
10 lb. \$5.50
FREE CAT. & INSTRUCTIONS
While supply lasts for terms.

King Jr. \$3.95
Each
Bottle, 1940-1941
modern design,
made for
locations. All
the right size
for operator to
handle. Vends
peanuts in
small cans—also
all types of
Beach Peanuts.
Capacity 2 lb.
Per hour. \$1.10
Per hour.

TORR 2047A-50.68 PHILA. PA.

A SHOT IN THE ARM!

A shot in the arm is what our new Excelsior Mixture will do for your run-down nut routes. Vending machine operators will instantly see the Quality of our sensational Excelsior Mixture—whole meaty nuts, not crumbs and pieces. And only two or three peanuts in every handful.

22c lb. F.O.B. Philadelphia, Pa. Contains: Small Whole Cashews, Pecan Halves, Small Whole Almonds, Small Brazil Nuts, Whole Medium Virginia Peanuts. Send for free sample of Excelsior Mix. We solicit your business on any type nut or mixture.

NEW BLUE RIBBON MIX FOR YOUR PARTICULAR SPOTS
50¢ small Whole Cash. Almonds
50¢ Blended Filberts
(Count—App. 750 to 1 lb.)
Introductory Price **32c lb.**
Send for Delicious Sample

E. CHERRY, Inc.
333 Market St., PHILADELPHIA, PA.

MAKE BIG MONEY
Your opportunity to become independent with a big steady business operating the new variety ball game vender. Let this money-maker work for you. No experience needed. Dealer and Wholesaler. Act quickly and be first to your town to cash in.
SPECIAL
Introductory offer on the new Home Run ball game vender. \$24.50. Home Run with new Ball Game in box of 10 or more, each \$49.50. All orders require 1/3 cash, balance C. O. D.
RAKE 50¢ Extra

One-third deposit, balance C. O. D.

HOME RUN
Guaranteed—Recommended and sold on terms so liberal they will
"FLOOR YOU"

TORR 2047A-50.68 PHILA. PA.

TWO NEW VENDORS BRING PROFITS DAY-NIGHT
No Selling
300 returns \$1.50
Operate "King Jr." Vender, \$3.95. Vender breathes peanuts, ball game, nuts, etc. Plans for ball game stations, license, etc. FREE instructions and catalog.
AUTOMATIC GAME
2425K Fullerton, Chicago, Ill.

Coming Events

Coin Machine Picnic, Saturday, July 20, at Riverview Park, Chicago. Sponsored by Coin Machine Industries, Inc.

Cigaret Merchandisers' Association of Illinois, meeting at the Park Marquette Hotel, Peoria, Ill., Sunday, July 21, at 1 p.m.

Ohio Cigaret Venders' Association meeting, Columbus, O., Wednesday, August 14.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

Convention of the National Association of Music Merchants (retail music stores), Chicago, July 30 to August 1.

Thirteenth annual convention of the National Food Distributors' Association, Chicago, August 21 to 24.

IF YOU WANT THE BEST IN BULK VENDING—BUY



Northwestern

More than ever Northwestern leads the bulk vending field. High quality machines for every purpose and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION 208 E. Armstrong St., MORRIS, ILLINOIS

Rainstorm Blocks New York CMA Meet

NEW YORK, July 13.—Rain and lightning that struck metropolitan New York Tuesday night, causing a 20-degree drop in temperature and disrupting train and bus service, caused postponement of the regular meeting of the New York Cigaret Merchandisers' Association. Meeting will be held July 18 or 20, with the members to be notified in a day or two as to the exact date.

According to Matthew Forbes, manager, the meeting was scheduled for the discussion of several important matters. Lack of quorum made it necessary to carry these matters over until another meeting can be arranged.

New Orleans

NEW ORLEANS, July 13.—Despite the prolonged spell of wet weather in the Gulf area since the beginning of summer and the spending of increasing time before radios listening to war reports, distributors and operators of coin machines report a marked pick-up in business since mid-June. An unusually large number of fine creations in pill boxes by the manufacturers is particularly credited for a sharp gain in patronage. No less than a half dozen operators report their best summer in several years, while the biggest distributor here is finding it difficult to get in enough new machines to fill the demand.

Dixie Coin Machine Co. received shipments last week of 25 Bally Limerights and an equal number of Lead Offs. By mid-week operators had to be turned down for deliveries, as repeat orders were sent to Chicago. Also in brisk demand here, the Dixie company reports, are Tenner's Rotation, Baker's On Deck, Elizabeth Pyron and Chico's Yacht Club. All of these machines are aiding in increasing business at New Orleans localities, operators say.

H. F. Shider, special representative of Wurlitzer, left here for the factory at North Tonawanda, N. Y., after completing an extensive tour of the South. Shider spent a week here conferring with Jules Perex, head of the Dixie Amusement Co., Wurlitzer distributor, and Al M. Mendez, district sales manager for the company.

Already holding a reputation for adding good-looking to his staff, Buster Cost of the Great Southern Amusement Co. has installed further new life in his office by the addition of Arna Stilling as new secretary. With Jack Senac, former manager of the firm, going into the operating business on his own, Cost has appointed Omar Nisen as new head of operations.

An increasing business with cigaret makers is reported by the Crescent Cigaret Service, largest firm here. The firm now has approximately 200 vendors to location in New Orleans and business is best since the firm started operations.

Julius Pace, Kingfish of the operators here, has been honored by membership in the LVB Circle Club, composed of leading Italian-American citizens of the city.

Cigaret sales remain steady in this section despite the increase in the price by a cent a package this week to conform with the federal government's double levy. In addition, the Louisiana Legislature has approved a measure to increase the taxation of cigars in the State from 4 to 5 cents a pack, with a 1-cent increase on cigars retailing up to 10 cents. It also adds a cent to package

tobacco selling from 10 cents up. The tax is part of levies on several commodities to offset repeal of the State sales tax of 1 per cent, effective the end of the year.

The Perex Amusement Co., distributor for Royale and Variety records, has decorated a large window, 7 by 16 feet, with attractive displays of the two brands of records. Charles Wicker, general manager of the firm, reports a steady increase in demand for Variety recordings and is particularly pushing sales on Phil Harris records, as the popular ork leader comes back to the Hawaiian Rega Room here for his sixth time in three years.

Ill for nearly three months, J. J. Tortorich, old-time operator of the Crescent City, is once more seen along coin machine row on Poydras street. Tortorich is still having some eye trouble but looks for complete recovery soon.

London

LONDON, June 22.—As a measure of economy in metal and labor, Royal Mint will not for the present issue any more new pennies. More than 1,800,000,000 pennies are estimated to be in circulation in the United Kingdom, more than a quarter of which have been issued in the last five and a half years. Mint will continue to meet all reasonable demands for farthings, halfpennies and three-penny-pieces.

Frank Fincham, one of the last British machine men to visit United States before the war, has changed title of his business from West London Automatics to Anglo-American Automatics, Ltd., with himself as sole director, headquarters remain in West London, as before, and Frank reports much activity on his overhaul benches.

Repair and overhaul work constitutes most of whatever activity is to be found at London coin-machine distributing centers. Sales are almost unknown, even the biggest concerns considering it an event to dispose of a staple machine in a week. As for manufacture, new luxury trades order restricts production to one-third of total value of a year ago.

Dick Scott has completed his move into more economic premises at 20 Curator street, London, where, having decided to wind up the concerns of Scott, Adykes & Co., Ltd., and Exhibit Machine and Merchandise Co., Ltd., he will

News Topics, Week July 8-13

City council hearings on proposed licenses were set for July 15 in San Francisco and Seattle. News reports on the hearings were not available as this issue went to press.

Cigaret price changes continued to be news. In one Eastern city newspapers criticized cigaret operators for raising the price on standard packs above that charged in retail stores. An increasing number of newspapers mentioned cigaret machines in their news reports.

One of the biggest publicity breaks ever given to the coin machine industry in the press occurred during the week when newspapers all over the country featured reports from U. S. Mints about the demand for small coins.

News reports from Mexico indicated that the consequences following the Presidential election, July 7, are not so encouraging. Growing tension is expected to continue; the phonograph trade is chiefly concerned.

Democratic form of government was officially declared at an end in France. England now awaits her fate; our news report from London, dated June 20, shows the ranks of column men now very thin since most are in military or other service.

The Saturday Evening Post (July 13, page 27) publishes the second installment of an article, "The Real Danger in Our Gold," which may be a big gun in an amazing propaganda campaign for American citizens to pay off Hitler's war debt.

Unemployment Declines . . .

NEW YORK, July 13.—A preliminary estimate by the national industrial conference board has placed the May total of jobless at 8,624,000, a 3.8 per cent decline from April. The board is a research organization supported largely by industry. The decline in unemployment reflects the rise in the nation industries, particularly in steel and other heavy industry.

The usual seasonal rise in agricultural employment accounted for 314,000 persons gaining work. The report noted that the construction industry did not show its usual increase from April to May.

REAL BUYS! USED CIGARETTE MACHINES — LOW PRICES. MASTERS — 4 COLUMNS — CHROMIUM FRONT (With Metal Stand) \$19.50. NATIONAL 6-26 (With Enclosed Stand) 19.50. NATIONAL 9-30 (With Enclosed Stand) 49.50. LOTS OF 10 SINGLE — \$5.00 EXTRA. 1/3 DEPOSIT, BALANCE, C. O. D. WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write BABE KAUFMAN CIRCLE 6-18421 250 W. 54th St., N. Y. C.

RECONDITIONED MACHINES. 10 Lines to Sell Gum Amusement Games, Each \$2.50. 8 Tables to Counter Bill Games, Each \$2.00. 10 Specialty "Phony Ball" to Pivotal Gum Vendors, Each \$2.50. 8 Gravelton 500 to 600 Red Counter Games, Each \$2.00. 10 Wood Amusement 8 Col. Cig. Vendors, Each \$1.50. IMMEDIATE DELIVERY! VICTOR'S HOME RUN 14 Slot Game. DROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y.

carry on such business as war conditions permit.

In appealing to all amusement caterers and coin-machine men to contribute at least 2,000 pounds (equal to \$7,535, exchange rate of July 8) to fund for Red Cross, Amusement Caterers' Association has set the ball rolling with donation of 500 pounds (equal to \$1,878.75, exchange rate of July 8) from its own funds.

17 Monopoly States Use 30% of Liquor

CHICAGO, July 13.—The 17 States in which monopoly control of liquor is exercised consumed approximately 30 per cent of the total national consumption in 1930. The monopoly States accounted for 39,436,503 gallons. The remaining 93,992,814 gallons were consumed in the 28 private license or open States and the District of Columbia. These figures were released by the Distilled Spirits Institute.

Pennsylvania was the leading State in the monopoly group with a consumption of 10,850,297 gallons. Ohio was second with 7,483,743 and Michigan third with 6,794,633. The other States ranged in the following order: Virginia, West Virginia, Iowa, Washington, Alabama, North Carolina, Oregon, Maine, Montana, New Hampshire, Utah, Wyoming and Vermont. The last mentioned had a consumption of only 283,505 gallons.

GENT-A-TUNE 1c Selective Phonograph. A 12-Record Machine Suitable for Locations Where Patrons Are More Pensive Than Mirthful. Operator's Price—Below \$50.00. Write or Wire at Once! 1141-U DEKALB AVE. BROOKLYN, N. Y. D. ROBBINS & CO.

Mich. Sees Heavy Summer Traveling

LANSING, Mich., July 13.—Summer tourists are expected to spend approximately \$411,000,000 in Michigan this summer, according to a compilation of figures by the State's highway department. The department estimates that 11,770,000 persons will visit the State.

This sum will be spent for lodging, food, clothing and entertainment. The latter will include the use of automatic phonographs as well as coin-operated amusement machines.

The estimates were made on the basis of questions asked 730 tourists as well as on figures compiled by the AAA and tourist association in past years. Gasoline tax collection increases adjusted the percentage increase over previous year's expenditures.

While the questionnaire reveals interesting data and enables business men to calculate probable increases over the summer months, it is primarily calculated to aid the State to plan future highway programs.



C. E. WASHBURN takes it easy while he reads The Billboard in Yuma, Ariz. He is the head of the C. E. Washburn Co., fobber of Los Angeles. The picture was taken while he was visiting the quarters of the Schott Brothers, operators, located in Yuma. Washburn covers Arizona and Southern California about once a month. (Photo by Jack Schott.)

MUSIC MERCHANDISING

New Patriotic Song To Be Used at Convention

Record sales boosted by patriotic demand and by new home phonographs

CHICAGO, July 13.—Sources close the program committee for the Democratic national convention, which opens in Chicago July 15, indicated that the new patriotic song, *We're All Americans*, will be among the songs used during the convention. The song was written by Jimmy Mangun, advertising manager of the Mills Novelty Co., here. Arrangements have been made for the Tunsters, an octette that will sing during the convention, to use Mangun's song as one of their numbers. Friends of Mangun say it is a high honor to him and that it will be a great introduction of the new song to the public.

Mangun indicated that a recording of the song would be ready in the course of a few weeks. It was stated that 30,000 miniature copies of the song will be distributed at the convention.

Phone Ops Ready

Reports from music operators in Chicago said they were ready to help supply music for the entertainment of visitors.

Record firms said that sales of records had climbed considerably during the last few days. Operators stated they had placed the most popular patriotic records on their machines in keeping with the spirit of the occasion. It is expected that all-night-spot locations will have a greatly increased trade. For five days at least the city will be host to the delegates and visitors and music operators are expecting extra business during that time.

Many operators report they are ready with the record, *Happy Days Are Here Again*.

New Record Changers

Music circles here see a big boost for record sales to the home in the new record changer phonographs for the home that are now being placed on the market. These record changer units range as low as \$30 and automatically change from eight records up to 14. This makes it possible for millions of American homes to have an automatic record changer phonograph unit that will play a real music program. Some of the units are for wired connection with radio sets, while some are designed for wireless connection, and others have a speaker unit.

A former Chicago columnist has recently placed one of the economical automatic record changer phonographs on the market and says that a big home market is sure to open up. The record changer mechanism is made by a well-known manufacturer of coin-operated phonographs. A Motorola automatic record changer phonograph for the home was also announced this week, at a list price of \$29.95.

These economical automatic changer phonographs are expected to be one of the greatest boosts to record sales yet introduced.

Sales Trip Fine, Says Miraben Head

CHICAGO, July 13.—Ben Luska, head of the Miraben Co., makers of phonograph modernizing parts, returned to Chicago this week with what he termed good news in the way of sales orders. "It has been a highly successful trip with New York operators going strong

Phonovision Shows

CHICAGO, July 13.—The Phonovision Corp. opened its Midwest showing of the phonovision movie machine at the Eberman Hotel today and will continue until July 16, when executives will return to New York. It was stated.

The phonovision machine was shown in a studio room and reels were orchestra selections. Guests were able to see illustrated music or to see as well as hear the music numbers. Remarks were in praise of the high quality. Several columns from Midwest points were here to see the machine.

Compliments for Calcutton Needle

PAYETTEVILLE, N. C., July 13.—Joe Calcutt's automatic phonograph needle, the Calcuttons, has been receiving a great number of compliments, according to the executives of the music division of the Vending Machine Co.

"Some of the letters," they report, "are now being readied for publication. Music operators all over the country who have been using the Calcuttons report to us that they get smooth action, fine tone, long life and have reduced record wear surprisingly."

"One operator tells us that he gets from 4,000 to 6,000 plays from each of our needles. The we do not recommend this to any music operator, yet we have been surprised ourselves many times by the fact that our men report that they get about 4,000 to 5,000 plays from each needle without meaning to leave it on the machine for that length of time."

"Part of a letter received from one operator reads, 'I believed that when Joe Calcutt placed his own name and his own guarantee on the Calcuttons that it must be a fine product. Whatever Joe Calcutt feels is good enough to bear his own name is certainly good enough

for our change-over equipment," he declares.

Lutake's firm features the manufacture of precision-made parts which, it is said, may be used to modernize old phonographs by any operator in his own shop. Miraben also has facilities for doing the modernizing work for operators who would prefer to have the manufacturer do it.

450 Newspapers Review Records; Aid to Music Ops

NEW YORK, July 13.—One of the most evident proofs of the comeback made by the record business during the last few years is the fact that more than 450 newspapers now carry weekly columns devoted to reviews of the latest releases. Of this number 300 are daily and weekly newspapers. The rest are college publications.

Record firms admit they do all they can to foster such columns. Critics get a supply of the latest releases to review every week. They are kept advised on all the latest happenings in the recording world. When visiting New York or some other branch office of one of the recording firms they are invited to attend recording sessions, see how records are made and have explained to them the details of this business.

"There is no doubt," executives of these firms agree, "that these columns do much to arouse a greater interest in popular music. Indirectly, too, they help the music machine business, since the more people become interested in records, the more they'll turn to the music machine to hear the records about which they've read."

"Many people," stated one official, "first become interested in records through these columns. After spending some time reading all about the new records, they naturally want to hear them. Consequently, every time they visit their local tavern they look for some of these records about which they've read on the music machine. If they're there, a dime or a quarter is sure to go in the coin slot."

"The dried-in-the-wool record fan is an avid reader of these review columns. What's more, he's a rabid music machine fan, too. He'd much rather hear the latest tunes on a music machine when he can listen to them over and over again than go into a record store and sample them. We feel that just like the music machine helped the record boom along, we're now helping the music operator by doing all we can to foster the growth of more record review columns in the newspapers of the nation."

Dallas

DALLAS, July 13.—Local operators report that business at outdoor spots is off 25 per cent due to two weeks of almost continual rain. Phonograph sales are off slightly, but a good demand continues for remote control equipment. Slightly warmer weather has improved the expansion of beverage vander operations. The construction of a number of new miniature golf courses has developed some good locations for ice cream vendors.

R. O. Burns and Murray Gottlieb have established a new distributing firm in Dallas, the National Sales and Distributing Co., at 416 S. St. Paul street. They will distribute a general line of coin machines. The firm will act as the new North Texas distributor for D. Gottlieb & Co. Both men are well known to the coin machine trade of the Southwest.

Joe Williams, head of the Commercial Music Co., made a plane trip to the East recently. Joe was called to New York on account of the sudden illness of a sister who resides there. While in the East Joe stopped off for a visit with Wurlitzer phonograph officials at North Tonawanda, N. Y.

Jack Umberg, who operates a chain of music and coin machines at Vernon, Tex., was a visitor to coin machine town recently. Jack purchased some new phonographs and wall-box equipment to add to his West Texas operations.

Coin machine men and music operators from various sections of the State are paying regular visits to Dallas jobbers. Texas operators who recently visited the Dallas market include Mrs. T. A. Daniels, of Paris; Frank Abate, of Clarice; Chester Moore, of Amarillo; Clarence Cies, of Brownwood, and Fred Abel, of Berger.

Sam Sachs Visits Acme Boston Office

BROOKLYN, N. Y., July 13.—Sam Sachs, president of the Acme Sales Co., who has just returned from the firm's Boston office and factory, reports that the firm will now make a guarantee of six months on the plastic Acme is using in its phonograph remodeling parts.

"After a conference with the manufacturers who are making the plastic for us, we are able to announce to every music operator that we will guarantee the plastic we use for a period of six months."

"In addition we are also featuring Homer E. Capehart's Heads-Up-Selector, which we have found one of the finest new achievements in the automatic phonograph business."

"Having just returned from our new Boston office, which are busier than we ever expected, I also want to take this opportunity to thank New England operators for the fine reception which they have given us and for the way that they are keeping us busy by rushing us their old phonographs for remodeling the Acme way."

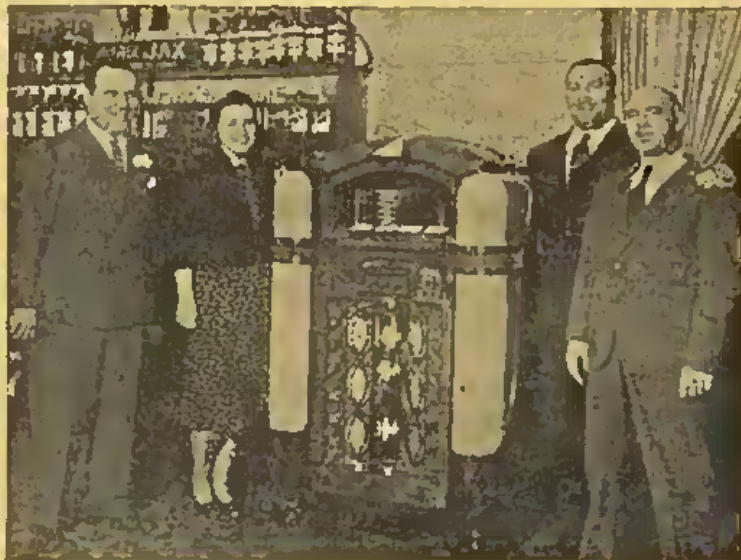
Op Enters Retail Record Business

BUFFALO, July 13.—Alfred Bergman, local coin machine operator, is establishing a retail record store, utilizing his experience gained in operation of a route of automatic phonographs. Bergman believes that his experience in operating will stand him well in that he will have an accurate feeling of the "pulse" of record popularity at all times.

Bergman conceived the idea for the retail record shop when he sought to find some way to utilize the large two-window store front which houses the base of his phonograph operating route.

He expects to open the store on July 15 and has completely redecorated the establishment. Up-to-the-minute record files have been installed. He will carry a complete stock of popular and standard numbers. In addition, the new arrangement will allow him, he says, to have all recordings available for his phonograph route at a moment's notice. He reports he will handle all makes of records and is planning a concentrated local promotional campaign to start off his business.

