

The Billboard

The World's Foremost Amusement Weekly

AUGUST 17, 1940

15 Cents

Vol. 52. No. 33



—James J. Kriegsmann Photo

WOODY HERMAN

And His Orchestra

Featuring The Woodchoppers

Currently Hotel New Yorker, New York City

ON DECCA RECORDS

Direction: General Amusement Corporation

NO. 3 in a series of **LETTERS FROM MUSIC MACHINE MERCHANTS** commenting on the first edition of **TALENT and TUNES on MUSIC MACHINES**

TELEPHONE STATE 4733

OHIO VALLEY MUSICAL CO.
140 NORTH DEARBORN STREET
CHICAGO

November 14, 1939

The Billboard
Chicago, Illinois

Gentlemen:

We wish at this time to express our appreciation of your "Talent and Tunes On Music Machines" supplement. It has acted as a guide in our buying of records -- both as to reference and as an index to future releases.

You may well realize the importance of this edition to our company when we tell you that we purchase over one thousand records a week.

Cordially yours,

OHIO VALLEY MUSICAL CO.

BY



LWG:RC

**SECOND ANNUAL EDITION OF
TALENT AND TUNES ON MUSIC MACHINES**
will be published as a supplement to the
SEPTEMBER 28, 1940,
Issue of The Billboard

• EVERY OPERATOR AND ALL OTHERS INTERESTED IN
RECORDS AND MUSIC MACHINES
WILL RECEIVE A COPY OF THIS ISSUE

The Billboard

Vol. 52
No. 33

The World's Foremost Amusement Weekly

August 17,
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.

HOTEL LEADERS PICKED

AGVA Wins Arb On IC Salaries; Pitt Drive Is On

NEW YORK, Aug. 10.—American Guild of Variety Artists has received an arbitration award against Chester H. Canning, of the now defunct International Casino, in the amount of \$4,304.00, representing a week's salary due the IC cast, plus interest and expenses. Award is the result of two hearings held by the American Arbitration Association, July 31 and August 6.

AGVA had an agreement with the spot covering its production, *Let's Go*, which opened December 22, 1939, and folded the following January 11. The cast had a guarantee of four weeks but was paid only for three when the show closed.

Under the award the 37 chorus members will receive \$45 to \$50 each, plus interest, and the 16 principals will get their salaries, ranging from \$100 to \$600 plus interest, according to AGVA.

PITTSBURGH, Aug. 10.—After recently signing the Nixon Cafe, where they claim to have obtained raises of \$1.50 weekly for chorus girls and \$10 for one of the principals, AGVA leaders began dickering with Swartz's Cafe on the Northside and are seeking negotiations with the Yacht Club. Last week the Nixon stopped using a line, presumably because the State Liquor Control Board has banned the practice of entertainers mixing with the guests, altho Nixon showgirls weren't hired primarily as hostesses. Also last week four cafes on the Northside yanked (See *AGVA WINS ARB* on page 16)

Aliens Must Register August 27-December 26

WASHINGTON, Aug. 10.—As part of the National Defense program, a nation-wide registration of aliens will be conducted from August 27 thru December 26 by the Immigration and Naturalization Service of the Department of Justice in the post offices of the nation.

Registration is made compulsory by a specific act of Congress, the Alien Registration Act of 1940. The law requires that all aliens 14 years or older are to be registered and fingerprinted. Those under 14 are to be registered by their parents or guardians. When alien children reach their fourteenth birthday they will be required to register in person and be fingerprinted.

A fine of \$1,000 and imprisonment of six months is prescribed for failure to register, for refusal to be fingerprinted, or for making registration statements known to be false.

As part of its educational program to acquaint non-citizens with the registration requirements the Alien Registration Division is distributing more than 5,000,000 specimen forms listing (See *Aliens Must Register* on page 23)

Haag Circus Bankrupt

BRISTOL, Va., Aug. 10.—Haag Bros' Circus, on tour until recently when it closed at Damascus, Va., has gone bankrupt. Animals and equipment, still located at Damascus, are to be sold by Leonard R. Hall, who has been appointed referee in bankruptcy. The show was managed by Roy Haag.

Case Wins N. Y. Publicity Poll; Christenberry 2d; New Yorker Heads Hotels; Mockler Leads P.A.'s

By PAUL DENIS

NEW YORK, Aug. 12.—Frank Case, who started at the Hotel Algonquin as a room clerk many years ago and is now its owner and manager, was voted the "most effectively publicized local hotel man" by a representative cross section of night club editors, Broadway columnists, syndicate writers and society and food editors in *The Billboard's* Second Annual Night Club and Hotel Publicity Poll. He drew eight first places, piling up a point score of 50, compared with Robert Christenberry, manager of the Hotel Astor, who scored 48 points, even tho he drew one more first place than Case. Next came Charles Rochester, of the Lexington, with 29 points; Maria Kramer, of the Edison, with 15 points; Vincent Astor, of the St. Regis, with 11, and Roy Moulton, of the Piccadilly, with 8. Ralph Hitz, who died in January, won the hotel poll last year.

However, the Hotel New Yorker scored a clean first among local inns as the "most effectively publicized hotel" of the past season, with the Algonquin second, the Lexington third, the St. Regis fourth and the Pierre fifth.

Dorothy Ross and Seamon Jacobs began publicizing the Algonquin's supper club last December after the hotel had been without a press agent for more than a year. Case published a book, *Tales of a Wayward Inn*, and received a lot of publicity, with the result that

another book, *Do Not Disturb*, will come out November 18. Altho the Algonquin was for years well known among show people, it wasn't until the Ross-Jacobs campaign that it became really known to the general public.

R. D. Mockler, press rep for the Hotel New Yorker, won an easy first as the "hotel press agent who most effectively meets the editorial needs" of the newspaper men voting. He won nine first places out of 28 votes cast, rolling up a point score of 51, compared with Barbara Semple's 28 points in second place (St. Regis), Ted Saucier's third place with 24 points (Waldorf-Astoria), and Sam Blake's fourth place with 21 points (Piccadilly).

Oddly enough, altho the Astor's Christenberry was adjudged the second most effectively exploited hotel man, the hotel itself was voted "the least effectively publicized hotel," with the Belmont-Plaza second, the Ambassador third, the St. Regis, the Waldorf-Astoria and the Roosevelt tied for fourth in this classification.

How Hotel Men Rate

Point score (based on five points for first place, three for second and one (See *CASE WINS* on page 17)

Radio Continues To Grow

Program Dept. Salary Breakdown, Talent Expenses, Networks' Fees Quoted in Exhaustive Analysis

WASHINGTON, Aug. 10.—Radio continues to grow, figures on the industry's volume for 1939 prove, according to statistics supplied by the Federal Communications Commission. Disregarding stations which sell less than \$25,000 worth of time, the FCC reports that in 1939 there were 519 stations which sold \$80,306,134 worth of business, as compared with the 485 stations which reported 1938 sales of \$71,082,465. A total industry income for 1939 shows that 705 stations took in almost \$90,000,000.

But it takes money to make money, as any broadcaster will readily say, and radio's main commodity—the radio program—represents no small expense. Salaries within the program departments of national chains and the stations selling more than 25G's per year amounted to \$8,799,964, but the talent used on the programs cost this group \$14,880,660. Royalties for music and program material took \$4,809,311, while costs of wire services (exclusive of transmitter lines but including cost of lines for remote pick-ups) added up to \$7,450,657. Other expenses not included in the above figures but directly related to program costs amounted to \$4,038,655.