The number of retail record stores in Buffalo has steadily increased during the past year and most are said to be doing a good business.



WHAT DO ORCHESTRA LEADERS do in their spare time? In the case of Russ Morgan, well-known maestro, when meal time rolls around he searches out a spot with good music. Thus he recently happened into Martin Bros. Restaurant on Gentilly Highway, New Orleans. Left to right, are Russ Morgan; Gerolyn Clark, songstress; Wurlitzer music merchant Don Cohen, and Clinton Martin, proprietor of the bar and restaurant.

Coin-Operated Music Box, Vintage 1894, Discovered

Walking into a drug store or cocktail lounge on the West Coast and sighting an automatic phonograph, the average man would say that music machines have lived with us about a decade—but it's not so!

In the year 1894 Silver Lake, Ore., in the southwest corner of the State, was the scene for cowboys and boaters of a spot colorfully known as the Silver



A METAL DISK from the old music machine, vintage 1894, is played by June Riley, who attempts a dance to its music. Markings which can be read on the record proclaim it to be a product of the Regras Music Box Co. (Carlton Groat photo.)

lake Saloon. Here, it is claimed, was the first "nickel-in-the-slot music machine," according to the nameplate still upon the box.

The machine played 18-inch metal records made of steel, getting its music from holes punched into the metal. The disk revolved much the same as the disks with which we are now familiar. To play the machine it was necessary to insert a nickel in a coin chute. The player would then wind up the machine by turn-

ing a crank at the side.

The Silver Lake Saloon is said to have been well ventilated by bullet holes, yet the music machine never did feel the touch of bullets from the cowpuncher's six-guns, maybe because the box played sentimental music such as *Went a Prety Girl*, *The Mocking Bird*, *Jenny Lee* and *Strambol Around the Bend*.

Approximately two dozen records were furnished with the machine and are still playable, according to Ruth W. Drury, of Lakerlew, Ore., who now owns it. She reports that, altho the machine still plays as good as when new, it is not quite applicable to present-day jitterbug dancing.

Denver

DENVER, July 13.—W. E. Bosche, of Southwest Vending Co., of Eaton, N. M., has been designing and operating fireworks displays in the Rocky Mountain region and is working on the display for the Cheyenne Frontier Days Celebration.

Keith Warren, of Sheridan, Wyo., has sold his music box business and is now working in Los Angeles as an airplane mechanic.

The Denver Distributing Co. has taken on Pace cigaret machines for the Rocky Mountain region.

Mrs. Johnny Pratt, wife of the Las Cruces, N. M., operator, and their son are visiting in Alabama.

C. V. Turner is a new operator in the Riverton, Wyo., area. L. M. Shulman, owner of Modern Music Co., Seeburg distributor, states his business for the first six months of 1940 shows a great increase over the same period in 1939, with remote-control units responsible for 63 per cent of the increase.

Leo Negri, one of the Negri brothers, operators in Denver, has transferred operations to Riverton, Wyo.

Mr. and Mrs. Milton Pritts, he is the president of the Independent Coin Phonograph Operators' Association of Colorado, are vacationing in Chicago, where Pritts is taking a much-needed rest.

Operator Henry Chipp, of Rock Springs, Wyo., has a double deal of hard luck with his wife and son ill.

Jim Gaddis, territorial salesman for Modern Music, reports nothing but smiles on the faces of Wyoming operators since the opening of the tourist season.

Joe Warrington, operator of Cody, Wyo., is having bear trouble. Joe covers Yellowstone National Park and on several instances when leaving his car has returned to find bears trying to get at a machine being delivered.

BABY GRAND



THE Light-Up SELECTOR

YOU'VE BEEN WAITING FOR!

Beautyfy, Modernize and Increase Collections of Your Old Phonograph Equipment!

"BABY GRAND" NOW READY FOR 616 MODEL!

Others Ready Soon for 10, 12 and 24-Record Machines

PRICED RIGHT!
Write Quick!

INVESTIGATE AT ONCE FOR TERRITORY

BAKER NOVELTY COMPANY INC.

2626-32 Washington Boul. Chicago

Modernize WITH MARBLETTE

with HOMER E. CAPEHART'S "HEADS-UP-SELECTOR"



QUICK! WRITE! WIRE! FOR SPECIAL, LOW, COMBINATION PRICE!!

GERBER & GLASS

914 Delaware Blvd., CHICAGO, ILL.

Jack Shuman, of the Wyoming Vending Co., of Cheyenne, installed his first Seeburg remote-control unit June 23 and is planning several other installations.

Gibson Bradshaw, of the Denver Distributing Co., has returned from a combined business and pleasure trip to New York and Chicago.

J. I. (Irv) McClelland, factory representative, is working the Rocky Mountain region.

Red Reuler, Denver operator, has already placed orders sight unseen for the new Shoot-the-Chutes machines. Red also installed a remote-control unit in the newest Evalons Dairy store, which makes five of such stores with remotes in them.

Otto Senter, of the Denver Sales Co., attended the Rock-Ola district meeting in Chicago. Travel is nothing new to Senter. During the last couple of months he spent the greater part of his time on the road.

W. Douglas Morrison recently placed a gun machine and music box in the Cosmopolitan, one of Denver's top hotels, and is doing so well he has decided to go into the operating business.

Clarence Burg, service man for Walker Vending Co., is taking a mountain vacation hunting trip. Walker recently made his sixth remote-control installation at the Alamo Grill, Denver.

Charles Veith, who operates ray guns excitatively, has placed an order for Shoot-the-Chutes.



A SEEBURG WIRELESS REMOTE CONTROL music system entertains passengers on the S. S. Admiral, new streamlined excursion boat on the Mississippi River. The boat is one of the biggest earning Seeburg locations in the country, according to Bill Bets, W. B. Novelty Co. official, of St. Louis.

Hawaiian Agency For Pfanstiehl

WAUKEOAN, Ill., July 13.—When Bill Hermlinger, sales manager of Pfanstiehl Chemical Co. of Waukegan, Ill., manufacturer of the 4,000-play Pfanstiehl needle, announced that Tommy Keenan had been established as distributor for Honolulu, it was hailed as: "Only another step in Pfanstiehl's aggressive campaign for world-wide distribution. The British Isles, South America, Mexico and many other countries are reporting grand success with the Pfanstiehl needle, in spite of the international situation," officials declared.

The "no break-in" feature, made possible by an exclusive high pollen imparted to the needle point, is a feature that operators consider one of the outstanding improvements in needle manufacture. They appreciate that the first record has the same high quality tone that records have after the ordinary needle has been broken in. The round point for best tonal rendition and the non-break point that reduces service calls has brought praise from the standpoint of economy and efficient, full-toned operation.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

In the Spotlight

BY FAR the best publicity given music boxes in a musical show is the entire finale of *Two Weeks With Pay*, which prizes the industry for the entertainment it affords at such low prices. A song, *Piece-Of-Crisp Piece*, written by Ted Fetter and Richard Lewins, is used thru-out the scene and features the entire cast against a giant music-box backdrop. The revue was tried out for two weeks at the Ridgeway Theater, White Plains, N. Y., this month and will open on Broadway in the fall.

News Notes

Bonnie King is the new vocalist with Bob Crosby's Band, replacing Dora Day, who plans to join the Harry James Orchestra. Miss King is from Kansas City and worked on Station KMBC there. . . . Bob Crosby's Band, incidentally, is picking for a picture deal with 20th Century-Fox. Betty Cable will appear in it and will be made during Crosby's engagement at Catalina Island, opening August 11. . . . The LeAnn Sisters, quartet, left Horace Heidt's Band to work as an act. Jean Farney is now handling the vocal engagements formerly given the LeAnn Sisters.

Ray Herbeck signed a new contract with Columbia and his records will appear on the Okeh label. His contract calls for 5 per cent of the wholesale price (21 cents). . . . Allen Sheddley, baritone, joined Alvin Karp's Band. . . . Bob Knight, former guitar player with Horace Heidt's Band, is now leading his own orchestra.

On Colored Locations

FRED VAN DE WALKER, of the Modern Automatic Music Co., Kenmore, N. Y., writes in to say that every effort is being made to develop the firm's colored locations, feeling that even in times when business in white locations drops,

colored ones are always good for some patronage.

"I have accumulated a very substantial number of colored locations here, I feel well in a position to name tunes and artists doing work," Mr. Van De Walker writes. "I find that most good colored band recordings go over, and that Glenn Miller does equally well. Some of the white swing bands, such as Gene Krupa, Glen Gray and Charlie Barnet, rate pretty good, too. The Ink Spots are the outstanding colored artists. Records showing nice results are Earl Hines' 'Boogie Woogie on St. Louis Blues,' Erskine Hawkins' 'Whispering Grass,' 'So Long' with The Charlesters and Cab Calloway's 'Boogie Woogie'."

This and That

UNIVERSAL'S *Argentina Nights*, film musical with the Andrews Sisters, will have nine songs. Those featuring the trio and to be exploited by Decca after they have been recorded are *Hit the Road, The New Lick, Doory Song and Rhumbogie*. . . . McNamara's Band, seen as a new strong novelty for music boxes, will appear under two titles. John Ryan recorded it under that name for Variety, while the McFarland Twins made it this week for Okeh under the title of *McFarland Band*.

In an effort to cash in on the music-box trade, Eli Oberstein, of U. S. Records, is releasing Richard Humber's *Whose Theme Song and Fire of the Quintette of the Hot Club of France* records, originally made for the Royale label, on the lower priced Variety record. . . . Abe Abel, of the Blue Gardens in Armonk, N. Y., tells his operator that his leading tune for the last three months has been Tommy Dorsey's *All the Things You Are*, principally because it is the last Dorsey record featuring his former tenor Jack Leonard. . . . Sainroy Kaye just recorded his first two records under his contract with U. S. Record Corp. The tunes are *Love Lies and The World Is in My Arm*



Y. CHRISTOPHER, OF AJAX NOVELTY CO. (right), of Detroit, signs papers in the presence of Dick Wiggins, president of Magic Music Co., Columbus, O., making Ajax distributor for Michigan and Canada for the Magic Music machine.

on one and Okeh, *Helen and Those Wedding Bells Are Breaking Up That Old Gang of Mine* on the other.

Dance Teams, Too

THE popularity of music-box tunes has reached the dance-team field. Aware of the fact that tunes which are hits in music boxes are well known to a majority of night club and hotel-room patrons, Eugene Van Orton and Leni Bouvier, dance team, are employing the most popular tunes for their dance routines. Among those they have used recently include Artie Shaw's version of *Begin the Beguine* and Jan Savitt's *Turkey Junction*.

Territorial Favorites

FOLLOWING is a list of reports from operators located in various sections of the country who have noted locally favorite artists and records. These favorites are listed in addition to the national leaders recorded weekly in the Record Buying Guide.

NEW YORK:
Seems Like a Month of Sundays. Ray Herbeck.

Herbeck has been playing at the Log Cabin Farm in Armonk, N. Y., this summer and his broadcasts in the New York area have been frequent. As soon as he records a tune he keeps plugging it over the air and by the time the record is released it finds a ready market. This tune seems to fall in that classification.

CHICAGO:
Hear My Song, Violetta. Will Glaha, Frankie Masters.

This tune, first recorded by the Victor foreign department, looks like a big music-box favorite, particularly by the Glaha version. Midwest operators are very enthusiastic over it and many of them list it among their strongest records of the month.

OMAHA:
Take a Letter, Miss Brown. Mitchell Ayres.

A novelty that is getting a lot of word-of-mouth publicity in Nebraska. Operators have been keeping it on their machines, claiming a steady gain in the number of plays.

NEW HAVEN:
You're Lonely and I'm Lonely. Tommy Dorsey, Charlie Barnet.

This is one of the tunes from Irving Berlin's current Broadway musical *Louise's Purchase*. It is getting attention in locations catering to a classy trade and is drawing nickels from Berlin fans.

BIRMINGHAM:
Goodbye, Little Darling. Gene Autry.

Plenty of Negro locations are using this tune, operators reporting that it has appeal to both colored trade as well as the hillbilly fans. Autry himself is a favorite both on records and on the screen in Alabama.

Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during

the week ended July 12 (this week) and the week before, ended July 5 (last week). The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

| This Week | Last Week |
|---|-----------|
| 1. Feelin' Back In | 2 |
| 2. Sleeps See | 2 |
| 3. I'm Straggling Out With a Memory | 3 |
| 4. I'm Nobody's Baby | — |
| 5. You're in My Heart Alone | — |
| 6. The Breeze and I | — |
| 7. Devil May Care | 6 |
| 8. I'll Never Smile Again | — |
| 9. When the Swallow Comes Back | — |
| 10. Nearest of You | — |

The Magic Fingers of RADIO

Eddy DUCHIN AND HIS ORCHESTRA ARE MUSIC BOX MAGIC!!!

EDDY DUCHIN (Columbia) 35491

On the Atlantic—77; Mercury—Low—77.

Either side has the potential value of a record of Herbeck's like the "Merry Wreckers" and "What Is This Thing Called Love?" Both sides have been played in the hit by Eddy, and featuring low Herbeck's latest triumph over the disk has a great deal to recommend it.

—From ON THE RECORDS, THE BILLBOARD—June 29, 1940

ON Columbia RECORDS

MUSIC CORPORATION OF AMERICA
745 FIFTH AVENUE, NEW YORK CITY

Up your TAKE with these LATEST HITS by

WOODY HERMAN AND HIS ORCHESTRA
The band that plays the blues

BLUE INK
★
WHERE DO I GO FROM YOU
★
YOU THINK OF EVERYTHING

ON DECCA RECORDS

BLUEBIRD ★ | ★ BLUEBIRD

Announcing
For the First Time

35c—BLUEBIRD

"the old dippy doodler"

LARRY CLINTON

AND HIS FAMOUS ORCHESTRA
CURRENTLY—INITIAL BLUEBIRD RELEASE

B10784 { "FEELING LIKE A DREAM"
Larry's Latest Original Composition
"MY GREATEST MISTAKE"
B.V.C.'s Top Pop Plug

WATCH FOR THE NEXT BLUEBIRD RELEASE
OUT FIRST WEEK IN AUGUST
BOO-WAH BOO-WAH & MY BUDDY

AND IN ADDITION!
For Popular Consumption Soon, Larry Clinton and Orchestra will offer an exciting new series on the VICTOR LABEL

BLUEBIRD ★ | ★ BLUEBIRD

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

CONTINUED FROM PAGE 12

DEL COURTNEY (Vocalist)
Heaven and Heaven, Too—PT. VC. You
part of Everything—PT. VC.

Courtney's modified shuffle rhythm
effective shading add up to very
ant listening, but he brings his
smooth dexterity to bear on
of unworthy songs in this case.

JAMES JAMES (Vocalist)
One Look at You—PT. VC.
VC.

Hard to believe that this is the same
that recorded the sensational
of the Dumb Dee. Even James'
superior trumpet sounds tired,
and the rest itself is lifeless.

FRANKIE MASTERS' (Vocalist)
Ranch in Arizona—PT. VC.
Like You—PT. VC.

Bright lyrics, well sung, highlight the
water purely on the A side, with
machine potentialities hovering
magically over all. Reverse is an oddie,
in typical Masters' style. Ranch is
the attraction here, tho.

LOUIS ARMSTRONG (Decca)
Parade—PT. VC. Cut
My Legs and Call Me Shorty—PT. VC.

Dual Armstrong gravel-voiced lyricizing
and fine trumpet playing, with nothing
to make it any more likely for un-
usual machine or retail success than
any other of the numerous Hatfield
sides.

LENN MILLER (Bluebird)
Bluebird Hill—PT. VC. A Million
Doves Ago—PT. VC.

Side A may possibly contain one of the
finest tunes of the summer, altho it's too
early to make accurate predictions as to
the song's eventual success. However,
it looks good at the moment, and Miller's
treatment of it is in his usual rich and
artful vein. B side gets the same care-
ful handling.

DUKE ELLINGTON (Victor)
Portrait of Bert Williams—PT. Do-
nkey—PT.

Two septa luminaries of the entertain-
ment world (Hofstadter refers to Bill
Holliday) inspired these Ellington musical
impressions, which are simpler in
arrangement than most of the Duke's
work. The excellent solo passages that

THE BARREL BOYS (Varsity)
Polka—Polka. In the Cobena—PT.
No tunefulness, no individuality, no
musical quality, no sales.

BENNY GOODMAN (Columbia)
Sweet Grove—PT. The Hour of Part-
ing—PT.

Side A title salutes the noted Los An-
geles night spot, the number itself in-
sisting to be another Tuxedo Junc-
tion in style. It doesn't quite come off,
over, which isn't the fault of the
instrumentation or the orchestration but
simply that there's no good riff, such as
Tuxedo boasted, for the band to get its
own into. Reverse is beautifully done,
laid easy, and fine listening.

RAYNE KING (Victor)
A Love to Live in Loveland—W. VC. If
Forget You—PT. VC.

King doesn't vary his musical diet with
low two sides, except that the second
is dreamy fox trot instead of a dreamy
two-quarter-time ditty. Side A takes
up of the waltz tempo in the usual
Rayne King manner.

ELLA FITZGERALD (Decca)
Take It from the Top—PT. Jubilee
Temp—PT.

Fitzgerald recored without a Fitz-
gerald vocal is an oddity in itself, and
to make this one more unusual the
band does an exceptionally good job of
playing, particularly on the latter tune.
Good drive, breaks and instrumental
arrangements.

BEN TUCKER (Columbia)
Come to You—PT. VC. Too Busy—
PT. VC.

The shy voice of wee Bonnie Baker
seems to get more shy with each suc-
cessful release, but it's what the cash

customers want, and Bonnie gives it to
them in large doses.

HORACE HENDERSON (Vocalist)
You're Mine, You—PT. VC. Swingin'
and Jumpin'—PT.

Letter adds up to a lot of noise, with
real swing very much on the minus side.
Side A is much better, except for a bad
Viola Jefferson vocal.

TOMMY DORSEY (Bluebird)
Whispering—PT. VC. Funny Little
Pedro—W. VC.

The second of Dorsey's Bluebird disks
with the Sentimentalists, his small
band-within-a-band. It offers about the
same as the first did—good trombone,
trumpet and vocals—but it lacks a real,
clearly defined punch.

ROSALES, MARCO (Varsity)
Long Live Love—V. I'm Home Again—V.

Rosales has a good tenor voice, but
the record somehow seems to be entirely
lacking in point or meaning. Back-
ground accompaniment of only a guitar
makes it pretty hard on the singer.

DICK TODD (Bluebird)
When the Sealions Come Back to Cap-
itans—V. It's All Over Now—V.

Using more vocal breaks than Crosby,
Todd turns out a disk that's apt to be
pretty important to the music boxes.
Sealions is the side, and if the song
reaches the popularity for which it seems
to be heading this disk is going to hold
up its end in the machines.

BILLIE HOLIDAY (Vocalist)
Falling in Love Again—V. Ghost of Yes-
terday—V.

Slow, lowdown and moody, these sides
will be received with delight by Miss Hol-
iday's followers. But for general com-
mercial appeal, no. Billie's subtle phras-
ings and inflections are understood prin-
cipally by the swing intelligentsia.

CHARLIE BARNET (Bluebird)
Leapin' at the Lincoln—PT. Dark Av-
enue—PT. VC.

Barnet does as good a job as possible
with a couple of swing numbers from
which the slightly impotent ingredient
of (tune was omitted. This disk will have
a hard time meaning anything anywhere.

SHEP FIELDS (Bluebird)
Tennessee Fish Fry—PT. VC. Who's
Yehud?—PT. VC.

Particularly good couplet from the
"Rippling Rhythm" maestro here. Ye-
Audi, based on the Jerry Colonna catch-
phrase on the Bob Hope radio show (cur-
rently off the air for the summer), is
done a la *Op Man Now*, with special
lyrics—all of them good—and capable
band backing. Side A displays the band

to good advantage, making for a salable
disk all around.

DICK STABLE (Vocalist)
I'll Pray for You—PT. VC. Prairie Mary—
PT. VC.

Stable's second Vocalist disk is an
improvement on his first, issued a week
ago. Dick's interesting alto sax work
stands out, setting the pace for a smooth,
ear-arresting couplet.

NEW FRIENDS OF RHYTHM (Victor)
Heavy Traffic on Canal Street—PT. Mood
in Question—PT.

This septet is now an octet, Buster
Bainey's clarinet having been added to
the aggregation. Based on Carnival of
Venice, the first side is the better one,
altho swing addicts will find nothing
wrong with Mood. Commercial possi-
bilities are few, however.

HARRY JAMES (Columbia)
Cross Country Jump—PT. Every Day of
My Life—PT. VC.

Drive on the A side is terrific; this is
real jump stuff. The reverse contrasts
nicely, played in subard, slow style.
Frank Sinatra, now clicking on Tommy
Dorsey records, takes the vocal on the
ballad, which was waxed before the
singer switched over from James to the
Dorsey band.

JOHNNY MESSNER (Varsity)
Blueberry Hill—PT. VC. All This and
Heaven, Too—PT. VC.

Quiet, uneventful arrangements whose
career on music store racks and in auto-
matic phonographs will probably have a
corresponding degree of quiet and un-
eventfulness. No fault can be found
with sides like these; their lack of im-
portance is the main thing against them.

BOB ZURKE (Victor)
Rhumboogie—PT. VC. Cow Cow Blues—
PT.