To arrive at these figures the FCC added the totals for 361 stations, which served

as outlets for major networks, to the totals given by 158 stations which did not serve as outlets for major networks, and in turn these were added to the totals for the three major webs. For comparative purposes the breakdown is included; the first figure representing totals for 361 web stations; the second for the 158 independent stations, and the last the totals for the webs themselves. Salaries

Liquor Board Scares Pittsburgh Niteries, Including a Showboat

PITTSBURGH, Aug. 10.—State Liquor Control Board in the past few weeks has invaded entertainment centers on four different counts, with local night spots anticipating a permanent slump in business unless the board softens its severity. A ruling July 17 forbade "the practice of having hostesses, entertainers or waitresses sitting with customers" in night clubs. A week later the Nixon Cafe yanked its line of girls. Smaller spots thruout the city are considering replacing entertaining waitresses with straight waitresses.

Niteries presenting entertainment

for program department, \$5,039,572, \$1,377,546, \$2,382,846. Talent expenses, \$8,000,695, \$1,503,736, \$5,376,229. Royalties for music, etc., \$3,673,972, \$615,482, \$519,857. Wire services exclusive of transmitter lines, \$2,042,248, \$263,186, \$5,145,223. Other miscellaneous program expenses, \$2,523,610, \$469,432, \$1,045,613.

Royalties were those sums paid to composers' organizations of all descriptions and for the rights to produce dramas over the air. The \$519,857 in royalties paid by the webs, it must be explained, does not include the sums paid out by the stations owned and operated by these chains. The latter were lumped in with the first group among the 361 stations.

Total program outlays for all came very near \$40,000,000 during 1939. The network stations, either owned or affiliated, (See *RADIO GROWS* on page 7)

without a liquor license, but selling set-ups, have also been assaulted with announcement that an act will be introduced at the next Legislature to deny public establishments the right to allow possession or consumption of alcoholic beverages on premises if they offer food or entertainment without a Control Board permit.

Contributing cause to the proposal for outlawing set-up spots was the popularity of "jitterbug parlors," where youngsters bring their own alcohol, buy cracked ice and pay an admission fee (See *Liquor Board Scares* on page 16)

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NAB SHOWS STRENGTH

Industry Solidarity Noted, Tho Music Deal Felt Possible; Miller Gets OK; "Fireside Chat" Finis

SAN FRANCISCO, Aug. 10.—Without a dissenting vote the National Association of Broadcasters lined up solidly at its three-day convention here for a fight to the finish against the alleged "music monopoly" of ASCAP. Rebellious broadcasters voted unanimously to support BMI. At the same time, however, there were strong indications that an eventual compromise will be reached in the controversy. As a show of strength the convention's action was impressive.

Mutual Broadcasting executives announced that they had warned 143 affiliates that after December 31, when the ASCAP contract ends, no ASCAP music would be broadcast from originating stations. Their statement followed previous action by Columbia Broadcasting System and the National Broadcasting Co. BMI's Sydney M. Kaye declared, "We guarantee that we will deliver exactly the same type and quality of music that ASCAP has provided."

In a telegram to Neville Miller, president of the NAB, Ed S. Moore, acting president of Local 6, American Federation of Musicians, stated: "Inasmuch as the members of the musicians' union have suffered irreparable harm because of what we regard as excessive license fees collected from employers of music by ASCAP, we wish to let you know that the officers and board of directors of this local hereby offer our assistance in whatever form possible to break their stranglehold on employers and musicians alike."

Radio, it was pointed out, now pays ASCAP about \$4,500,000 for rights to play ASCAP music (5 per cent of gross station time value), but under the BMI set-up it would pay a sliding scale of

1½ to 2½ per cent, or about half that much.

As the convention prepared to open on Monday each delegate received the following telegram, quoted in part, signed by ASCAP headquarters here:

"It is urgently suggested that before the present issue as between ASCAP and the chains reaches the stage which may seriously interfere with development of the radio industry and with independent station operations, there should be an open discussion and forum for the information of all concerned. ASCAP is (See NAB WINDS UP on page 7)

Non-Union Spot AGVA Obstacle in Rand-Reis Squabble

NEW YORK, Aug. 10.—Phil Irving, executive secretary of the New York local, American Guild of Variety Artists, explains that the reason AGVA was of no help to Sid Tomack and the Reis Brothers, who are having contract trouble with Sally Rand, is that the boys appeared in a non-AGVA spot, the Park Central Hotel. The comedy trio has been

ICE SHOWS—

FROM SPORTS TO BIG SHOW BUSINESS

By ARTHUR M. WIRTZ

who tells how the amateur sport has been converted into a big money-making business.