When it comes to playing boogie-
woogie piano, Zurke pretty nearly heads
the list, and here he gives ample evi-
dence of his talent for this style of
planistic rhythm. Except for Evelyn
Foa's terrific vocal on the A side, this
is a fine, if not too generally commercial,
couplet.

ART KASSEL (Bluebird)
Just an Old Rag Rag—PT. VC. Back in
the Saddle Again—PT. VC.

Title of the first side is the tip-off.
Tune and lyric are sad in the extreme,
and the playing doesn't help much. Sad-
dle is possessed of a little more imagina-
tion in arranging, but both sides can
mean little or nothing to ops or retailers.

MILDRED BAILEY (Columbia)
How Can I Ever Be Alone?—V. Ten-
nesses Fish Fry—V.

The usual good Bailey treatment is
given here to a couple of numbers from
the World's Fair production, American
Jubilee. One side slow, in the deep-
throated Bailey ballad style; the other
side blue-shouting. For all admirers
of expert vocalizing.

KING COLE (Varsity)
I Like the Rig—V. Sunny Side of the
Streets—V.

Lack of name strength will keep this
disk from amounting to much on the

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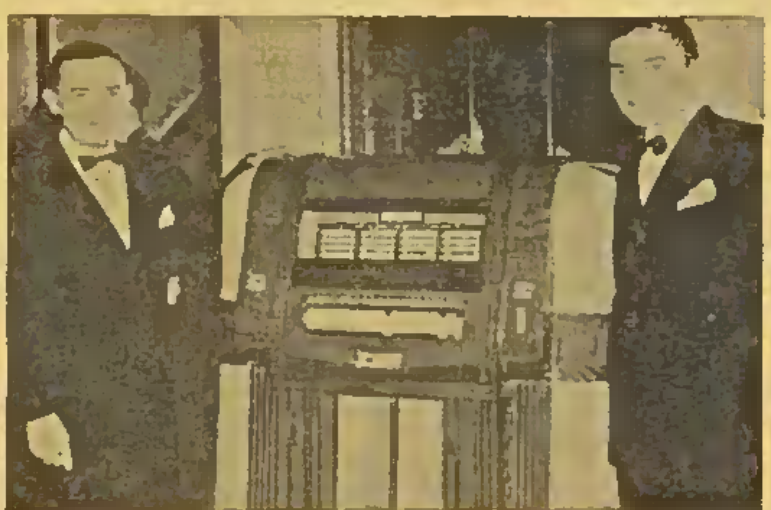
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THE BILLBOARD GIVES YOU THE ONLY WEEKLY RECORD BUYING GUIDE

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ORCHESTRA LEADER JIMMIE DORSEY, left, and Bob Keely, vocalist, who took third place in The Billboard's recent survey on the popularity of male singers, are shown here with the Mills Novelty Co. phonograph, Throne of Music.

record market, but it doesn't keep it from being a pretty good vocal job, with plenty of toe-tapping rhythm and a nice interpretation of both sides.

COLEMAN HAWKINS (Bluebird)
The Sheik of Araby—PT. My Blue Heaven—PT.

Hot jazz, in which only lovers of that type of music will be interested, from one of the greatest tenor sax players in the history of swing. Titina may attract purchasers, both sides being well known, but you've got to like this type of interpretation or it's no sale.

JOHN KIRBY (Vocalist)
One Alone—PT. Humoresque—PT.

Pretty much the same as above applies here. Kirby takes two beautiful melodies, one an operetta aria, the other a classical tempo, and treats them in the modern jazz motif. It makes fine listening, but it's not commercial.

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Mopbe
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- TOMMY REYNOLDS
3445 Please Take A Letter, Miss Brown
Once Over Lightly
- SIN BERNIE
3446 It's the Last Time I'll Fall In Love
Down By The O-H-I-O
- JOE SULLIVAN
3447 I've Got A Crush On You
Cassette
- RED NICHOLS
3448 Overnight Hop
Meet Miss B Boat
- Harold Hecht presents
HENRY RUSSELL
3449 Sierra Sue
Her Name Was Radio

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INSTEAD OF VOCATION... JUST SAY OKEH

OKEH RECORDS

Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become established successes that they require no further explanation.

- The Woodpecker Song. (14th week) **GLENN MILLER***, ANDREWS SISTERS, WILL OLANK, KATE SMITH.
- The Singing Hills. (13th week) **BING CROSBY**, DICK TODD, HORACE HERBERT.
- Playmate. (9th week) **KAY KYSER***, MITCHELL AYRES.
- Makes Believe Island. (5th week) **MITCHELL AYRES***, DICK TODD, DICK JURGENS*.
- Imagination. (3d week) **GLENN MILLER***, TOMMY DORSEY*, ELLA FITZGERALD*, KATE SMITH.
- Where Was I? (3d week) **CHARLIE BARNET***, JAN SAVITT.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

The Brasses and I. Another week very likely will see this excellent ballad land in the section above among the top numbers on the automatic phonograph network. It's just a little short of making it this week, but another few days ought to see that remedied. **JIMMY DORSEY*** leads the field by far, with **CHARLIE BARNET*** and **FRANKIE MASTERS*** following.

I Can't Love You Any More Than I Do. This ballad made an exceptionally large jump the past week, with indications very strong that it will reach the absolute heights in short order now. **HENNY GOODMAN*** and **MITCHELL AYRES** are evenly dividing the phone honors, with one report favoring Henny and the next just as vehement for Ayers' recording.

I'll Never Smile Again. Second of the enormous strides taken by songs this week as regards their popularity in the music machines. It is no surprise whatever to see this exceedingly lovely ballad, as recorded by **TOMMY DORSEY***, come out of the "Possibilities" class, but the progress toward the top that it has made in a single week is eyebrow-raising. There's no question about this record. It has got to be in every machine, and the sooner ops get it in the better. Dorsey's will probably be the only disk that will mean anything; it's a one-artist triumph that may turn into one of the biggest hit records of the summer.

Sierra Sue. Doing well enough for itself in this old-time number. Its success is of the quiet type, and it's unlikely that it will ever be a real front-running number, but a lot of ops have been playing it to good returns, and there's no reason every machine shouldn't be doing the same. **BING CROSBY** accounts for most of its popularity, with some mentions going to **GLENN MILLER***.

Slow Freight. This is definitely living up to its title in that it is traveling at far from express-train speed. In fact, the past week saw it come to a standstill, and it looks very much as if the track it's now on runs downhill. It's not a total loss in the boxes, by any means, but it's not going to be anywhere near as big as was thought by many ops at first. It's **GLENN MILLER** with the only disk of it that has meant anything in the machines.

Shake Down the Stars. Nothing sensational here at all, but a fairly good profit turner in an inconsequential sort of way. This is the sort of number whose future in the machines is extremely limited but which should be kept around until all demand for it ceases. **GLENN MILLER*** and **ELLA FITZGERALD*** do the honors here.

Fools Rush In. A better-than-average ballad which unfortunately is not receiving better-than-average attention from the nickel droppers. It may become more universal in its appeal, since it only started in the machines a week or so ago, and it looked pretty good then, but this week was disappointing in the lack of mentions of it in the reports coming in. **GLENN MILLER*** and **TOMMY DORSEY*** on this.

Blue Lovebird. Another number that, altho it is playing to fairly good returns at the moment, probably will wind up as an also-ran in the phone rerepastes in comparison to real machine hits. **MITCHELL AYRES*** and **KAY KYSER*** share equally in phone patrons' attention on it.

Six Lessons From Madame La Zonga. Doing fairly well, but nowhere near the music machine prominence its novelty and cleverness deserve. It will have to do a lot better than it's doing now. **TOMMY DORSEY*** is way ahead of **CHARLIE BARNET** here.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

- Alice Blue Gown.** (8th week) Still holding on. **FRANKIE MASTERS***, **ORRIN TUCKER***, **GLENN MILLER**, **WAYNE KING**, **OZZIE NELSON**.
- Say It.** (8th week) Only fair. **TOMMY DORSEY***, **GLENN MILLER**.
- Boog It.** (5th week) Slipping. **GLENN MILLER***, **GENE KRUPA***, **CAB CALLOWAY**.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Pennsylvania 6-5000. Another week is going to see this **GLENN MILLER** swing item in the same style as his other hits like *In the Mood* and *Tuxedo Junction* really start to head for the top.

I Am an American. **GRAY GORDON*** has a perfect record for those operators looking for patriotic material. This is apt to be a big number, and ops should be particularly interested because of its timeliness and general merit.

Hear My Song, Violets. This is gaining some popularity, and operators ought not to be caught napping on it. It looks promising for nice success in a few weeks.

Her Name Was Radio. This appeared in "Possibilities" a couple of weeks ago, and the suggestion to operators that they get the number is made again, and stronger, since there seems to be more than normal interest in it already.

* Indicates a vocal chorus is included Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

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- VICTOR POPULAR RELEASE NO. 380
24449 *Rements de Visions—Walls*
Bocorny—Walls Wayne King
- 24450 **And So Do I*
**The One I Love* Tommy Dorsey
- 20091 **Nueva Onda—Cory*
**Rumba Numero—Llymba*
Kaxter Cugat and his Waldorf-Astoria Orchestra

BLUEBIRD POPULAR RELEASE NO. 285
B-10784 **My Greatest Mistake*
**Selling Like a Dream*
Larry Clinton's Bluebird Orchestra

- B-10785 *Heads in Rhythm*
The Reruns of a Jazz
Charlie Barnet
- B-10786 **Cottonwood Corners*
Cavalia in G
Shep Fields and his Rippling Rhythm
- B-10787 *Papoose*
Rocked Up to Mars Lav Brown

- B-10788 **Gin's Got Sooties On My Mind*
**Honey Tied a Lovone to My Life*
Gray Gordon and his Tio-Toe Rhythm
- B-10789 *All This and Heaven Too*
When Do You Stop Your Heart?
Dick Todd, Baritone, with Orchestra

- B-10790 *Jambou Blues*
**Aches in the Tray*
Erskine Hawkins (The Twentieth Century Gabriel) and his Orchestra
- B-10791 **Charlie Was a Rover*
**Willie, Willie, Will You?*
Vincent Lopez and his Sierra Swing Orchestra

* Vocal Soloists
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Sound Study Aid To Music Devices

PROVIDENCE, R. I., July 13.—Experimentation with sound has served to improve all types of musical instruments, especially phonograph recordings and the reproduction thereof. One of the most revealing studies, it is said, is the study of human vocal cords and the construction of the human sound box or throat.

Photographing vocal cords of singers at a speed of 4,000 pictures a second, Dr. John C. Steinberg, of the Bell Telephone Laboratories, has discovered that a trained singer's vocal cords are closed much longer during the vibration cycle than is the case with untrained voices.

This prolonged closing of the cords develops greater pressure and is probably instrumental in producing the generally greater volume of the trained voice. Dr. Steinberg said, describing new research in speech characteristic to the American Association To Promote the Teaching of Speech to the Deaf.

In photographing some voices in section, including his own, the vocal tract was filled with helium, alternating with ordinary air. The lighter gas, helium, which caused Dr. Steinberg's voice to become a childish lisp, is revealed in the pictures as modifying action of the mouth, nose and throat cavities by raising their resonant frequencies. Vocal cord vibrations affecting pitch, however, were little, if any, affected. Dr. Steinberg said, and the vibrations do not seem to be critically dependent on these cavities.

Displaying a recently developed magnetic type recorder, the physicist said that this apparatus records words fully as spoken and reproduces them loudly enough for a deaf person who has some residual hearing to listen to the sound of his own voice, thus benefiting by self-criticism.

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Birmingham, Ala.

BIRMINGHAM, Ala., July 13.—H. W. (Bob) Hunter, of Memphis, district manager for Rock-Ola, recently made one of his periodic visits to the Alabama trade. He reported a continued interest in remote control and that business generally is good.

A visit to Hurvich Bros. and the Birmingham Vending Co. showed a floor full of new machines of all kinds. The brothers expect to do a heavy business. This concern has a fine-looking balcony display room for phonographs.

Always talking prosperity is Pete Romano, of the Birmingham Amusement Co. His theory is that "nothing succeeds like success." He has a new girl to look after record distribution and she keeps The Billboard at her right hand at all times.

**Patriotic Record Aids
Fund Created by Berlin**

Royalties from "God Bless America" in trust fund for nation's youth

NEW YORK, July 13.—Royalties from phonograph records will be included in the trust fund which Irving Berlin has formed to receive all royalties from the song, *God Bless America*. Berlin has established a trust fund to receive such royalties and the fund will be used for patriotic purposes among the youth of America, it was announced on July 10. The Boy Scouts of America and the Girl Scouts of America are the first organizations selected by the trustees of the fund to benefit by the royalties. The trustees are Col. Theodore Roosevelt, Gebe Tunney and Herbert D. Swope. A total of \$43,046 is already available for distribution.

Introduced in 1938

Since the song was first introduced on a Kate Smith radio program in 1938

It has gained great popularity, especially among the young, and is widely sung in public schools and Sunday schools. "It is the first song I ever wrote which required no push to get it started," Berlin said. "I can't say why. Perhaps it is its quality as a 'home' song plus, of course, the present state of world affairs. But it has been a best seller for a year and a half."

Berlin composed the song in 1917 when he was a huck private as a finale to the successful comedy *Yip, Yip, Yaphank*, which he wrote for the buddies at Camp Upton. He said he did not use it then because its wide patriotic appeal seemed unnecessary in a soldier show.

So it remained unpublished and unused until 1938. In that year, Berlin said, he returned from London after the pact of Munich and felt he had to write a patriotic song. But he had composed nothing to his satisfaction when Miss Smith wanted a song, and he pulled out the old one. He revised the lyrics and music only slightly. Four hundred thousand copies of the song have been sold.

**Movie Exploitation Tie-Up
Boosts Play for Music Op**

CAMDEN, N. J., July 13.—Tie-ups between a music machine operator here and movie house managers for exploitation of tunes in a picture is reported working out well and to the advantage of all parties concerned. Labe Dobkin is operator working this type of promotion.

"I have found that movie house managers are only too glad to co-operate in any tie-up with a music machine that will exploit the songs of a picture coming to the house," Dobkin said. "More than once I have had requests to tie in with the promotion of a coming picture." He added that such a set-up entailed the loaning of a phonograph to be placed in the lobby of the theater so that recordings of the film tunes could be played.

In return for this trouble, the operator said, good will created by this more paid for itself. He compared it to "getting your machines in the better places" as the patrons' reactions were worth more than the number of nickels the machine would take in on location. When a machine is placed in the lobby a display sign plugging the firm is placed alongside of it. In some instances another sign is used calling attention to nearby locations where Dobkin has machines and an invitation is extended to patronize the phonographs for songs in the picture as well as other tunes.

Dobkin said that in some few instances he had arranged with the movie house to make and run a special slide on his firm. When this was done, several phonograph designs were used in

the screen slide as well as plugs for the recordings of the songs from the picture by various bands.

"I am firmly convinced that any little thing that will make the public more record conscious will mean more players for the machines," the operator said. "I always preach the advantage of using recordings as regular lobby displays. It's something different and always attracts the attention of patrons and passers-by." To complete the tie-up displays on the picture are placed on phonographs in neighboring locations. In this connection it was pointed out that the displays carry a great deal of femininity which are more attractive than a picture of a name band leader. "It may be a small thing, but I think it goes far in attracting people to locations," Dobkin added.

**Operator Seeks
Stolen Phonograph**

To the Editor:

Recently we were the victims of the theft of a Rock-Ola Imperial phonograph No. 30603 from a location in Clay Center, Neb. The individual who took the machine was light complexioned, about 5 feet 10 inches and about 37 years old. He was driving a black 1940 Chevrolet coupe with a Kansas license beginning with the numbers 23—

We would like for all operators to know about this theft and be on the lookout for the phonograph. Your pub-

lication is the best outlet we know of for this information.

GEORGE H. CANTRELL, President
Music Service Corp., Omaha.

Detroit

DETROIT, July 13.—A number of leading up-State Michigan operators were in town during the week to visit Ajax Novelty Co. for a demonstration of the new Magic Music, for which it is State distributor. The company is opening new offices and salerooms in the Prichard Building to be devoted solely to Magic Music. The present salerooms will be continued.

Ivan Hunter, who manages the Blue Water Amusement Co., operating an extensive route of machines thru Southern Michigan, is buying a quantity of Rock-Ola remote control equipment for his resort locations.

The Master Amusement Co., headed by Marion Macioce, has signed an order for 50 phonographs with the A. F. Saure Co.

"Rock-Ola remote equipment is receiving the finest acceptance than can be imagined," says Bud Saure, manager of this division for the A. F. Saure Co. "We have made 23 remote installations in Detroit in the past month and we have not had a moment of trouble of any of them."

Russell & Day Co., new operating organization, has been formed by Fred L. Day and Stanley G. Russell, both newcomers to the business. Operating headquarters are in the suburb of Highland Park. They are operating candy and cigar vendors only.

Michigan Mutual Distributing Co., one of the largest music operating companies in the city, has sold out its music machine route and stock to Marquette Music Co. Marquette is the dean of the local music field, operating here about 40 years. Orval Hastings, who was with Michigan Mutual, will be on the staff of the Marquette company.

Henry C. Lemke, of the Lemke Coin Machine Co. is making his reputation as a picker of winners on Keeney's Anti-Aircraft Gun. He has just made a buying trip to Chicago and now claims to be the largest gun operator in the Detroit area, as he was the largest local operator on Evans' Ten Strike. Lemke is also buying heavily on International Microscope's Skyfighter.

William F. Bolton, who operates in Southeastern Michigan, with headquarters at Romulus, is busy buying most Mills phonographs for his route.

Toronto

TORONTO, July 13.—F. & H. Co's Co. of Toronto, was recently sold to the Photo-Vision Coin Machine, Ltd. headed by W. B. Painter, well known in the trade. He announced some new lines of operation. George Pickell, former owner, has moved to Kingston, Ont., to operate a chain of some 200 phonographs.

Sam Snyder, veteran operator, formerly of Toronto, is going strong in the mining town of Sudbury, Ont. Word was received here that Sam had offered 150 coin machines, lock, stock and barrel, for war relief.

The Eastern Coin Machine Co., of Halifax, N. S., has opened a new office here. New manager has not been announced.

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| 714 | \$6.00 |
| 816 | \$6.00 |
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| Rockola | |
| Standard 1939 Model | \$10.50 |
| Deluxe 1939 Model | \$13.50 |
| Windsor, 20 Records | \$12.50 |
| Emerson, 20 Records | \$12.50 |
| Penny-Phone, Like New | \$6.00 |
| Evans Ten Strike, 1939 Model | \$10.50 |
| Keene-Deer, with Shell | \$10.50 |
| 1515 Cash With Goodwill—Model G. G. B. | |

OPERATORS in Colorado, Wyoming and New Mexico—We are making immediate delivery of Seaburg's sensational Street the "Crown Jewel" at \$10.00.

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INSPECTING THE EQUIPMENT in the saleroom of the A. F. Saure Co., Detroit, are, left to right, Joseph Brilliant, Brilliant Music Co., Detroit; James Piggors, Lansing, Mich., music operator; Bud Saure, manager of the saleroom, and Fred Pray, district manager for a phonograph manufacturing company.

EASTERN FLASHES

NEW YORK, July 13.—A letter, one month in transit, arrives from Dave Goldman, of London. He says he's now making an arcade in between solidifying in Detroit, where troops are encamped. Dave states he wouldn't mind being back in the States with all the boys he reads about in *The Billboard*, and declares emphatically "We'll win." He'd like to see from his friends on this side of the pond. His address is 6 Station road, Wetherol, Hants, England.

ROUND THE TOWN. . . . Since the Fourth of July week—and the return of the men from the front—has taken advantage of the short week and ended for either the shore or the mountain resorts. As a result business on Friday and Saturday slowed down to a walk. Harry Hurvich, of Birmingham, Pa., one of the famed "Gold Dust Kings" as they are known to the trade in the South, slipped into New York City for three days at the Fair with his son, Harry and their son, Harry. Harry caught a bad cold as the result of being caught in a storm at the Fair. He spent his last day here placing orders for used equipment with distributors. . . . Homer E. Clark is on his way here. Says he wants to see all the boys he didn't have time to meet on his visit here after the Philadelphia convention. . . . Bert Lane is spending plenty of time behind the wheel these days now that he commutes daily from a summer cottage up-State. He says this cottage is "just like Formosa, a beauty." . . . Up at Lake Rogerine Edward Warner and Eddie Lane are returning to a cottage.

MEN AND MACHINES. . . . Jack Nelson, Cliff Baillie, Joe Fishman and Marvin Liebowitz held a powwow at the Park Central to discuss plans for next-Ola products. "We've got some ideas up our sleeve which all ops will welcome," Mahman stated. . . . Offices at Phonovision Corp. were teeming with activity this week as officials prepared for their Midwest showing scheduled to open today at the Hotel Sherman, Chicago for the week. . . . Irv Sommer, of Cerra Vending, is driving down to Miami Beach. On his way he's visiting important distributors and jobbers to tell them about Jennings' Hot in the Barrel, which Modern is the regional agent for the entire seaboard. In the New York office Nat Cohn reports demand for this machine is greater than for any machine the firm has featured in years. "We already have orders for more than the carload," he declared. . . . Pack-eter's Rudy Greenbaum spent some time with heads of the phonograph association here in New York and in New Jersey before pushing off on an up-State trip to behalf of the firm's Heads-Up product.

LAST FLASHES. . . . Fred Irveron, Seaboard's up-State representative, had a smash-up on a trip to



CHARLES I. FISHEL, of Fort Worth, Tex., has been appointed by Homer E. Capehart as district manager for Louisiana, Mississippi, Alabama, Tennessee and four counties around Pennsylvania, Fla., for the Pack-eter Mfg. Co., Fort Wayne, Ind. Capehart is president of the firm.

town. His car was practically demolished but he escaped with no more than a hurt wrist. . . . Al Bodkin returned from an eight-day vacation in the Adirondacks. . . . George Ponsler has really been on the go since returning from Chicago. "We've just closed some of the biggest deals we've made since we've been in business," he reports. "Right now our free wall box deal is keeping us going at top speed." . . . Dave Simon, Murray Sandow, Jimmy Hunt, Marty Rosen and all the other members of the Simon Sales organization are working overtime these days, Dave reports, trying to keep up with the demand for Keeney's Wall Box and Machine Gun. "It's a great business," he observes, "when you have a winner." . . . Mike Munves is beginning to wonder if the rush will ever let up. He's been going at top speed so long he's almost forgot how to relax. It is reported.

COIN SHOTS. . . . Over at the offices of Jack Fitzgibbons Jack is telling all the boys about the new Rally products. "What with the Rally Wall Box, the great free-play games and our sensational machine gun, Rapid Fire, operator profits here are sure to soar," he stated. "The captivating action of Rapid Fire stamps it a sure winner." . . . Sol Wohlman is doing fine with a varied line, he reports. . . . Chippy Malta finally came out of hiding after two months. He's developed a movie machine, it is reported. . . . Al Simon and Jack Semel report they're doing a great job with Chicago Color's Polo and their penny Baseball Gum Vender. "All we hope," they say, "is to get quantity delivery so that we can keep up with the demand." . . . Over at Mutoscope Reel, Bill Rabkin reports Sky Fighter is clicking so well that they've doubled the force on the production line and are still behind on deliveries. "Sky Fighter is clicking big not only at the World's Fair," Rabkin stated, "but on locations throught the country."

OUT OF THE CRUTE. . . . Stoner's Rotation continues to be the cause of all the activity over at Jymie Hudin's Brooklyn office. "I'm on the phone every day ordering more games," he says. . . . Chatley Aronson and Bill Alberg are all pepped up over the arrival of Evans' In the Barrel. "This is one of the best machines Evans has ever given the trade," Bill maintains. "We'll supply the demand as fast as the games come in," he says. . . . Sam Krossberg says he's sweating plenty these days trying to fill orders for Seeburg's Shoot the 'Chules, parachute ray gun of the firm, in addition to Seeburg phones and remotes. . . . At Acme Sales Sam Sachs and Sam Brooks are all pepped up over Packard's Heads-Up Selector. "It fits in perfectly with our remodeling and is one of the best ideas that have been presented for the benefit of the music operator," both men declare. . . . Jack Mitnick is raving about Ponsler's Empress Point needle to all the ops. . . . Gene Callahan and Milt Soffer, Fitzgibbons' roadmen, say business is swell in up-State New York and New England. . . . Miss A. M. Strong attributes the current rush on DuGrenier's Adama Gum Vender to the fact that the defense tax is putting more and more pennies into the pockets of the public. . . . Daily more and more cigar ops call at the DuGrenier Sales Corp. offices, where Walter H. Mann tries to comply with requests for faster delivery of the Champion.

JERSEY JOTTINGS. . . . Irv Morris, of the George Ponsler Newark office, says he's doing a swell job on Chicola's Polo and Daral's American Park. . . . "Bugs" Sugarman, of Royal Sales, Newark, is now commuting daily between his office and his summer cottage in the Jersey mountains. . . . Abe Green is enjoying the salt air at the shore these days. . . . Irv Greenstein is looking forward anxiously to a nice quiet vacation where he won't be hearing yells for more and more machines. . . . Jack Kay, of Ace Distribra, is doing a land-office business on Gene's Formation, he reports. . . . Jack Berger, of Newark Coino, is reported to have some surprises up his sleeve.

OUT OF TOWN NOTES. . . . Joe Ash, of Active Amusement, reports from Philly that his firm is featuring plenty of red-hot bargains these days. . . . Roy McGinnis, of Baltimore, reports plenty of action these days, especially for Keeney wall boxes. . . . At Podstein, of Arco, Philly, reports his business is increasing daily.

OFF THE CUFF. . . . Over at Allied Wholesaling, Tony Gaa-



Hop, Hep Cat!

Get those digits clutching air and step out from under. Match you for a taffy apple!



* Mills Novelty Company's

EMPRESS

"Excels in Tone!"

MANY TIMES MORE

Seeburg Remote Control now on location than all other makes combined in Kentucky, Tennessee, Indiana and Southern Ohio. BECAUSE Seeburg Remote Control now in its third year, which is built, simple and fast in operation, tremendous earnings. No fumbling for selection, Push buttons, make selection easy and quickly. Operators and merchants acclaim Seeburg Remote Control as greatest advance in music history. Visit our office nearest you.

SOUTHERN AUTOMATIC MUSIC COMPANY

LOUISVILLE NASHVILLE INDIANAPOLIS CINCINNATI

PHONOGRAPH SALE

25 MILLS
DANCE MASTERS
\$10 EACH
DEE BEE 115 ELIZABETH AVE.
NEWARK, N. J.

FINAL WEEK!

TO GET OUR
FREE WALL BOX DEAL!
PHONE! WRITE! WIRE!



George Ponsler
P. S. (This applies only to operators in our territory.)

patro reports Exhibit's Love Star is clicking big with all the boys. "What a game," he says. . . . Plenty of action in the Ponsler game department these days, and much of it, it is reported, is being centered around Gottlieb's Border Town.

PARTY OF THE WEEK. . . . Party of the week was the one tossed by Times Appliance, distributor for Columbia Records in New York City, to introduce the new Okeh labels to ops. Party was held at office of the firm on Thursday (11) and a large number of local operators, distributors and service men attended. Wayne Varnum and Joe Higgins, of Columbia, were on hand to introduce leading Okeh recording artists to operators, and Lou Weinberg, demo representative who contacts ops for Times Appliance, was busy seeing that all his friends enjoyed their visit.

Dave Robbins says he's on his way to becoming a pool champ. . . . Irving Mitchell has a scheme to keep cool these hot

summer days. Plan is to buy customers cool drinks—and he drinks with them. Mildred Mendales, Mitch's secretary, like the idea, as she is included in every round. . . . Stewart Sales expect to have their Soda Vender and new cigaret machine on display in a week or so.



AMERICA'S SWEETEST MONEYMAKERS

DAVAL'S
AMERICAN EAGLE
DAVAL'S
MARVEL



10 FOR \$275
Sample \$32.50 • Ball Gum Model \$2 Extra

B. D. LAZAR CO.

1635 FIFTH AVENUE, PITTSBURGH, PA.
1425 N. BROAD ST., PHILADELPHIA, PA.



DISTRIBUTOR DICK WARNOCK
of the Santona Coin Machine Co.,
San Antonio, Tex., smiles as it
pleased with the results of Exhibit
Supply Co.'s latest release, Lone Star.

WURLITZER
SACRIFICES

- 5-312s.....\$ 30.00
- 4-412s..... 30.00
- 17-616As..... 50.00
- 8-24s..... 90.00
- 21-600As..... 125.00
- 7-COUNTER 61s..... 79.00

All Mechanically Perfect
Newly Refinished
1/2 Deposit

DIXIELAND AMUSE. CO.

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NEWARK COIN DISTRIBUTORS
GUARANTEE ON ALL FREE PLAY GAMES

Newark Coin Distributors guarantee on all Free Play Games. These games are reconditioned and new parts put in wherever they are needed. This is not all! Money gladly extended if not satisfied. Terms: 1/3 Down, Balance C. O. D., F. O. B. Newark, Cash Draft preferred. State Bank.

| | | |
|----------------------------|-------------------------------|----------------------------|
| Champion.....\$15.00 | Score Card.....\$44.50 | White Balls.....\$27.50 |
| Triumph.....43.50 | Red Nos.....28.50 | Stoner's Baseball -- 32.00 |
| Rally.....47.50 | Super Six.....35.50 | Charm.....87.50 |
| Champion.....57.50 | G. O. D.....44.50 | Jelly.....47.50 |
| Thriller.....17.50 | Lite-Gard.....27.00 | |
| Rebound.....15.00 | Cubby (Plan).....5.00 | |
| Key-It Hit Number.....5.00 | Wing.....19.50 | |
| Magnum.....8.50 | Big Six.....19.50 | |
| Flasher.....21.50 | Jump.....14.50 | |
| Lancer.....24.50 | Scop.....23.50 | |
| Mr. Dodge.....18.00 | Patrol.....31.00 | |
| Seaside.....18.00 | Knee-Knall.....13.00 | |
| Swing Alley.....22.00 | Let-a-Fun.....12.00 | |
| Varsity.....18.00 | Lucky Stars.....27.50 | |
| Auton.....12.00 | 18 ball (converted).....18.00 | |
| Day-Jack.....9.00 | Super Charge.....24.50 | |
| NUPT.....27.50 | | |

NEWARK COIN, 107 MURRAY ST., NEWARK, N. J.
(JACK BERGER, Mgr.)

Arcade Features
A-A Machine Gun

CANTON, O., July 13.—Olen Matka, veteran arcade operator, reports that he has installed an anti-aircraft machine gun in his new arcade. The machine is spotted on the main midway in front of the arcade, with the screen atop his building.

On July 4 the gun was in continuous service from 10 a.m. until after midnight, he reports. It was the first of its type to make its appearance in a district amusement park and, from all indications, according to Matka, he will be compelled to install other units because of its popularity with park patrons.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK



A MODERNISTIC store front is the pride of the Coney Island Amusement Co., Halifax, N. S. D. H. Duff is the head of the firm.

Blue Grass State
Shares in Bank Night

LOUISVILLE, July 13.—The Blue Grass State is getting its share of the bank night awards won in Kentucky theaters. Effective June 12, bank night awards are being taxed 15 per cent. The tax is paid by the person receiving the award. The involved technique involved is that the theater manager first pays the full award to the winner and then the lucky winner must pay the theater manager the 15 per cent, and so on.

Big Crowd for Picnic...

CHICAGO, July 13.—Fifteen thousand additional coupon ticket books have been ordered for the first annual picnic and outing of the Coin Machine Industry because of the heavy demand, reports Jim Gilmore, secretary-manager of CMI. The original order was for 7,500 books of tickets. This, added to the second order, indicates a possible attendance of 12,500 people on July 20 at Riverview Park here. Activities are scheduled to start at 2 p.m.

Gilmore reports that it is his understanding the weather man has been warned to furnish the best of weather. "However," said Gilmore, "if we should be double-crossed on the weather, the picnic will be held the following Saturday, July 27."

Gilmore stressed the point that the picnic is open to all in the coin machine industry, including operators, jobbers, distributors, manufacturers and employees. Friends of the industry are welcome also. Gilmore stated that tickets may be bought on the day of the picnic at the gates to Riverview.

SUBSCRIPTION COUPON

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I enclose

- \$5 for one year, 52 issues.
- \$8 for two years, 104 issues.
- \$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State

SURE YOU'RE GOING!

TO THE BIG COIN MACHINE
PICNIC

RIVERVIEW PARK, SATURDAY, JULY 20
10 A. M. UNTIL 10 P. M.

FREE ADMISSION! FREE RIDES!
FREE DRINKS! FREE DANCING!

GATE PRIZES! CONTEST PRIZES!
AND A FRENZY OF FUN FOR ALL!

REMEMBER THE DATE! COME EARLY, START EARLY!

Ark. Gets 37Cs
Aid From Coinmen

LITTLE ROCK, Ark., July 13.—Indicating the upward trend in national income, Arkansas set new revenue records in the fiscal year ended June 30, 1940. Total revenue collected was \$29,376,113.43; nearly \$3,000,000 more than the previous record established for the 1933-1939 fiscal year.

Coin machines were responsible for \$37,000.25 in the 1939-'40 revenue collections. This is compared with \$27,032.70 collected in the previous fiscal year.

Cigarette tax stamps brought a total of \$1,828,531.77 to the State Treasury, a gain of about \$1,000,000 over the previous record total.

Philadelphia

Harry Mendelsohn and Max Brown, partners in the Pasadena Novelty Co., amusement machine operators, became fathers within two days of each other recently. It was a boy for Mendelsohn and a daughter for Brown. It has been excellent cigar-smoking weather for the coin machine gentry all around, for just a short time ago Morris Sherman, head of the Mutual Music Co., music machine operator, had the stark deliver a son at his household.

THE BILLPOSTERS have been active in seeing that the poster reproduced above is placed in every coin machine factory. It is intended by the committee in charge of attendance that the coin machine picnic shall be one of the largest affairs ever given. The poster is 32 by 34 inches and is printed in bright red ink.

Coin Machine Exports Reach New High in Month of May

Foreign buying on all types of machines is \$145,002—phonos lead

WASHINGTON, July 13.—Coin machine exports, after slumping slightly in April, jumped sharply to new highs in May. Total exportation during May of machines valued at \$145,002, a gain of almost \$37,000 over April. A survey of coin machine exports since January reveals that \$530,871 worth of machines have been taken by foreign countries. The amounts, by months, are:

| | |
|----------|-----------|
| January | 80,164 |
| February | 85,030 |
| March | 111,877 |
| April | 108,708 |
| May | 145,002 |
| Total | \$530,871 |

May Canada was again the largest purchaser of United States coin devices, but buying covered 947 machines valued at \$30,078. This was split three ways, 117 being expended for 188 phonographs, \$30,870 for 659 amusement machines and \$11,071 for 203 commodity vending machines.

Mexico followed in the usual position as the second largest purchaser, however, taking less than half the amount purchased by Canada. Mexico's coinmen imported from the United States 232 devices valued at \$30,883; \$24,136 went for 151 phonographs, \$6,589 for 85 amusement devices and \$150 for 18 vending machines.

Colombia was the third largest purchaser to the amount of \$11,143, most of this going for 31 phonographs valued at \$10,945. Four amusement machines valued at \$198 completed its total. Cuba took 57 machines valued at \$7,303.

In the first five months of 1940 Canada and Mexico have ranged first and second, respectively, in the value of machines purchased. Canada has purchased machines to the value of \$307,903, Mexico's total importation reaches a value of \$92,046.

A comparison of export values on the three classifications of coin machines reveals that phonographs and amusement machines have gained steadily while vending machines have lost ground. The figures for January to May follow:

| | Phonographs | Vending Machines | Amusement Machines |
|----------|-------------|------------------|--------------------|
| January | 844,357 | \$ 2,513 | \$52,284 |
| February | 43,456 | 4,374 | 87,200 |
| March | 51,825 | 23,184 | 36,824 |
| April | 47,978 | 10,845 | 41,478 |
| May | 87,791 | 11,789 | 45,422 |

The complete list of all coin machine exports by country and classification for May, 1940, is as follows:

| Country | Automatic Phonographs No. | Value \$ | Vending Machines No. | Value \$ | Amusement Machines No. | Value \$ |
|------------------|---------------------------|----------|----------------------|----------|------------------------|----------|
| Albania | 2 | 60 | — | — | — | — |
| And | 2 | 656 | — | — | — | — |
| Argentina | 188 | 38,187 | 203 | 11,071 | 856 | 30,870 |
| Australia (Rep.) | 10 | 2,035 | 4 | 104 | 13 | 810 |
| Brazil | 2 | 850 | — | — | — | — |
| Canada | 8 | 1,478 | — | — | — | — |
| Chile | 151 | 24,136 | 18 | 150 | 85 | 6,589 |
| Colombia | 40 | 6,720 | — | — | 17 | 877 |
| Cuba | 1 | 383 | — | — | — | — |
| Czechoslovakia | 1 | 238 | — | — | — | — |
| Denmark | 31 | 10,943 | — | — | 4 | 108 |
| Egypt | 1 | 235 | — | — | — | — |
| France | 5 | 1,028 | 3 | 77 | 4 | 1,115 |
| Germany | 3 | 900 | 1 | 225 | — | — |
| Greece | — | — | 4 | 82 | — | — |
| Holland | — | — | 1 | 60 | 67 | 2,130 |
| India | — | — | — | — | 1 | 75 |
| Japan | — | — | — | — | 3 | 74 |
| Latin America | — | — | — | — | 21 | 218 |
| Malaya | — | — | — | — | 20 | 600 |
| Mexico | — | — | — | — | 11 | 1,240 |
| North Africa | — | — | — | — | 15 | 1,061 |
| U. S. Africa | — | — | — | — | — | — |
| Total | 442 | 187,781 | 231 | 611,789 | 818 | 645,422 |

Canada Strives For U. S. Dollars; Welcomes Tourists

OTTAWA, July 13.—Canada has taken steps to save her American dollars for purchases and has moved to make it easy for vacationing citizens of the U. S. to enter Canada without passport. The reason for this, Canadian officials stated, is obvious. Canada wants U. S. citizens to visit Canada, spending their money in the country so that Canada can gain needed foreign exchange for purchase of essential war materials in the U. S.

Any citizen of the U. S. may be admitted to Canada simply upon the presentation of proof of identity. Naturalized U. S. citizens, however, must carry naturalization papers.

In the past year Canada's imports from non-empire countries have increased more rapidly than her exports to these countries. This has given Canada an unfavorable trade balance, shrinking the supply of American money with

which to buy U. S. products.

To further conserve American dollars the government has imposed a 10 per cent exchange tax, in reality a tariff, on all goods imported from non-empire countries. The Canadian government, thru its foreign exchange control board, must issue permits to all persons desiring American exchange.



ONE OF THE NORTHWEST'S TOP SPOTS is Valentine's Club in Redford, Ore. The club is completely equipped with Keeney wall boxes, as may be seen in the picture.

IMP is worth its weight in gold to thousands of operators who are delighted with its tremendous earning power. Unsurpassed in elegance, player appeal, reliability. Only \$12.50 each, case of six for \$67.50.

GROETCHEN TOOL CO.
130 N. UNION STREET, CHICAGO

IMP \$12.50 Each 6 For \$67.50

Your Choice
FRUIT REELS CIGARET REELS NUMBER REELS
1/2 Cash With Order.
NATIONAL DISTRIBUTOR

RUSH YOUR ORDER TO **TORR** 2047A-50. 68 PHILA., PA.

Pa. Well Equipped For Summer Tourists

PHILADELPHIA, July 13.—Pennsylvania's fourscore parks and recreational areas are ready for the pleasure and enjoyment of Pennsylvanians and persons from other States, pointing the way to any number of new machine locations during the summer. Additional facilities for outdoor activities have been provided in many of the recreational areas for this season. There are 57 recreational areas or parks classified as follows: historical areas or picnic areas, 34; natural monuments, 10.

In the purely recreation areas the State now has a total of 171 furnished vacation cabins which may be rented; 10,000 tenting spaces and 3,100 leased camp sites on which persons or clubs have constructed their own private cabins.

It is significant to note that more than 1,000,000 persons spent more than one day in the State's forest recreation and park areas last year, according to Department of Commerce reports. An increase in this number taking advantage of exist-

VISIONTONE

IS ON THE WAY . . . WITH THE ONLY MOVIE-MUSIC MACHINE that offers you FULL AUTOMATIC SELECTIVITY HOLD EVERYTHING for DEMONSTRATION DATA or WRITE • WIRE • CALL **TONOVISION** CORPORATION OF AMERICA 1395 BROADWAY, NEW YORK Circle 4-6475-6477-6478

ing over-night and longer period facilities is expected this year, due to the increase in travel and the attention Pennsylvania is receiving as a vacation State by increasingly larger number of persons. Besides cabins and tenting areas, Pennsylvania's parks offer trailer accommodations.

Canada

ST. JOHN, N. B., July 13.—Donald Duff, of Halifax, N. S., is operating as a distributor of game machines under his own name. He handles music, gum, candy and weight machines under the name of the Conroy Island Amusement Co. In the latter group the music machines total 60. Duff distributes thru Nova Scotia, including Cape Breton Island.

It is estimated there are now about 36 coin machine distributors in the maritime provinces, with bases as follows: Halifax, 15; St. John, 6; Amherst, 3; Sydney, 3; Moncton, 2; Edmundston, 2; Charlottetown, 2; Yarmouth, Truro, Campbellton and Woodstock, 1 each.

Investigation of the coin machine sold in Halifax has revealed that every one of the distributors and operators is a bona fide permanent resident and taxpayer of the city.

Notice

Should the Coin Machine Employees' Picnic be rained out on Saturday, July 20, it will be held the following Saturday, July 27. Same place—same program—same tickets. Showers will not rain it out. If you have any doubts call Lakerview 2330.



CHROME BELL COLUMBIA

Flagship of a magnificent host of Columbia Bells.

You need this Chrome Bell to command the play on every location.

Starts in appearance, large fruit fresh, cash or check payout, large jackpot; convertible on location from Nickel to Dime or Quarter Play.

Its low price will surprise you.

We also feature other types of Columbia for every type of operating need.

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

Export of Coin Machines Gains 14% During May

WASHINGTON, July 13.—Exports of coin-operated machines rose 14 per cent in May over the corresponding period of last year, according to a report by the Specialties Division of the Bureau of Foreign and Domestic Commerce. This is in line with the general increase during the first four months of 1940.

The figures were furnished with a report on "Specialties," the classification which includes coin machines. Specialties, as a whole, increased 20 per cent and were valued at \$12,680,131 for the month of May.