This Article Will Appear in the

FALL SPECIAL

of

THE BILLBOARD

DATED AUGUST 31

doing a burn-up for the last couple of weeks, ever since Miss Rand closed them at the hotel after the first week of an 11-week contract. They are paid-up AGVA members and feel that the union should have forced Miss Rand to settle the contract, amounting to \$5,000.

Irving states that an effort was made to help them because they are members in good standing, but the union can use no force in a spot that has yet to sign a closed-shop agreement. He adds that AGVA orders its members to work in union spots only and that when they (See NON-UNION SPOT on page 16)

Thru Sugar's Domino

ASCAP Can Win Radio Fight With Gen. Mills



LET'S not kid ourselves about the battle between broadcasters and the American Society of Composers, Authors and Publishers over the proposed new contract for the use of music controlled by the Society. It is to the advantage of each side to blabber about the ruin of the other if an agreement is not reached by the deadline of the present five-year agreement, December 31, 1940. The broadcasters cannot very well get along without ASCAP music, and ASCAP cannot very well continue to live in its present state of affluence without the broadcasters as its customer. One needs the other as much as a chicken needs its gullet. In some way—unless imbeciles on either side upset the applecart—we feel an agreement will be reached before it becomes necessary to take ASCAP music off the air. Meanwhile both sides are spending plenty of time and money in an attempt to drive a bargain. The issue between ASCAP and the radio industry is not, and never has been, whether radio stations and chains should use ASCAP music. It is nothing more or less than a proposition of how much the stations and chains should pay for something that in our opinion they need as much as electric power.

If ASCAP's strategy were in the hands of a competent man it would have stood its ground with dignity—as it did in 1935—and it would have accomplished wonders without cheap ballyhoo, waste and the agitation of an important customer. But ASCAP's strategy has not been in the hands of a single individual. ASCAP is now suffering from the dreadful disease known as committeeitis. It is impossible for a committee of the best minds to accomplish anything. The world makes progress thru the leadership of individuals, not committees. It is bad enough to place a tremendously important task in the hands of a committee; it is worse to entrust grave responsibilities to a committee that functions poorly. That is what has happened in ASCAP. The result is that ASCAP's build-up job of 20-odd years is more or less wasted. The dignity that ASCAP had acquired thru years of careful application by such men as John G. Paine, Victor Herbert, Nathan Burkan, E. C. Mills, to name a few, has been relegated to the storeroom. Cheap, ineffective ballyhoo has taken its place, thanks to the radio committee on whose shoulders the self-perpetuating board of directors has placed the burden of carrying on the fight (which should have been anything but a fight) against the broadcasters.

Radio is ASCAP's best customer. Radio knows it and ASCAP knows it. But one would not think so from the manner in which the Society has carried on its campaign of vilification against men who have been responsible for the Society holding its place in the sun. Of course, radio needs ASCAP, too, but radio possesses greater resources than ASCAP. Radio has been gradually building up its music shelf to the point where a deadlock will not completely demoralize the broadcasting industry. But if the deadlock continues for a long time the fat checks of the Society's major "stockholders" will no longer be sent out. The Society will be thrown back to the horse and buggy days in the midst of an era that craves music as much, if not more, than ever before.