Coming months should find even greater gains in exportation of coin machines. The U. S. economic plan of solidarity for the American republics in this hemisphere indicates greatly increased trade between American countries. At the present time Canada and Mexico are the largest purchasers of equipment, with practically every South American country appearing on the export lists at least once a year. It is conceded that there are markets for coin machines in South and Central America. The present plan of aiding our southern neighbors to buy in the U. S. should increase sales on coin machines in direct ratio to the general increase.

Pacific Distribs Hold Open House

SPokane, July 13.—Pacific Distributors, phonograph distributors, have moved to larger quarters at 14-16 W. Sprague street. The firm has purchased a two-story brick building and remodeled it along modern lines. E. M. Perry is manager. Frank Senter has been added to the force.

Open house was held on July 4 for operators and customers. Those attending included Walter Reed, Wurlitzer factory representative from North Tonawanda, N. Y.; Fred Fields, Seattle, district manager of Wurlitzer, and his son, Dick; Al Muerr, of Sunset Record Co., Seattle, and Robert Owen, operator from Raymond, Wash.

Seeks To Keep Revenue . . .

YOUNGSTOWN, O., July 13.—The city legal department plans to take an immediate appeal on the recent decision in the Common Pleas Court which invalidated the pinball license ordinance in effect more than three years.

The city wants to retain the \$13,000 a year revenue obtained from 575 licensed pinball games using free-play awards. The lower court based its adverse decision on the State Supreme Court decision which voided the former Cleveland license.

Considerable agitation has been promoted by opponents of the license, with charges that the license privilege has been greatly abused.

Scranton Ops Form Assn.

**Ben Sterling president—
McDermott vice-president
—plan activities**

SCRANTON, Pa., July 13.—Organization of the amusement machine operators of Scranton was announced this week. The group elected officers and made preliminary plans of the organization in a meeting held at Rocky Glen Park in near-by Bloomsburg, Pa. Benjamin Sterling Jr., well-known coltman, was elected president and E. J. McDermott, who has been identified in the industry for the last 20 years, was elected secretary-treasurer.

Name selected for the organization is Scranton Pin Game Operators' Association. One of the first actions was to protest the proposed abnormally high fee which Scranton seeks to impose upon amusement devices. Grounds for the protest were that Pennsylvania now extracts one of the highest fees of any State in the Union. The association pointed out that the tax would be a great hardship on operators.

The association declared that operators were not against paying a fair and reasonable tax. They designated officials and counsel to discuss the proposals with the city administration. They believe that a proper understanding of the coin machine business by city officials will result in a fair and reasonable licensing arrangement for amusement machines.

It is reported that the first meeting

was well attended and many operating difficulties were discussed with consequent solution.

Begin Public Relations Plan

ST. PAUL, July 13.—On July 1 operators began supporting the new public relations plans of the Minnesota Amusement Game Association, Inc., by contributing a small sum with the purchase of each game. The fee, to be used for public relations and any association litigation, is paid at the time the game is purchased and applies to both new and used games.

A special committee has been set up to handle the funds. The committee is composed of J. D. Gleason, president of the Minneapolis association; A. J. LaBeau, president of the St. Paul association, and T. H. Crosby, president of the State association.

At the time of notification of the new public relations plan the association called on all operators to report on which local areas were closed on free play and novelty type games. "We feel that with the proper legal procedure these territories can be opened," said the committee members.

The association has also reported to its members the success of gaining court permission to operate games where they had been challenged.

Coin Machine Distrib

Handling Electrical Products

SPokane, July 13.—Standard Sales Co., 5173 Post, has taken over Croley distributorship for this area, according to Manager H. D. Severson. This includes radios, refrigerators and all other Croley products except automobiles. Standard Sales also handles Rock-Ola phonographs, Gair Wood boats, records and various types of amusement games and novelties.

Novelty Popularizes Records . . .

CHICAGO, July 13.—A brooch or bar pin holding three miniature phonograph records with names of popular orchestra leaders stamped on them is a new novelty jewelry item here.

The records are black, measure one and one-fourth inches in diameter and are grooved like the real thing. In the center of each is stamped the name of an orchestra leader. One sample had the name of Glen Gray in white, Woody Herman in blue and Jimmy Dorsey in pink. The miniature records are suspended from a white bar on a small chain, the center disk hanging lower than the others.

Five-and-dime stores will sell them and the manager stated that calls were being received in increasing numbers. He thinks it will be a very popular novelty. The chain expects a supply in about a week, he said.



HERE IS AN EXAMPLE AS TO HOW remote control equipment has added revenue to heretofore unprofitable spots. This auxiliary room in a Denver tavern formerly produced no revenue for the music machine. With the addition of the equipment shown in the picture, the machine earnings rose quickly. In the picture are Red Reuler, Denver operator, and O. L. Hanson, phonograph manufacturer's representative, left and right respectively.



"DAILY GAMES are something to crow about," comments Johnny Ruggiero on this photograph of his pet rooster, Manna, which was a prize winner in the recent Daily Mfg. Co. pet contest. Ruggiero is manager of the San Francisco office of the Jack R. Moore Co.

Jersey Ops Praise Heads-Up-Selector

ELIZABETH, N. J., July 13.—"Heads up," say phone ops in this city. "With Homer E. Caphart's Heads-Up-Selector it's putting us back in business again for real profits. Its bringing machines to life that are all paid for. It means better profits."

Dave Stern, of Royal Distributors, Inc., this city, stated: "Once again Homer E. Caphart is showing the way to better profits for the operators who have been worried about their 16-record machines due to the terrific competition from new machines. We find that the Heads-Up-Selector is the answer to competition."

"The moment we place this unit on one of our 16-record phones it absolutely takes on a new appearance. The machine jumps right into the modern class. It meets with the approval of the location and the public. We're all enthusiastic about it, for it means that we can now get more profits from our 16-record phones which are all paid for. And this means real profits once again."

The Royal Music Co., of Newark, reports: "We instantly forewent the possibilities of getting real profits from our 16-record phones with Homer E. Caphart's Heads-Up-Selectors. These units are just what we needed to give the public perfect ease of selection. Making it easy to select records means that the average patron will drop four and five nickels into the machine where formerly he fussed around with the buttons and would only spend one or two cents. We're going to put the Heads-Up-Selector on everyone of our 16-record phones and believe that this in itself will double the value of the phone paid for by bringing us better profits. In fact, we now plan to put these in better locations because with the Heads-Up-Selector the phone has everything that the location wants."

Other ops of New Jersey are just as enthusiastic.

Leading remodeling firms here are having their salesmen call on operators and are arranging to place the Heads-Up-Selector on the 16-record phones along with their regular remodeling work. These men report: "The Heads-Up-Selector is the greatest advancement that has yet been made to help the operator earn profit from phones which he has already paid for. We feel that Homer E. Caphart and his Packard Mfg. Co. are to be sincerely commended by phone ops for their grand work."

Red Cross Aid

WILKES-BARRE, Pa., July 13.—Max Roth, head of the Roth Novelty Co., local distributors for Bally Mfg. Co., advised the local Red Cross chapter that a percentage of income from his marble games and other coin-controlled amusement machines will be contributed to the Red Cross war relief drive. A label to that effect has been placed on all his machines. Roth reported.



LIBERTY
TOKEN PAYOUT
BELL

Groetchen's sensational new Bell with familiar Fruit Symbols; pays out automatically FREE PLAY Tokens on customary combinations. Large earning power on all locations. Completely safeguarded by certified token payout system originated by Groetchen master craftsmen. Available in straight penny and straight nickel play.

Groetchen Tool Company

\$32.50 130 N. Union St. Chicago, Ill.

Monarch Builds Complete Stock

CHICAGO, July 13.—"We have all types of machines to fill the needs of operators for locations in territories all over the country," declares Clayton Nemeroff, official of the Monarch Coin Machine Co.

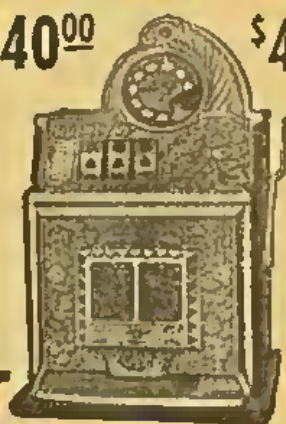
"Novelty games, payouts, free games and other types of table machines, consoles of various makes and styles, phonographs that are in perfect condition for many, many months of profitable music operation and counter machines that are the biggest values ever offered since counter machines have been built."

"The fine reputation that Monarch has built since beginning activities in the coin machine business has been built upon just such offerings to coinmen. Our operator-customers have always known that they could pick their machines from one of the largest stocks in the country."

"Today more operators buy from Monarch than at any time in the past. There must be good reasons such as quality, selection and speedy delivery."

NEW LOW PRICE

\$40.00 \$40.00



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE
Write for prices on our complete line of Rebuilt Machines

We will be closed on Saturdays during July, August and September.

WATLING MFG. CO.
4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889—Tel. COLumbus 2770
Cable address "WATLINGCO," Chicago

Phonographs

- WURLITZER 500\$179.50
- ROCKOLA STANDARD 129.50
- MONARCH (20 Record) .. 89.50
- WURLITZER 616 (With Bottom Grill) 49.50

Slots

- WATLING ROLATOP\$14.95 (10c & 25c Play)
- CAILLE 5c 22.50
- JENNINGS CHIEFS 50c 22.50

1/3 Deposit
GERBER & GLASS
914 Diversy Blvd., Chicago

Baker Has "Birdie" Model of On Deck

CHICAGO, July 13.—Baker Novelty Co., Inc., is releasing a new companion game to its On Deck "Shuffle," the firm reports. The new On Deck "Birdie" is a five-ball free-play convertible table which is in the field of popular-priced games.

"The 'Birdie,'" said officials, "has a new unique compulsory skill feature, together with high score, which makes the game adaptable to most territories. The On Deck 'Shuffle' is proving very popular and with the addition of the On Deck 'Birdie' model it affords the distributor the opportunity of meeting demand of operators according to their territorial requirements."

"Both of these games carry the usual Baker guarantee. Operators who have tried these games have all been enthusiastic in their approval and have been reordering heavily."

Atlas Officials Get Warm Welcome

CHICAGO, July 13.—The heat is terrific in the territory we covered this week," writes Eddie Ginsburg, who is on the road with Bob Van Weiss. "The reception we are getting from our customers is equally warm and we are chalking up a new sales total for this territory."

"There has been a surprisingly good sale of Daval's Marvel, the automatic token payout counter game," continues

Big Demand for Phono Changeovers

CHICAGO, July 13.—"Once again we have been forced to put on additional help to keep pace with orders for our phonograph changeover equipment," say officials Max Glass and Paul Gerber, of Gerber & Glass.

"We were pioneers in this great development in music merchandising and our foresight has enabled many music men all over the country to put back into operation old phonographs that were slated for the junk pile."

"Our changeovers also lengthened the life of many phonographs on locations that were beginning to lose some of their play. Operators throughout the United States tell us that this progressive idea was a real boon to music operation because their old phonographs were perfectly toned but just looked old."

"They've thanked us time and time again, and we say that we are grateful for the appreciation they have shown in the orders they have placed for these music merchandising products."

Ginsburg. "Reorder after reorder is being taken for Marvel as earnings prove as high as the weather is hot."

"I have heard constant comment of the pleasure of operators with the fine work of Atlas mechanics in our repairing and refinishing departments. Also, they comment on the prompt, efficient and courteous handling of orders by the office."

"Nothing but kind words," he concludes, "wherever we go."

TAKE IT EASY!
RELAX AND WAIT FOR
VISIONTONE
THE ONLY
MOVIE-MUSIC MACHINE WITH
FULL SELECTIVITY
WATCH FOR DEMONSTRATION

THE BILLBOARD GIVES YOU THE ONLY
WEEKLY
USED MACHINE PRICE CHANGES
READ THE BILLBOARD EVERY WEEK



WURLITZER DISTRIBUTOR MORRIS HANKIN of Atlanta, dispenses Southern hospitality in the "grand manner." Recent guests of Hankin were, left to right, Wurlitzer assistant general sales manager Spencer Reese; Hankin; Irv Sommers, of Modern Vending Co., New York; and Wurlitzer district manager J. A. McIlhenny, managing Florida, Georgia and Southern California.

PAYS FOR ITSELF IN LESS THAN 30 DAYS
Operators Say



NEW IMPROVED UNIVERSAL GRIP SCALE
Legal Everywhere

Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$10.00 in Pennies.
GET SAMPLE NOW
1/3 With Order, Balance C. O. D. **\$12.75**
HOLLY MANUFACTURING COMPANY
2741 Union Square at Belmont
DETROIT, MICHIGAN

IN OMAHA
AMERICAN EAGLE AND MARVEL
ARE FOR SALE BY
H. Z. VENDING & SALES, INC.
103 E. 15TH ST. OMAHA, NEB.

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

TWO GREAT GAMES!

**ON DECK
"BIRDIE"**

**High Score with
NEW Compulsory SKILL,
Feature**

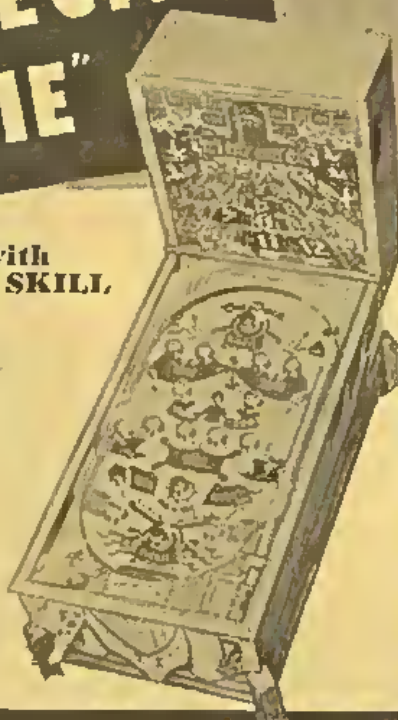
Something new—something different! It's got everything—flash—action—"come-on"! Perfect for territory where famous Doughboy spin feature is not permitted. Tops any game at this low price!

\$104.50

**ON DECK
"SHUFFLE"**

With famous spin feature. A sure money-maker! **\$137.50**

Rush Your Order Today!



THE BAKER NOVELTY COMPANY INC.
2626 WASHINGTON BOULEVARD—CHICAGO, ILL.

Monarch **FINER EQUIPMENT**

LEGAL EQUIPMENT

| | | | |
|------------------------|---------|-----------------------------|----------|
| Bally Alley | \$64.50 | Golden Shoe-Ball-Base | \$116.00 |
| Even Ten Surfs | \$4.50 | Seaside Shutter Bars | 80.50 |
| Rock-Ole Ten Pin | \$4.50 | (Riff Gun) | 80.50 |
| | | Seaside Gun (Ray Gun) | 120.50 |

SPECIALS—ODDS AND ENDS

| | |
|--|---------|
| Mills West Pocket Balls | \$26.00 |
| Bally Royal Flush (Deluxe) | 89.00 |
| Exhib's Loopholes (Small Cabinet) | 25.00 |
| Western Baseball De Luxe, 1940 Model (Screen Cabinet), Free Play | 82.50 |
| Outback Track Record (Free Play), One Ball | 89.50 |
| Mills 1-2-3 (One Ball), Free Play | 89.50 |
| Evans Luxury Lane, Free Play, Latest Model (Like New) | 150.50 |

AUTOMATIC PAYOUTS

| | |
|------------------------|---------|
| Bally Sport Page | \$59.50 |
| Bally Yacht-Down | 74.50 |
| Bally Grandstand | 89.50 |
| Bally Gaze Model | 89.50 |
| Bally Hawthorne | 72.50 |

PHONOGRAPHS

| | |
|------------------------------------|----------|
| Wurlitzer 500—Piano Keyboard | \$104.50 |
| Wurlitzer 500—Piano Keyboard | 149.50 |
| Wurlitzer Imperial 50 | 44.50 |
| Wurlitzer Luxury Light-Box | 157.50 |

Write for Complete List—Free Play Ready Games—Coca-Cola—Carnegie Games—Phonographs—etc. **TERMS: 1/3 DEPOSIT—BALANCE C. O. D.**

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

**"Future Bright,"
Says Ray Moloney**

CHICAGO, July 13.—Discussing the outlook for the remainder of the summer and fall, Ray Moloney, president of Bally Mfg. Co., stated that he expected to see unusual activity in the coin machine industry.

"As to any war scare affecting the coin machine business," Moloney stated, "I'd like to call everyone's attention to the courage and constructive work of a distributor whose country is actually at war. I refer to Bill Fielding, Bally Canadian distributor. He visited the Bally factory recently and placed the largest order in the history of his organization. He also outlined a very ambitious expansion program designed to increase coin-machine operations and sales in Canada.

"Business as usual," Fielding told us, "is the motto of Canadian coinmen, who point out that their industry is performing essential war work in providing relaxation from strain." Similarly, we at Bally expect a definite increase in coin-machine play in the United States as the defense program results in an increased need for simple, convenient forms of relaxation and also increased volume of money in circulation."

any location, adding its luster to the bright red and blue stripes which extend across the front diagonally.

"The giant double jackpot stands out like a mighty buttress clad in shining armor of chromium which holds the magnificent coin display in the security of a bank vault.

"Chrome Bell Columbia retains, of course, those characteristic Columbia features, such as interchangeable play, check or cash play, slug protection. It has moved rapidly to the front as a most desirable buy for any operator wanting first-class bells at reasonable prices," they concluded.

**Western Plans
Tot Release Soon**

CHICAGO, July 13.—Last week, Don Anderson, sales manager of Western Products, Inc., said that the column of America would soon be informed of a release by his firm which would "make operating easier and live a path of roses."

Anderson still persists in making rosy predictions but won't tell exactly why he's so confident that the column will soon going to enjoy the industry's greatest prosperity wave.

All he would say is: "We have a new machine that's so different from any other now available that it's worth waiting for. Wait until next week. At that time we will officially announce Tot and tell exactly what it is and all about it. We know that operators are anxious to learn about Tot, and regret that we have been unable to divulge any information about it. Next week we'll let the cat out of the bag and explain all about Tot."

**Chrome Is Flash
On Groetchen Bell**

CHICAGO, July 13.—"Flash, and lots of it, is the theme of the new Chrome Bell Columbia, which Groetchen customers speak about so enthusiastically," declare Groetchen Tool Co. officials. "Three and a half square feet of solid chrome surface, sparkling, glittering, reflecting in its mirror the color scheme of



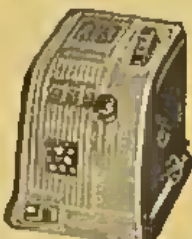
**A GORGEOUS MONEY-MAKER!
DAVAL'S**

AMERICAN EAGLE
WORLD'S SMALLEST BELL WITH
FREE PLAY TOKEN AWARD AND
GUM VENDER

10 FOR \$275

Sample \$32.50 Ball Gum Model \$2 Extra

**AND 50% OF YOUR PURCHASE
PRICE BACK IN 90 DAYS!!**



ELECTRO-BALL COMPANY

★ 1200 CAMP ST. DALLAS, TEXAS ★ 1708 FARRIN ST. HOUSTON, TEXAS ★ 640 UNION ST. MEMPHIS, TENN. ★

FREE PLAY GAMES, LIKE NEW

| | | | |
|-------------------|---------|------------------------------|---------|
| Super Sixes | \$39.50 | Nickel, or Nickel and Dime | |
| Short Stops | 54.50 | Combination Cigarollas, like | |
| Roxie | 47.50 | new | \$69.50 |

Write for our complete list of Slots, Double Games, Free Plays and Legal Equipment.

AUTOMATIC SALES CO.

416-A BROAD STREET. NASHVILLE, TENN.



NORTH CAROLINA'S GOVERNOR Clyde B. Hoey and R. W. Bolling, auditor of the Vending Machine Co., Fayetteville, N. C., are pictured above while in attendance at the 18th annual convention of the North Carolina Lions. Bolling is governor of District 31-B of the Lions. (This illustration appeared in The Durham (N. C.) Sun, June 10, 1910.)

SPECIAL!
PRICE EFFECTIVE THIS WEEK ONLY
BALLY TRIUMPH
\$49.50 Ea.

FREE PLAY GAMES

| | | | |
|--------------------|---------|-------------------|---------|
| Tollie | \$34.50 | Fantasy | \$39.50 |
| Ball Game | 32.50 | Chubbie | 24.50 |
| Senior Derby | 47.50 | Derry Jones | 18.50 |
| Camble | 37.50 | Dommodera | 32.50 |
| Yappa | 37.50 | Liberty | 42.50 |
| Pal. Feature | 19.50 | Max Scope | 14.50 |
| White Ball | 42.50 | Gun Club | 14.50 |
| C. O. D. | 47.50 | Parabola | 14.50 |
| Cherry | 24.50 | Time Target | 32.50 |
| Rich Spring | 34.50 | High-Lite | 19.50 |
| Headline | 59.50 | Follow-Up | 24.50 |
| Jump | 42.50 | Zig | 24.50 |
| Ball-Club | 42.50 | Flag | 42.50 |
| Y. Ball | 59.50 | Lancer | 47.50 |
| Victory | 55.50 | Aslan | 29.50 |
| Major | 29.50 | Aslan | 29.50 |
| Super | 22.50 | Flax | 37.50 |
| Ritz | 52.50 | Contact | 19.50 |
| Count Park | 42.50 | Junior | 42.50 |
| Ball-Club | 34.50 | Stomper | 39.50 |
| Happy | 37.50 | Whisper | 37.50 |
| Lucy | 42.50 | Olden Gate | 37.50 |
| Tapper | 37.50 | Rang | 34.50 |
| Ball-Club | 34.50 | Flax | 37.50 |
| Pyramid | 39.50 | Subbie | 19.50 |
| Cooper | 37.50 | Mr. Game | 47.50 |
| Big Hit | 42.50 | Paly | 12.50 |
| Up & Up | 29.50 | Crazy | 34.50 |
| Trolley | 39.50 | Airport | 34.50 |
| 1-2-3 | 39.50 | Let's Play | 29.50 |

CONSOLES

| | | | |
|------------------|---------|---------------------|---------|
| Club Meats | \$22.50 | Tenorm | \$22.50 |
| Super | 22.50 | Football Club | 22.50 |
| Yankee | 22.50 | Tel. Engr | 146.00 |
| 75 Gang | 185.00 | Patina | 100.00 |
| 75 Gang | 185.00 | Track King | 27.50 |
| 75 Gang | 185.00 | Pop Day | 100.00 |
| 75 Gang | 185.00 | | |

MISCELLANEOUS

| | |
|---|---------|
| 21 Bally Alley Bowling Game, 1940 Model | \$89.50 |
| 2 Extra Ten Strikes, 1939 Model | 29.50 |
| 2 Extra Bowling Game | 69.50 |
| 1 Bowling Rep-Use Match Box | 59.50 |
| 10 Extra Balls | 19.50 |
| 1 Super Score 248 | 12.50 |
| 1 Super Ritz | 12.50 |
| 1 Smethan Metal Typers | 137.50 |
| 1 Mills 25¢ Game Eye Die Machine | 49.50 |

Mills Chrome Ball—used only three weeks and guaranteed like new—
Lots of Five Only

Barrels or Less Than Five

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.

A BEAUTY!
★ LOW COST
★ SIMPLE OPERATION
THE ONLY
MOVIE-MUSIC MACHINE
with Full Automatic
SELECTIVITY
VISIONTONE
WATCH BILLBOARD FOR DEMONSTRATION

Polo Lauded as Chi Coin's Greatest

CHICAGO, July 13.—“We don't want to seem like we're bragging,” state executives Sam Gensburg and Sam Wolberg, of Chicago Coin Machine Mfg. Co., “but there is an old saying that ‘class will tell,’ and it has told again insofar as our latest release, Polo, is concerned.”

“When we introduced Polo a few weeks back we knew that we had something entirely new and different. We knew, too, that operators and players would appreciate a different machine. However, we didn't realize that operators would go so completely wild over Polo as they have gone.”

“Polo has become, in its first few weeks on the market, one of the most demanded free games. We've been swamped with orders for Polo from every section of the country. Our distributors everywhere tell us that they've never before seen coinmen so enthused over any machine. “Extra production forces have been keeping the lights burning at the Chicago Coin factory night after night since Polo was introduced, and the way orders are coming in now it looks as tho we won't lock the Chi Coin factory doors for a long time to come.”

Good Response on Pool Bowling Game

CHICAGO, July 13.—“Pool Bowling is a natural,” says Frank Shafer, of the P-B Corp., of this new combination billiard and bowling game. “The response has been great. It's the kind of a game the trade has long been searching for. It has an entirely new angle and opens up tremendously profitable fields that were never available before.”

Introduced last week by one of the largest manufacturers in the Chicago area, this new sport creation is reported highly profitable on locations. “Players are going for Pool Bowling because it requires science and skill and is a source of fun for novices as well,” continues Shafer. “Even in the short time it's been out it has set amazing new records in test locations of all types.”

“Pool Bowling is absolutely legal and so opens up many profitable locations operators couldn't go into before. There are no awards, no free plays. The game has no coin chute, no mechanism, no electricity, no lighting—nothing whatever to get out of order. It is positively legal in every way, yet its player appeal is absolutely tops.”

Capchart at Picnic

CHICAGO, July 13.—The program committee planning for the Coin Machine Employees' Picnic here July 20 announced today that Homer E. Capchart, president of the Packard Mfg. Co., of Fort Wayne, Ind., will be guest of honor at the outdoor affair. It was said that Capchart may speak at the formal program during the day.

GROWING MORE IMPORTANT EVERY HOUR!
MILLS FREE PLAY MINT VENDER

WRITE NOW TO JOE CALCUTT FOR COMPLETE DETAILS



APPROVED

By the Highest Courts of one of our largest states, MILLS FREE PLAY MINT VENDER opens the way to the BIGGEST PROFITS IN HISTORY! Act QUICK! WRITE Joe Calcutt NOW for full information!!

JOE CALCUTT'S OWN MINTS



Are Delicious—Super-Quality—Low Priced—Bring Repeat Play
THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. (Table Address COIN SLOTS)

LIBERTY BELL
TOKEN PAYOUT



Available in Straight Penny and Straight Nickel Play
Ready for Delivery Now
Guaranteed by Grootchen—\$32.50
1/3 Deposit

GERBER & GLASS
914 DIVERSEY CHICAGO

FREE PLAY GAMES READY FOR SHIPMENT

| | | | | | |
|---|---------|----------------|---------|-------------------|---------|
| Punch | \$25.00 | Spotam | \$10.00 | Clipper | \$18.00 |
| Vegas | 17.50 | Game | 19.00 | Commodore | 24.00 |
| Superdapper | 22.50 | Big Shot | 32.50 | Bally Alley | 22.50 |
| Big Hit | 19.00 | Junior | 17.50 | 4-6-8 | 22.50 |
| Thriller | 13.50 | Faded Up | 17.50 | Olden Gate | 19.50 |
| Kesley Anti-Aircraft One (Star Cabinet) | | | | Whizzer | 149.50 |

Send one-third deposit with order, balance C. O. D. All games are thoroughly reconditioned.

Brilliant Music Co.

4606 CASS AVENUE DETROIT, MICH.

A-1 EQUIPMENT AT NEW LOW PRICES

| | | | |
|--------------------------------|---------|--|---------|
| Evans Ten Strikes | \$49.50 | Cinematone Penny Photo, like new | \$65.00 |
| Bally Alley | 49.50 | Wentzer 24 | 39.50 |
| Exhibit's Bowling Alley | 79.50 | Seaburg 1939 Standard | 154.50 |
| Step-Ball-2110 | 79.50 | Seaburg Marble Classic | 199.50 |
| Chicken Sam with Base | 125.00 | Whizzer 600 | 154.50 |
| Jazzing Royale with Base | 125.00 | Whizzer 500 | 189.50 |

SOUTHERN AUTOMATIC MUSIC COMPANY

642 S. 2nd LOUISVILLE, KY. 473 Broad St. NASHVILLE, TENN. 620 Massachusetts INDIANAPOLIS, IND. 212 W. 7th OKMOHAWK, O.



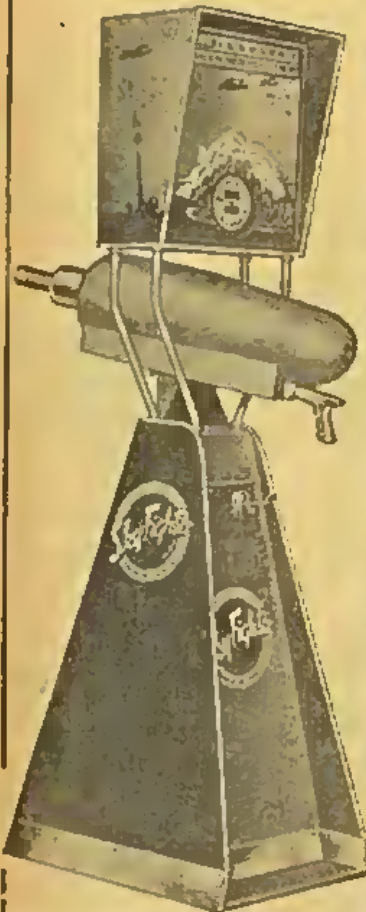
PIONEER SALES CO., DALLAS, distributor in Oklahoma and New Mexico, occupies this modern building. In front of the building, from left to right, are three members of the firm: G. E. Wamble, G. A. Pawlett and G. O. (Buddy) Doolinger.



YOU CAN BE SITTING PRETTY FOR YEARS TO COME... WITH

SKY FIGHTER

TRADE MARK



THE ONLY ANTI-AIRCRAFT MACHINE GUN THAT'S BUILT TO LAST

FOR A LIFETIME OF BIG PROFITS!

INTERNATIONAL Mutoscope Reel Co., Inc.

44-61 Eleventh St., Long Island City, N. Y.

Distrib Fired By Rapid Fire

NEW YORK, July 19.—Jack Fitzgibbon, Dally's Eastern regional distributor, reports that he is getting all fired up with the demand he is enjoying from operators in all parts of his territory for Dally's newest machine gun, Rapid Fire.

"I've never before seen anything like it. From the moment the first announcement appeared on Rapid Fire, I've been contacted by operators, thru all mediums, demanding to know all about the gun, how soon they'll get delivery and whether they can start promising them to their locations," he declared.

"Everyone here is impressed with the speed shooting. These 100 shots in 15 seconds have captured the imagination of the ops. This is the gun they're all been waiting for. Each one of the men is also greatly impressed with the size of the gun, with its adjustable machine gun section and with its diving and darting U-boat target.

"From any angle," one operator told me, "this is the kind of rapid-fire action gun we expected from Dally Mfg. Co. It sure took some time getting here, but now that it's here, all we can say is this: It's the best!" Other operators have been just as enthusiastic in their statements and we believe we'll set some new sales records for Dally distrib's all over the country to shoot at with Rapid Fire."



JAMES E. GROVES, who has been appointed sales manager of Gardner & Co., salesboard manufacturers.

terms of the ordinance, taverns may now stay open until 2 a.m. instead of 1 a.m. In addition, it was decided that one tavern will be permitted for each 450 local citizens as counted by the U. S. census.

While there are now a few more than the new law will allow, none of the present license holders will be deprived of their permits.

Ice Cream Firms Finance 43% of Chi Drug Stores

CHICAGO, July 19.—Ice cream manufacturers operating in this area are continuing to act as chattel mortgage bankers for aspiring Cook County druggists who do a soda fountain and ice cream business. This is revealed in a report issued this week by the Drug Trade Credit Exchange. Ice cream firms, the report shows, are bankers for 43 per cent of the drug stores in Cook County.

The four major ice cream manufacturing companies operating in the Chicago market placed 113 chattel mortgage loans, valued at \$718,153, on drug store properties during the first six months of 1940, the Exchange reported. A year ago 119 chattel mortgages, for a total of \$182,232, were placed in the first six months.

Allow Taverns To Close Later

E. ST. LOUIS, Ill., July 19.—Taverns in East St. Louis may stay open for an extra hour, effective July 1, provided they pay an extra \$100 per year for the privilege. The extra hour should mean some additional revenue for the automatic phonographs and other coin machines, as well as for the location.

The license rate, including the extra fee, is now \$500 per year. Under the

Wedding Bells For Western's Belle

CHICAGO, July 19.—It was reported today on good authority that winsome Winona Wilson, secretary to Don Anderson, of Western Products, Inc., is slated to do a Mendelssohn march up the aisle with one Don Callahan in a Sunday ceremony July 21. The matrimonial merger will take place in Sheldon, Ill. A group of colmen will gather on that day to do homage to the popular Miss Wilson.

Approximately 20 persons prominent in the industry have chartered a bus for the trip to Sheldon and many others are motoring in individual groups. Among those who will attend the nuptials are Don Anderson and family; Al Koch, comptroller of Western Products; Jimmy Johnson and family; Eddie and Eve Ginsberg, Morris Ginsburg and family; Joe Romaine, a group of officials and their families from Western's advertising agency; Jack Sloan, of *The Billboard*, and Carl Orr, printer to the coin machine industry. Tommy Grant has indicated that he and his wife will be on hand, as have several other well-known figures in the coin machine industry.



NEW STOP-GO SYMBOL TICKETS!

NO. 720 BEAT THE LIGHTS

The real rush is an agent operators everywhere are heading for Gardner's #720 new amusement!

BEAT THE LIGHTS HAS EVERYTHING—new 1-ounce indie-hill special tickets, 2 stop-go tickets with \$10.00 top award, lots of consolation prizes, 1000 extra prizes, plenty of play appeal for ops, 750 holes, unusual, AVERAGE PROFIT \$168.00.

"GO FOR THE PRIZE!"—ANOTHER GARDNER'S SMASH HIT! 1000 consolation "Stop-Go" spread tickets! So play—Profit \$37.00! Get 'em! Try these winners NOW!

Write for details! Illustrating Gardner's latest money-making idea!

GARDNER & CO. 2211 E. ARCHER AVE. CHICAGO, ILLINOIS

IMP

Groekben's 3-Roll Cigarette Machine with Gum Vender

MIDGET COUNTER GAME

\$12.50

CARTON OF 6, \$67.50

173 Depot With Order, Balance C. O. D.

KENTUCKY SPRINGLESS SCALE CO., INC.

810 E. 2nd St. LOUISVILLE, KY.



ONE HUNDRED GLAMOUR GIRLS do car-hop service at Sivill's new Dallas drive-in spot. The new Sivill's is equipped with one of the latest model phonographs, wireless remote control, eight wall boxes and six loud speakers, located both inside and outside. Sivill's first received national recognition when featured in the magazine *Life* and is currently mentioned in a cigarette manufacturer's advertising.

Ohio Specialty Co. Purchases Building

LOUISVILLE, July 19.—The Ohio Specialty Co. recently celebrated the 25th anniversary of its establishment in this city by the purchase of the building it now occupies.

Under the aggressive leadership of Harry H. Cohen, head of the firm, located in Cincinnati, and Charley Rosen, manager of the Louisville branch, the business of the Louisville office steadily expanded until it became necessary three months ago to seek larger quarters. The optimism of these two experienced colmen and their confidence in the continued growth of the coin machine business was exemplified by the extensive alterations undertaken at the time they leased, with the privilege of purchase, the building located at 639 E. Second street.

Being centrally located, with parking space for 14 cars in the rear, and exceptionally favorable loading and shipping facilities, the Ohio Specialty Co. has become a rendezvous for Kentucky and Southern Indiana operators. The firm acts as distributor for leading manufacturers and maintains a crew of four experienced mechanics.

Rosen is currently spending a well-earned vacation in New York City.

ALLIED BARGAINS

FREE PLAY GAMES
 Little Spot
 Champion
 Big Town
 Score Card
 Contact
 Headlines
 Jollies
 Fantasy
 Jrs. Inking
 Johnson

AUTOMATIC PAYTABLES
 Derby Time 16-
 Coin Multiplier
 Klondike
 Grandstand
 Key Day

PHONOGRAPHS
 Workizer 412
 Workizer 516
 Workizer 600
 Workizer Counter
 Model 61
 Nichols Standard
 1939

LEGAL EQUIPMENT
 A.B.T. Target
 Model 7
 Evans Tom Strike
 "Chicken Jim"
 Raykite
 Terminal 35 Deposit, Balance C. O. D.,
 F. O. B. Chicago

Allied
NOVELTY COMPANY
 Phone: Capital 4747
 3210 W. FULLERTON AVE., CHICAGO

Jennings Has New Fast Time Model

CHICAGO, July 19.—O. D. Jennings & Co. announced a new addition to its already large list of amusement and skill machines during this week. It is Trading Post Fast Time, a new trade stimulator for 1-cent or 5-cent play.

"Trading Post has all the beauty, glamour and mechanical superiority for which Fast Time has become famous on thousands of locations. It has the time-proven three-reel single unit Jennings mechanism, no-bounce reels and positive slug rejector," commented officials.

According to Jerry Haley, sales executive of the firm, Trading Post offers new profit opportunities to operators where trade machines are being operated. "The glamour and play appeal of Trading Post far outweighs and outearns any equipment of a similar type," he declared. "With the choice of a model of either penny or nickel play the operator can go after the penny business, which, altho proved profitable, has been very much neglected by the majority of operators.

"In view of the past success of Fast Time Console, we are certain that thousands of satisfied operators will be choosing Trading Post because of its new profit-building opportunities.

"With the three models of Fast Time to choose from the operator may select the particular machine most adaptable to his specific territory. He can be certain that whatever model he selects he will be buying equipment which will give him years of profitable, trouble-free service."



★ "It saved my life!" is the typical operator's statement about JUMBO, Mills Novelty's new FREE PLAY BELL.

OPERATORS DISAPPOINTED WAIT

HOLD EVERYTHING UNTIL YOU SEE AND HEAR THE MOVIE-MUSIC MACHINE MARVEL VISIONTONE

The only machine with **FULL SELECTIVITY**
 WRITE • WIRE • PHONE

TONOVISION Corp. of America
 1595 BROADWAY, NEW YORK
 Circle 6-6676-6677-6678

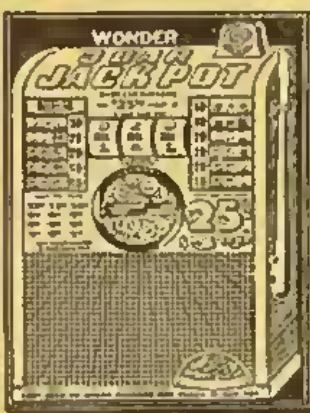
Victor's Home Run Hits Stride

CHICAGO, July 19.—"Home Run, our new counter game, has really been 'going to town,'" declares Harold Schaefer, president of the Victor Vending Co., which recently released the new game. "It's a sensational novel idea—batting the ball gum thru the air towards a target. Thoroughly tested by experienced operators, they have found the game to be a great money-maker and 100 per cent foolproof.

"W. A. Jenkins, of Atlas Sales Co., Cleveland, declared: 'We have tested Home Run for the past 30 days, subjecting it to the acid test on location. It was forced to compete with many of the currently popular amusement games and vendors and I am happy to say the play on Home Run was built up to a point where its receipts exceeded that of any single game in that location.'

"These sort of reports are the ordinary rather than the unusual comment," continued Schaefer.

"In addition to large sales on Home Run, we have noted recently an upturn in the calls for Victor Vending's complete line of bulk vendors and bulk-vender equipment. No introduction is needed for this equipment—performance has dictated that the choice of consumers when considering bulk vendors shall be vendors made by the Victor Vending Co."



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes In \$51.25
 Pays out \$27.76—Average Profit \$23.49

PRICE \$2.18 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar jackpot at \$2.72
 1200 hole F-5275-Horus at 3.41
 800 hole F-5270-Pocket Dice at 1.76
 720 hole F-5255-Pocket Jack at 1.59
 600 hole F-5305-Royal at 1.70

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320 Harvard Ave., CHICAGO, U. S. A.

MILLS PHONOGRAPHS
 CONSOLES
 BELLS
 TABLES

Distributor

KEYSTONE NOVELTY & MFG. CO.
 26th & Huntington Sts., Philadelphia, Pa.

HERE'S HONEY! DAVAL'S AMERICAN EAGLE

10 FOR \$275

Sample \$32.50 Full Gum Med. \$2 Extra

SILENT SALES COMPANY
 SILENT SALES BLDG., MINNEAPOLIS, MINN.



SALES DIRECTOR FRANK HERKLE of the Herbert Corp., Chicago, looks on as B. T. Warwick, Western Specialty Co., Kansas City, Mo., signs contract establishing Western Specialty as distributor in the Middle West for the Red-o-Tone phonograph.

QUALITY SPEAKS FOR ITSELF

| | | | | |
|--------------------------------|---------------------|---------|---------------------------|---------|
| Little Spot, P.E. \$29.50 | Score | \$32.50 | Champion | \$19.00 |
| Bally Beauty | Vogue | 22.50 | Operation | 13.00 |
| Triumph | All Stars | 22.50 | Box Score | 13.00 |
| Platoon | Golden Gate | 19.00 | Free Wheel | 12.00 |
| Variety | Up & Up | 18.00 | PAYOUTS | |
| Jumpers | Batting Champ | 19.00 | 1938 Kentucky Club | \$47.50 |
| Rebound | Friend | 19.00 | Lephartha | \$23.50 |
| Corbett | Kiss Tight | 19.00 | Dora Marie | 19.50 |
| Totales | Conquest | 19.00 | One Head Three Time | 19.00 |
| Champion | Follow Up | 19.00 | Yup! Game Ticket | 19.00 |
| | High Life | 19.00 | Ritz Lite New | 19.00 |

175 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
 2018 CARNEGIE AVE., CLEVELAND, OHIO

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

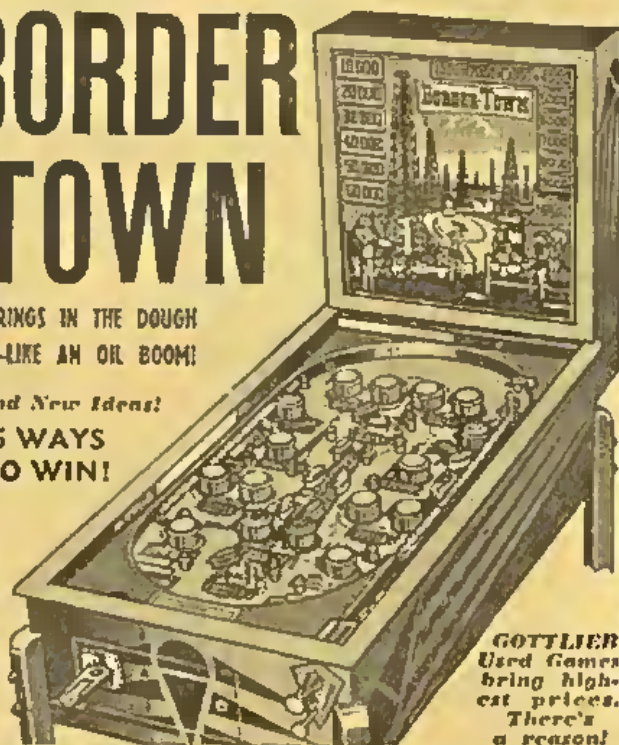
Best Buy-\$99⁵⁰!

BORDER TOWN

BRINGS IN THE DOUGH
—LIKE AN OIL BOOM!

Brand New Ideas!
6 WAYS
TO WIN!

Rush
Your
Order
Today!



GOTTLIEB
Used Games
bring high-
est prices.
There's
a reason!

IMMEDIATE
DELIVERY

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST., CHICAGO



Exhibit Lone Star Setting Sales High

CHICAGO, July 13.—Lone Star, Exhibit Supply Co.'s new game, altho off the production line only one week, is already setting a sales record, according to John Chrest, sales manager of the firm.

"The reason for this," he states, "is that the game is one of the most interesting to play that has been brought out for some time. There are thrills galore, according to Dick Warpeke, of the Santone Coin Machine Co., of San Antonio, Tex., who was a visitor to the Exhibit plant the past week.

"There is the thrill of shooting the game to bring up the star which makes all roll-over switches between lighted bumpers pay free-play awards. Then there is the thrill to hold this star as long as possible to get the free-play awards.

"There's the thrill of hitting the special bumper which pays free-play awards and the thrill of holding the highest number on the rotating value changer in order to get the high-score award.

"Last but not least is the thrill of shooting to win all three awards at the same time." Continuing, Chrest said: "The more the game is played the more skill angles are shown up and this is what makes players go for the game in a big way."

Pace's Rocket Bell Features Simplicity

CHICAGO, July 13.—Pace's new Rocket Bell has developed into one of the most popular of bells," declares a spokesman for the Pace Mfg. Co., Inc. "Reasons for this preference of Pace-made bells can be found in both the appearance and the mechanism. A sluffproof coin chute with an calculator is one of the biggest reasons for its success.

"The Rocket Bell may be used for 1, 5, 10 or 25-cent play. The bell's simplified mechanism with its carefully machined parts eliminates the need for frequent servicing. It is supreme in engineering and design—with every worthwhile feature found in any bell, and more.

"Rocket Bell has an overhead reserve jackpot and comes in a full baked enamel finish with chrome trim. It is available in three colors—red, blue or green."

GUY NOEL Says—
Write for Information About
POKERINO
A GOD Creation Game
That's Different—Play
Fast—Make Money—
Profit—Can Be Played
Everywhere—Write G.
Try It and You'll See.

**SOLE MANUFACTURER OF 100%
UNION-MADE GAMES WITH ALLIED
UNION LABEL.**
Manufacturers of the Largest Variety Line
of Babel Games, Jar Games, Whirling Dervish
Games, Baseball Game and Weekly Game,
Tip and Jack Pot Games.

WRITE US YOUR REQUIREMENTS.
GAY GAMES, INC.
Dept. 88-7, MURDER, INDIANA

**ART NAGEL'S
Weekly Specials**

**FREE PLAY
GAMES**

| | |
|---------------------|----------------------------------|
| Beers Card \$28.50 | Short Shoe \$32.50 |
| Super Six... 25.00 | Big Six... 25.00 |
| Toppers... 27.50 | Doublet... 25.00 |
| Rebound... 27.50 | Conquest... 28.50 |
| Push... 44.50 | Daughter... 45.00 |
| White Ball... 25.00 | Group... 37.50 |
| Big Show... 48.50 | Sta. Rabbit 44.50 |
| Star-Copper 25.50 | Commodore 48.50 |
| Golden Gate 27.50 | Milli 3-5-2, Anti. 875, 88.50 |

178 Depot—Balance C. O. D.
WE BUY, TRADE, SELL
Write for Complete Price List

**AVON Novelty
SALES CO.**
2911 PROSPECT AVE.
CLEVELAND,
OHIO.

RECONDITIONED SLOTS

PRICE:

| | |
|-------------------------------|---------|
| Willy 5c, 10c | \$21.00 |
| David 5c, 10c | 23.00 |
| All Star 5c, 10c | 20.00 |
| All Star Gold Amalgam 5c, 10c | 23.00 |
| Willy 5c | |
| O.T. Big Register 1c, 5c, 10c | \$25.00 |
| O.T. Old Style 5c | 20.00 |
| Blue Front Single Jackpot 5c | 40.00 |
| Gold Award | 35.00 |
| Beers 5c | 30.00 |
| Demeter Columbia | 25.00 |
| Black Cabinet Pace Race | 50.00 |

178 Dep. With Order * Write for Complete List.

**Automatic Coin
Machine Corporation**
240 Chestnut St., SPRINGFIELD, MASS.

**LIBERTY
TOKEN PAYOUT
BELL**

A new Counter bell with the familiar cherry fruit reels, paying out automatically FREE PLAY tokens on all customary combinations. The kind of counter bell you have always hoped for, giving you tremendous profits on all locations, completely safeguarded by the certified token payout system, originated and perfected by Gretchen Motter Craftsmen.

Available in straight Penny and straight Nickel Play. **PRICE \$32.50**

UNITED AMUSEMENT COMPANY
3-110-12 MAIN ST., KANSAS CITY, MISSOURI

"House of Proven Winners"

| | | |
|----------------------------|--------------------------|---------------------------|
| FIFTH INNING, Nov. \$10.00 | HEADLINER, F.P. \$17.50 | SCOOP, F.P. \$32.50 |
| PICKER, Nov. 10.00 | PICKER, F.P. 17.50 | BALLY ALLEY, Nov. 25.50 |
| SPOTTEM, Nov. 10.00 | CHAMPION, Nov. 19.50 | BIG SHOW, F.P. 37.50 |
| CHEVRON, Nov. 10.00 | WHITE SAILS, F.P. 22.50 | SUPER SIX, F.P. 39.50 |
| AVALON, Nov. 12.50 | SUPERCHARGER, F.P. 27.50 | EXHIBIT ALLEY, F.P. 42.50 |
| CONQUIST, Nov. 17.50 | TOPNOTCHER, F.P. 27.50 | CONCO, F.P. 47.50 |
| GOLDEN GATE, Nov. 13.50 | VOGUE, F.P. 27.50 | FLAGSHIP, F.P. 47.50 |

One-Third Deposit Must Accompany All Orders—Balance C. O. D.

J and J NOVELTY COMPANY
4840 MT. ELLIOTT AVE. Plaza 1433 DETROIT, MICHIGAN



T. J. HICKLIN, of Fort Wayne, Ind., has been appointed district manager for Upper Michigan, Wisconsin, Minnesota, Nebraska, Iowa, North and South Dakota for the Packard Mfg. Co., according to an announcement by Homer E. Capehart.

ATTENTION! SALESBOARD OPERATORS and JOBBERS

We have just installed new equipment to manufacture salesboards of the latest type. Write and get our prices and samples. Don't answer this ad unless you are interested in salesboards.

GENERAL SALES COMPANY
521 4TH AVENUE, SOUTH, NASHVILLE, TENNESSEE

**ORDER
AMERICAN
EAGLE**

From DAVE ROBBINS

D. ROBBINS & COMPANY
1141 DONALD AVE. BROOKLYN, N. Y.

WILL TRADE

Fifteen Ten Pin Bowling Alloys for one traded in value. Bally Balls, Chicago Game, Eagle York Rapid Five, Keeney Machine Game.

Puritan Sales
14343 Schoolcraft, DETROIT, MICH.

For Bargain Hunters Only!!!

| | |
|---|----------|
| WESTERN'S BASEBALL, Latest Model Free Play—Payout Comb. . . | \$114.50 |
| BALLY'S DANDY, Free Play, Brand New . . . | 24.50 |
| MILLS 1-2-3, Free Play, Animal Symbols . . . | 57.50 |
| WURLITZER'S 600-A, Slug Proof, 24 Rec. . . | 157.50 |
| WURLITZER'S 500, Keyboard Selection . . . | 179.50 |
| WURLITZER'S 61, 1939 Counter Model . . . | 91.50 |
| EVANS' TEN STRIKE, Perfect Condition . . . | 97.50 |
| STUBBINS' "CHICKEN SAM" RAYOLITE GUN . . . | 89.50 |

FREE PLAYS GALORE!

| | |
|---------------|--------------------|
| Commodore! | Chevrons! |
| Big Show! | Thrillers! |
| Big Slam! | Mr. Chips! |
| Supercharger! | Punches! |
| Scorecards! | Catfish's! |
| Golden! | Bombing Alloys! |
| Triumph! | Stoner's Baseball! |
| Super Stars! | |

PHONOGRAPHS

| | |
|----------------------------|--------|
| MODEL A — SEEBURG | 28.50 |
| MODEL B — 12 Records | 32.50 |
| K-20 — 20 Records | 79.50 |
| REX — 20 Records | 84.50 |
| ROYAL — 20 Records | 84.50 |
| GEM (1931) — 20 Records | 127.50 |
| REGAL — 20 Records | 140.50 |
| CABING (1939) — 20 Records | 180.50 |
| PLAZA (1931) — 20 Records | 184.50 |
| WURLITZER | |
| P-30 — 12 Records | 24.50 |
| P-12 — 12 Records | 32.50 |
| 312 — 12 Records | 37.50 |
| 412 — 12 Records | 39.50 |
| 616 — 18 Records | 84.50 |
| 716 — 18 Records | 81.50 |
| 24 — 24 Records | 199.50 |

**AND HUNDREDS MORE!
WRITE FOR NEW LOW
PRICES!**

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

Write today for complete Bargain
Guide! Hundreds of FREE PLAYS,
PAYTABLES, CONSOLES, SLOTS,
COUNTER GAMES and PHONO-
GRAPHS! Guaranteed unconditionally perfect, refinished like new!

ATLAS NOVELTY CO.

The House of Friendly Personal Service
2200 N. Western Ave., Chicago—America's Largest Distributor
ASSOC. ATLAS AUTOMATIC MUSIC CO., 2992 E. JEFFERSON ST., DETROIT
OFFICES • ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

**Stress Genco
Games Leadership**

CHICAGO, July 13.—"The leadership of Genco games has been definitely proved," reports Dave Genaburg, "inasmuch as leading operators are now using three times as many of our games as they are of any others on their locations. Operators have advised us that the big reason for this ratio of three to one is simply that our games are always the best money-makers, always get top prices at the time of trade-in and that Genco games always stand up under the severest of conditions."

"In addition, we find that our newest game, Formation, is sweeping every territory. This machine has won the praise of every operator. It is considered one of the most outstanding machines to have been manufactured this year, and demand continues unusually strong and that is that this game is bound to make a record run. The weeks that are slipping by see no let-up in the demand."

"In fact," he continues, "it really looks like the demand for Formation is getting stronger every day and we are seriously considering making this machine our big summer number. There is no doubt in our minds that Formation

is the biggest money-maker the operators have so far had this year. We have received reports in this regard from leading distributors, jobbers and operators everywhere in the country."

**Allied Features
Games Repairing**

CHICAGO, July 13.—"The old saying, 'It's not the initial cost, it's the upkeep,' holds pretty true for the coin machine business, too," declares Samuel Kleinman, president of Allied Novelty Co.

"And we're ready to do something about it. We know that a machine that's out of order is a deadweight to ops, and that every hour the machine stands idle means money out of the pocket. With this idea in mind, we've built up what we believe is one of the finest, most modern service departments in the coin machine industry."

"We've equipped our service department for repairing all types of coin-controlled machines. And we are now able to give our customers fast, efficient and completely satisfactory service. We've spared ourselves no expense in getting the latest and best equipment, because we feel our customers are entitled to the best."



THE RIGHT SPOT IN DENVER enlists a Symphonola, Wall-o-Matras and a Play-Boy for entertainment of its guests. It is said that the complete Stubbins system has increased popularity and income of the location.

**For the Biggest Play
Pick . . .
ROTATION**

Take your profits in Rotation—
Three big exciting ways to win.
Action right up to the last second
of play. New catalin wafer type
bumpers eliminate flutters and
misses. Has intriguing odds
build-up feature.

Don't mis-cue . . . Order
Rotation NOW!

FREE PLAY
\$99.50
NOVELTY



**STONER
CORPORATION**
Aurora, Illinois

HERE ARE THE BEST FREE PLAY BUYS!

| | | | |
|---------------------|---------|------------------------|---------|
| C. O. D. | \$25.00 | SUPERCHARGER | \$25.00 |
| COMMODORE | 37.50 | MASCOT | 69.50 |
| TRIUMPH | 40.00 | MR. CHIPS | 25.00 |
| RED HOT | 39.50 | ALI-BABA | 19.50 |

1/3 Deposit With Order, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone
NE-4-8143

I'm the **FARMER'S
DAUGHTER**
a "Superior" girl

America's most popular girl—THE
FARMER'S DAUGHTER—is coming to
town. A real "pork" digger! . . .
She'll win plenty of laurels and good
deals of profits. 1890 Ex. Ladies . . .
Comic "buffer drama" armada. Attract
power \$12.50 on each board. For an
introduction to the "Foster number" in
book, write for details.

SUPERIOR PRODUCTS
25 N. 9th Street St. Louis, Mo., U.S.A.

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

BARRELS of Fun!
BARRELS of Profits!



REVOLVING BARRELS!
AUTOMATIC ACTION!
ALL SKILL
CUMULATIVE FREE PLAY!



Greatest Hit Since Ten Strike!

The industry's amazing hit creation by Evans! Brand new, absolutely different, 100% legal science and skill . . . with revolving barrels and the same Automatic Action that made Ten Strike the Gold Strike of the industry!

IN-THE-BARREL has features no other game even pretends to have! Evans' straight-shooting, shock-proof manikin is under player's control at all times! Has Evans' famous Automatic Ball Return and Ball Life—precision-built bug-free mechanism! 9 Balls for 5¢! Played as fast as player's speed will permit! Perfect for every type of location—it's the hit that brings new prosperity! Rush your order quick!

Eastern Distributor Chicago Distributor
Brooklyn Amusement Mach. Co. Atlas Novelty Co.
660 Broadway, Brooklyn, N. Y. 2700 N. Western Ave., Chicago

FAST PLAY!
100% LEGAL



1000 2000 3000 4000 5000 6000 7000 8000 9000

100 200 300 400 500 600 700 800 900

BALLS PLAYED

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO



A PROFIT WALLOP IN SPINNING WHEEL ACTION

HARLICH'S NEW SENSATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punch-board has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS—FAST PLAY

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

HARLICH MFG. CO. 1413 JACKSON BLVD. CHICAGO, ILL.

Write for our New Descriptive Folder NC-20


Groetchen 1940 Mercury Now Ready

CHICAGO, July 19.—"Groetchen's new 1940 de luxe model Mercury is now available for instant delivery," report officials of the Groetchen Tool Co. "The new Mercury not only offers elaborate beauty of modern streamline design," they declare, "but also many new engineering developments which have been incorporated in the mechanism."

"For example, the de luxe 1940 Mercury has a new universal coin chute changeable from nickel to penny play. It is absolutely cheat-proof and foolproof. The large bakelite handle, coupled with the new precision mechanism, provides a feather-touch ease of operation and is as important a development in playing operation of coin machines as finger-tip shifting was to the automobile."

"These improvements, along with many others, are the direct result of painstaking procedure on the part of Groetchen engineers to build into a machine exactly the features which experienced operators desired."

"These hopes are now fully realized in the 1940 de luxe Mercury token payout game."



DAVAL'S American Eagle

World's Greatest Bell With Free Play Token Award and Gum Vendor.

10 FOR \$275

Sample \$32.50—Ball Gum Med. \$2 Extra

ORDER QUICK FROM
L. BERMAN & CO.
112 N. W. FIRST ST., EVANSVILLE, IND.

PHILADELPHIA, July 13.—I. H. Rothstein, of Banner Specialty Co., with headquarters in this city and a branch office in Pittsburgh, reports that he has advised his customers that the firm had placed its indorsement on Daval's American Eagle.

"This is one game where we can safely state, 'We indorse only the best,'" said Rothstein, "Daval's American Eagle is without any doubt the greatest achievement in the counter game business. The fact that it is the world's smallest bell with free-play token award and gum vendor is an indorsement in itself."

"We are ready with stock for shipments everywhere in our territory and urge our customers to give us advance notice of the number of American Eagles and Marvels they will require. These machines are moving so fast we have difficulty keeping a stock on hand."



IMP \$12.50

6 for \$67.50

MOST SUCCESSFUL GUM VENDER IN A DECADE.
Cigarette or Cherry Reels.

Biggest Stock in South—We Ship Same Day.
Send Your Trial Order.

H. G. PAYNE CO. 312 Broadway NASHVILLE, TENN.

HERCULES HURRICANE OF VALUES

| | | |
|---|---|--|
| <p>FREE PLAY SPECIALS</p> <p>Ten-in-5 . . . \$18.50 Lucky . . . 28.00 Play-in-5 . . . 28.50 Sports . . . 27.50 Follies . . . 20.00 Comedians . . . 21.50</p> | <p>SPECIALS</p> <p>Big Top . . . \$34.50 Bogie . . . 38.50 Bingo Card . . . 42.50 Trough . . . 39.50 Jolly . . . 47.50</p> | <p>When you buy them US you are playing SAFE. For practically the same money you would pay for average used games you can buy GUARANTEED GAMES from us that are clean and expertly maintained. We do not buy used games for resale.</p> |
|---|---|--|

173 W. 4th St. - Bal. Speed O. O. D.
HERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.

MORE GENCO GAMES

ON LOCATION THAN ALL OTHERS!

(Shown by a Survey Among Leading Operators)

WINNER AFTER WINNER... AND NOW-

FORMATION

Greatest of them all

GENCO

BUILDS GREAT GAMES

2621 N. Ashland Ave., Chicago

BECAUSE
THEY'RE ALWAYS
TOP MONEYMAKERS



ALWAYS TOPS IN
TRADE-IN PRICES



THEY ALWAYS
STAND UP!



**BERT
LANE
Says:**

Tells How Keeney Helps Ops' Profits

CHICAGO, July 13.—"Someone asked me recently why Keeney operators all seemed to be more prosperous than the average operator," reports Bill Ryan, Keeney sales manager. "Trifely, I answered because Keeney machines are all bigger money-makers than average machines."

"If you ever have noticed, and you probably have, Keeney machines all have a longer life—longer on each location and longer in point of time they are operated on the aggregate of locations."

"Keeney operators always reap a larger return on their investments. In addition, Keeney games are unusually fine in

mechanical operation and in construction. Thus when the time does come that Keeney operators decide to trade in their old machines or sell them outright they always command higher prices."

"Keeney operators are able to secure the industry's biggest profit-makers all under one roof. At the Keeney plants operators find, among other things, Wall Boxes for music operation, Anti-Aircraft Guns for legal skill operation and Score Champ for free-game operation. These current Keeney hits are three reasons why the Keeney production lines today are among the busiest in the country and are typical of why Keeney operators are more prosperous."

Winner Sales in Larger Quarters

CHICAGO, July 13.—Winner Sales Co. recently expressed a desire to thank its customers for their patronage and support which has enabled the firm to move to larger quarters. "We are now better fitted to serve the needs of our customers as we now have a larger showroom to show a larger selection of coin-operated equipment," L. Salkind, official of the company, stated.

"Our aim is to eventually carry the largest assortment of used machines in the country. All our equipment is put in first-class condition, ready to operate."

Pachter Takes Larger Quarters

CHICAGO, July 13.—"We forge forward in '40—a very fitting motto for our firm," declares Charles Himmel, sales manager of D. A. Pachter Co. The firm is a large supplier of many nationally known brands of radios for premium use.

"For the second time within a year," he reports, "we are increasing our warehouse and office space. On August 1 we will move into new spacious quarters on the 11th floor of the Merchandise Mart. In those new quarters we will continue to represent such lines as RCA Victor,



ROCK-OLA'S DIAL-A-TUNE remote control gets a double play from these sets of twins at the Water Loop Inn in New Richmond, O. The young girls are members of the Trudyettes, known for their dancing and unusual precision work.

FORMATION

IN
GENCO'S
GREATEST
GAME

... WHAT MORE CAN ANY OPERATOR ASK FOR!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

J. H. WINFIELD CO.
1822 Main St. BUFFALO, N. Y.

BUFFALO'S

Distributor of

Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

EVERYBODY WINS



SALESBOARD SMASH HIT!

The deal of deals. Everybody wins a big advertised and fresh-looking Pocket Knife. Customers pay what they want, 5c to 35c. Take in \$4.00. Order \$30K87. Price per deal \$2.00. 10 deals \$17.50. \$30K88—Ord as above with Art Photo knives. Per deal \$2.00. Per 10 deals \$19.00. Sent express post.

JOSEPH HAGN COMPANY

Distributors

217-223 West Madison Street, CHICAGO



LIBERTY TOKEN PAYOUT BELL, \$32.50
We'll Allow \$8.00 in Trade on Your Old Counter Game.

O'BRIEN

89 THAMES ST., NEWPORT, R. I.

General Electric, Stewart Warner, Scoville, Sonora, Remington, DuPont, Falcon Camera, Mitchell Lamp, Keasbey-Monarch Electrical Appliance, Fluorescent Electric, Egin Watches and other unusually advertised names."

MOSELEY'S SPECIALS

- The machines listed below are slightly used and offered subject to prior sale, 1/3 cash and balance with order, balance C. O. D. prices below are effective July 20, 1940.
- 5-BALL PACE PLAY**
- 1 Baby Game, P.B. \$22.50
 - 1 Baby Mop 22.50
 - 1 Baby PIA "Em" 21.00
 - 1 Cowboy Golf Home Run 22.50
 - 1 Chicago Coin Money 27.50
 - 1 Whistler High Flyers 22.50
 - 1 Liberty Short Stop 27.50
 - 1 Liberty Jumper 22.50
 - 1 Liberty Baseball 27.50
 - 1 Liberty Chessie 19.50
 - 1 Gallop Big Show 45.00
 - 1 Double Bowling Game 22.50
 - 1 Baby Gold Cup, Double 22.50
 - 1 Baby Gold Cup, Triple Model 22.50
 - 1 Baby Sport Special Canada 22.50
- CONSOLE & AUTOMATIC PLAY**
- 1 Baby Grand National \$99.50
 - 1 Baby Solitaire Pool 99.50
 - 1 Baby 1-2-3 Fruit Rally 35.00
 - 1 Baby Placer Deluxe 25c, 20-1 Club 170.00
 - 1 Baby Road Jr. Fruit Rally 97.50
- LEGAL EQUIPMENT**
- 1 Exact Ten Bars \$97.50
 - 1 Exact 100 Bars 97.50
 - 1 Century Console 150.50
 - 1 Exact Victory 45.00
- COUNTER GAMES**
- 1 Columbia Roll, C. & A. Rear Gun \$55.00
 - 1 Red, White & Blue Target 15.00
 - 1 Model P. S.T. Tappi 5.50
 - 1 Jack Knit 4.50
 - 1 Queen-Field 4.50
 - 1 Game 2.50
 - 1 Red 21 4.50
- Write for your price on any brand-new unoperated machine that has been released by the respective manufacturer, as we guarantee to meet any dealer competitive price. Write and ask us to put you on our mailing list.
- MOSELEY VENDING MACHINE CO., INC.**
 69 S. BROAD ST., RICHMOND, VA.
 Day Phone 8-4311 - Night Phone 6-2325.

Machines Aid To Balance Budget In So. Carolina

COLUMBIA, S. C., July 13.—Special taxes, including coin machine license revenue, brought millions to South Carolina's treasury in the fiscal year just completed. The part that coin machines played in helping to support the State was revealed in the official figures as released by the Treasury.

Coin-operated devices, in the period of July, 1939, to June, 1940, netted a total of \$113,261.23 for the State. During June, 1940, the State collected \$73,850 from coin machine men for the privilege of operating in the State. No comparative figures for recent years are available inasmuch as the coin machine license went into effect at the beginning of the fiscal year just ended.

In all, South Carolina collected \$27,000,000 during the year, but the State closed the year with an operating deficit of about \$1,700,000. The special taxes which aided the State in approaching a "balancing of the budget" were placed upon incomes, inheritances, corporation license fees, gasoline, soft drinks, tobacco products, admissions, documents, whisky, beer and wine, retail stores, electric power, banks, pool rooms, contractors and coin-operated machines.

Now Fast Time

with Trading Post playing field • 1c or 5c PLAY



A new idea in trade machines now earning big profits in territories where counter cigarette trade machines or floor model trade simulators have been popular. Remember the penny play Wile Duke? It convinced hundreds of operators that penny play machines showed tremendous earnings. Penny play Trading Post is repeating this sensation.

Try it for fourteen days—see our liberal trial offer below.



Fast Time
 with TRADING POST TOP
 1c or 5c Play
 No payout mechanism. Merchandise awards in trade indicated on dial on play field.

Fast Time
 with FREE PLAY TOP
 1c or 5c Play
 No payout mechanism. Awards made only in free plays. Thousands now being successfully operated.

Fast Time with SKILL PLAY TOP
 1c or 5c Play
 Automatic payout giving awards only when ball is shot into skill lane.



14 Day Free Trial Offer!

Try any Fast Time for 14 days. If you're not satisfied that it's a real profit builder, return it and your money will be cheerfully refunded.

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WE HAVE 250 RECONDITIONED SLOTS AND 100 SLIGHTLY USED CONSOLES

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Real Reconditioning on Real Bargains!

- Country Club \$22.50
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- Big Train 45.00
- Lucky Strike 22.50
- Super 6-6 34.50
- Prize 22.50
- Lancer 22.50
- Yacht Club 22.50
- Deuce 22.50
- Flamingo 30.50
- Varsity 27.50
- Mr. Child 27.50
- Yacht 22.50
- Luna 22.50
- Springer 24.50
- Super 16.50
- 173 Depot, Balance C. O. D.

MONEY BACK GUARANTEE ON ALL GAMES

CHICKEN BAR with Bland \$20.00
20 TEN STRIKES 15.00
BREK-BALL STYLS 75.00
SWN. PAGES RACES 72.50
SLK. PAGES RACES 49.50

TRADES ACCEPTED

- Golden Gate \$22.50
- Concept 20.00
- Big Six 18.00
- Ace 18.00
- Blaze 18.00
- Crusby 18.00
- Triple Threat 18.00
- Rabover 18.00
- Mad Tights 18.00
- High Lite 18.00
- Centars 18.00
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- Triple Play 12.50
- See Score 12.50
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F. O. S. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Above!

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We Have Them — THOROUGHLY RECONDITIONED — Ready To Go

- Grand Stands
- Grand Nationals
- Super Kings
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- Northways
- TracTimes
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- Wet. Dray Jr.
- Bally Balls
- Garry Dazz
- Big Shows
- Super Stars
- Oh! Ways
- Oastlacs
- Scars Cards
- Patios
- C. O. D.
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- SummerTime
- Scopes
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\$8.50 EACH—IN ORIGINAL CARTONS—\$8.50 EACH
 SPIN-A-PAGE—5-Red Cigarette Counter Game with Gift Divider for 1c Play Only.
 Immediate Delivery on All New Games. Your Used Equipment Accepted in Trade.

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GREATEST HI-SCORE HIT SINCE BUMPER

Here's your kind of game! VACATION! Designed by a practical, highly successful operator who knows what gets the cash! HIGH-SCORE . . . plus FUTURITY SCORE . . . new BUILD-UP BUMPERS . . . 8 ROLL-OVERS . . . SPIRAL BUMPERS . . . and ACTION features galore! Take a VACATION from operating worries . . . order VACATION today!

RAPID FIRE ray gun smashing all records in amusement class! Write!

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|-----------------|---------|
| Commodore | \$34.00 |
| C. G. D. | 25.00 |
| Jolly | 42.00 |
| Lucky | 25.00 |
| Supercharger | 28.00 |
| Super 8 | 40.00 |
| Thriller | 17.50 |
| Triumph | 32.50 |
| White Bull | 25.00 |
| Wrestling Alley | 35.00 |
| Wrestling Alley | 57.00 |
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1/3 With Order, Balance C. O. D.

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LATEST and GREATEST SENSATION POLO

RUSH US YOUR ORDER NOW!

5-BALL NOVELTIES

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| Pick-Em | \$14.00 |
| Wrest | 10.50 |
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EVANS 1939 TEN STRIKE ONLY \$75.00

WESTERN BASEBALL

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| 1939 Light-Up Back | |
| Bears | \$ 88.00 |
| 1940 Light-Up Back | |
| Bears | 118.00 |

Get your name on our mailing list. Write us today!

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games!

SPECIALS

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ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION! 1/3 Deposit Required With All Orders, Balance C. O. D., P. O. R. Receipt, N. Y.

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119 RECONDITIONED GAMES

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|----------------|-------|------------|---------|--------------|-------|
| CHERRIES | 9.00 | MAJORS | \$11.50 | AVADARS | 8.50 |
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| FIFTH IRINGS | 9.50 | BUBBLES | 12.50 | BAROS | 8.00 |
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All Machines Have been Cleaned and Checked and Are Ready for Locations.

Terms: 1/3 Deposit, V. Christopher, J. Passanunite

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LIBERTY TOKEN PAYOUT BELL

Buy LIBERTY TEN AT ONE TIME FOR ONLY \$275.00

Sample Machine \$32.50

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Also 500 Pin Games of All Types, \$1.00 and Up. Satisfaction Guaranteed. WE BUY—SELL—TRADE.

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MONEY MAKER
POLO

**SHOOTING UP PROFITS
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ORDER FROM YOUR JOBBER TODAY!

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- 500-424 '29 De Luxe, Used . . . \$142.50
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Banner Specialty Company

'We Endorse Only the Best!'

DAVAL'S
**AMERICAN
EAGLE**

World's Smallest
Ball With Free Play
Token Award and
Gum Vendor

10 FOR \$275
Sample \$32.50. Ball
Com Mod. \$3 Extra.



1530-32 PARRISH ST., PHILADELPHIA, PA.
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NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

INTERNATIONAL

Our Used Games are
Guaranteed
100% LEARNED
1934!

WRITE FOR "NATIONAL'S
NEWSETTE," PACKED WITH
GREAT BUYS SUCH AS:

BIG SHOW . . . \$49.75
GALLY ALLEY (100 BALLS) . . . 27.00
GALLY ALLEY (50 BALLS) . . . 22.00
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**5% OFF FOR FULL CASH
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20% off things to do
if you want
CREDITS:
1. Send your
order and
10% Dep.
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50% of
your ball.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.



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CASH IN WITH



**AMERICAN
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WORLD'S
SMALLEST BALL
WITH FREE PLAY
TOKEN AWARD
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50% Back in 90 Days as Trade In
10 FOR ONLY \$275
SAMPLE \$32.50
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BALL GUM
15c per Box of 100 pieces. Cost of 100
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SICKING, INC.
1401 CENTRAL PARKWAY
CINCINNATI, O.

"HEADS-UP-SELECTOR"

PRODUCT
NO. 1



PATENTS PENDING

MODEL NO. 616
FOR 16 RECORD
AUTOMATIC
PHONOS



A FRANK STATEMENT By HOMER E. CAPEHART

"The 'Heads-Up-Selector' is a practical, sensible idea that is contributing to the increased intake of many operators. Just a good product. If you haven't yet ordered—Do It Now."

H. E. Capehart

- ★ Beautiful red and white, extra heavy, plastic keys, solidly mounted with no moving parts to receive wear. Brilliantly lighted with additional lighted front red plastic panels and extra large cancellation button. All encased in chrome.
- ★ Attaches to your 616 in a jiffy. Two screws to drive in—one wire to connect—and "HEADS-UP-SELECTOR" is in operation after plate and knobs of former selector removed.
- ★ Ready soon—"HEADS-UP-SELECTOR"—for 24 record phonographs. An extremely efficient and beautiful attachment to modernize your 24 record phonos.

PACKARD MANUFACTURING CO., FORT WAYNE, IND.
HOMER E. CAPEHART - PRESIDENT

Brand New Indoor Sport For All America!

Opens

CLOSED TERRITORIES!

SO NEW . . . IT'S
 REVOLUTIONARY!

SO DIFFERENT . . . IT'S
 ASTOUNDING!

SO FASCINATING . . . IT'S
 IRRESISTIBLE!

SO PROFITABLE . . . IT'S
 PHENOMENAL!

POOL BOWLING

Most Sensational Creation in Game History!

100% SCIENCE AND
 SKILLS
 NO MAKE-BELIEVE!
 NO IMITATION
 PLAY!

Absolutely
 100% Legal
 Everywhere!

TAPS SOURCES
 OF INCOME
 NEVER BEFORE
 REACHED!



Perfect For
 Every Type
 of Location!

Length 68"
 Width 36"
 Height 34" Front, 39" Rear

OPENS TREMENDOUS FIELD FOR OPERATORS!

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FOLKS GO WILD OVER THIS PLAY!

POOL-BOWLING is as scientific as billiards . . . as skill-testing as bowling, because it is actually a combination of both. Men and women rave about it! Uses regulation billiard balls, regulation billiard cues. Every shot is a banked shot requiring science and skill. Ball must strike opposite cushion before entering alley. Pin action and scoring are exactly the same as in bowling. May be played by 1 to 4 players at a time. Average playing time for 4 is 12 minutes. Full game of 10 frames, 10c a time, opens up to \$1.20 an hour!

MOPS UP SPECTACULAR EARNINGS IN ALL SPOTS!

POOL-BOWLING opens rich virgin fields of profit-making heretofore closed to operation. It's a "natural" everywhere. Players flock to it. Its glamorous looks, folks never grow tired of its appeal. Day by day its sensational earnings grow larger!

PRICE! FAR LESS THAN YOU EXPECT

POOL-BOWLING is a low-price revolution . . . priced so low you can operate it in quantity. Be first to capture prize locations and big new profits with this ace game attraction! Investigate at once. Wire or Air Mail Today!

DISTRIBUTORS! Some choice territory still available! Wire or Air Mail At Once!

POOL BOWLING MFG. CORP., STEGER, ILL.

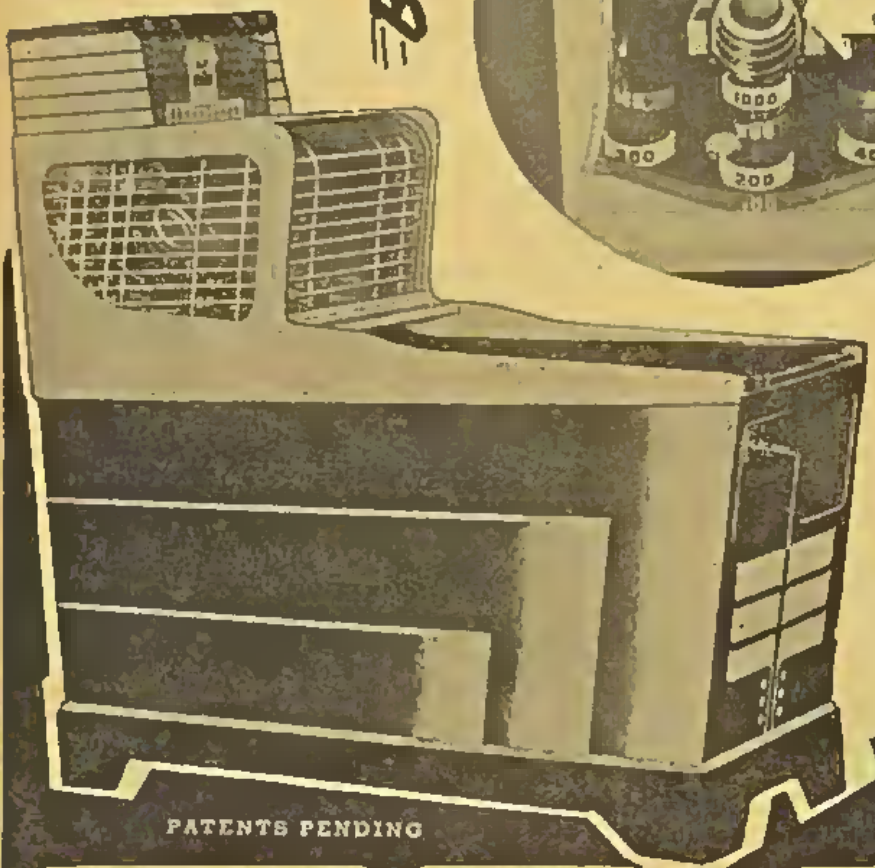
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IT'S LEGAL

ROLL IN THE BARREL

BARREL ROLLS ALL THE TIME



- THE 10 FINEST FEATURES EVER SEEN IN ANY MACHINE!**
1. BARREL ROLLS ALL THE TIME
 2. REGULAR SCORING
 3. WEEKLY HIGH SCORING
 4. "ROLL-IN-THE-BARREL" SCORING
 5. FREE PLAY AWARDS
 6. MANUAL PLAYING ACTION
 7. THE MOST BEAUTIFUL—THE MOST PRACTICAL CABINET EVER DESIGNED WITH SENSATIONAL, NEW, "SLANT-IN-FRONT" THAT MAKES PLAYER FEEL HE MUST GET A WINNING SCORE.
 8. NO PLUNGER
 9. NO KICKERS
 10. NO BUMPERS

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MANUFACTURED BY O. D. JENNINGS & CO. CHICAGO, ILLINOIS

Greatly Increased Earnings WITH *Rock-Ola* **DIAL-A-TUNE**



REMOTE CONTROL

Flash! Every time Dial-A-Tune arrives in a new location just watch the interested patrons crowd up to dial their favorite tune. See how easy, how convenient, how fascinating it is to twirl the handy dial.

Rock-Ola's Dial-A-Tune has true play appeal... colorfully lighted... large, raised, easy-to-see numerals set in an attractive background of color... tilted title slips for easy visibility and quick selection... rich, attractive mottled finish with chrome trim.

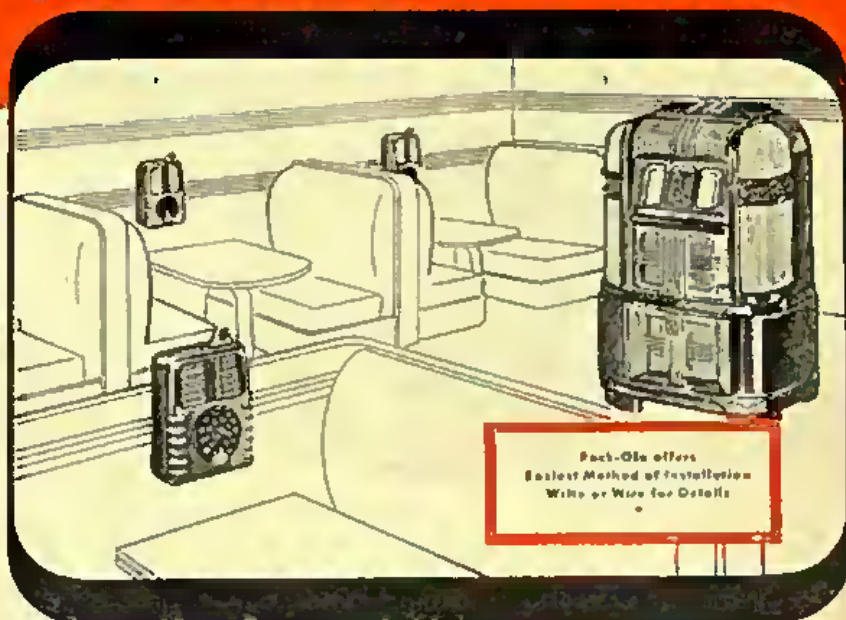
Here is a deluxe Remote Control installation for all your better spots. And as for installation, Dial-A-Tune is a revelation for simplicity. Operators will especially appreciate the ease of servicing Dial-A-Tune. Flawless as a Rock-Ola Phonograph. Designed and engineered in the Rock-Ola Luxury Lightup plant by skilled technicians.

Yes, Rock-Ola's Dial-A-Tune Remote Control Wall and Bar Boxes are doubly profitable by reason of their simplified installation features and proved profit return.

The Perfect Set-up for Profits...

**ROCK-OLA LUXURY LIGHTUP PHONOGRAPH
 plus DIAL-A-TUNE WALL AND BAR BOXES**

Here is the greatest profit-winning combination in phonograph history. A beautiful Luxury Lightup Phonograph with superb, clear, auditorium tone plus Dial-A-Tune Wall and Bar Boxes with the fascinating dial selector. The perfect solution to greater musical earnings and satisfied locations.



Rock-Ola offers
 Easiest Method of Installation
 With or Wire for Details

ROCK-OLA MFG. CORP.

800 NORTH KEDZIE AVE. • CHICAGO

ONLY WURLITZER BUILDS WIRELESS SELECTORS

THAT PLAY EVERY RECORD ON THE PHONOGRAPH AND ARE ESPECIALLY DESIGNED FOR BARS

BUILT LOW
GLASSES CAN BE READILY PASSED OVER IT

CLAMPS TO BACK OF BAR WITHOUT MUTILATION
YOU CAN'T KNOCK IT OVER

ILLUMINATED PROGRAM HOLDER ON ANGLE
EASY TO READ

MAXIMUM EYE AND PLAY APPEAL
FOR BAR AND COUNTER LOCATIONS

MODEL 331 BAR BOX

FOR BOOTHS AND PLACES OTHER THAN BARS ALWAYS INSTALL **WURLITZER Wireless WALL BOXES**



Wurlitzer Model 320 Wall Box. Beautifully polished metal case with red lacquer trim. Illuminated coin entry, program holder and selector dial. Extremely accessible for servicing. Invites phonograph play on its attractiveness alone.

Use remote control equipment designed for the job it's supposed to do if you want it to get maximum profits. Use Wall Boxes on the wall and not on the bar.

Only Wurlitzer builds Wireless Selectors that play every record on the phonograph and are especially designed for bars. See them before you invest in any remote control equipment and you will realize why these Wireless Bar Boxes are a sensational success everywhere.

ONLY WURLITZER BUILDS A COMPLETE LINE OF REMOTE CONTROL EQUIPMENT

The most flexible remote control equipment on the market. Wireless, Two-Wire and Thirty-Wire Systems—each designed for inter-use with the other two systems. Beautiful wall, bar and portable units all adaptable to any Wurlitzer 24 Record Phonograph.

See your nearest Wurlitzer distributor—now!

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

Wurlitzer Bar Boxes are attractively finished in silver and wood with red plastic selector knobs. Each has a coin return button and illuminated selector dial.



BAR BOX MODEL 332

Smallest complete Bar Box for booths as well.



BAR BOX MODEL 331

A big money-maker. Has a coin entry and 24 record program holder at each end. Gets the coin from all directions.

SOLD ONLY TO MUSIC MERCHANTS