Claude Mills did an excellent job representing the Society in negotiations with the broadcasters back in the '30s. He was shoved aside in favor of the radio committee at a time when his services were needed most. This in itself was poor, albeit honest, strategy. There was an excuse for it because Mills was known as a tough guy among the broadcasters. But this error could have been and can still be corrected. Mills should be taken down from his high but unobtrusive (See SUGAR'S DOMINO on page 16)

The Broadway Beat

By GEORGE SPELVIN

THE ASCAP-BMI war has the local songpluggers worried to death. A lot of them are tuning up their rusty vocal cords, feeling sure that it won't be long now before they'll be hanging around ballrooms, vaude houses and night clubs singing their new songs—just like in the old days. . . . The Chandra Kaly Dancers, scoring prettily at the Riviera over in Fort Lee, have Mario Naldi of Raye and Naldi to thank for their job. Earlier in the season Raye and Naldi stepped out of the Riviera when operator Ben Marden, due to weak business, wanted a cheaper team that would fit into his curtailed entertainment budget. So Naldi, an old friend of Chandra Kaly, suggested that act; it was tried out and proved to be the sensation of the season. And it cost Raye and Naldi a scheduled return engagement at the Riviera, for Marden decided to keep the Chandra Kaly Dancers for the remainder of the season. . . . As usual around this time, the mortality among the summer theaters is beginning to grow heavy, with sudden closings dotting the otherwise peaceful rural countryside. But the brodies have been nowhere near as numerous as in some other seasons. . . . There seems to be nothing much that anybody can do about *Tobacco Road*. The management, after all these years, finally decided to close—and immediately after the announcement business took a terrific jump. Near sell-outs were scored, despite the fact that there were those who figured that a hall bedroom would hold the entire national population that hadn't yet seen the show. So now it will probably continue, either indefinitely or for a limited time. Eventually it may rate in archeological importance with the remnants of the neanderthal man.

BROADWAY Folk-Legend: An agent was having trouble collecting commissions from a band, but couldn't squawk to the union because he had lost his AFM license and wasn't supposed to be booking anyway. So he threatened to sue; and one afternoon a couple of tough guys with suspicious-looking bulges in their side pockets dropped in and said: "You don't really want to sue our cousin, do you?" The agent begged them not to shoot until he told his side of the story—and then explained that he was so broke he had to sleep in his office. So the tough guys felt so sorry for him that they gave him a quarter and departed. The joker is that it's all supposed to be true.

A MODEL T FORD of the 1917 vintage which is in a remarkable state of preservation was seen parked in front of—of all places—Ripley's now defunct freak palace. . . . Dennis Day, of the Jello program, originally started out to be a lawyer, but got switched while he was attending college by joining the collegiate glee club. A Horatio Alger rise that led from a local radio station to CBS to the Benny show culminated when he made his first stage appearance at the Roxy and was good enough to be held over with the new stage show, an unusual procedure at the house. . . . If anyone's interested, the chain letter gimmick is starting up again, with the list of names at the end of the letter held down to four, and with four letters going out from each person. The idea is to select recipients very carefully, and to ask them to return the note if they're not going to carry on. . . . Newspaper caption writers ought to learn more about dogs; either they get the breeds wrong or they don't mention them at all—as was the case with a picture of Margaret Sullivan and a very lovely boxer in which the boxer was called merely a "brindle pup."

SAMMY MERKUR, one of Max Arons' aids at Local 802 of the AFM, is fried to a frazzle. Merk, acting like an incipient capitalist, went and fell asleep in the sun—and now he looks like an overdone lobster. . . . Jack Miles, formerly of NBC press but now on *The World-Telly*, went back to NBC the other day to visit his friends. . . . Lewis Harmon, who was set to resign his post as p. a. of the Clinton Playhouse, stayed on when Mort Nathanson, who was supposed to take over, developed a bad ear and had to be rushed to the hospital for an operation. . . . Eunice Healy, who took over the Ruby Keeler role in *Hold On to Your Hats*, will still be playing the part when the show reaches New York, according to the management. A rumor was spreading around that Gracie MacDonald was set to succeed her.

WOODY HERMAN

(This Week's Cover Subject)

WOODROW WILSON HERMAN, known to the band fraternity and public as plain Woody, heads one of the finest co-operative band set-ups in the business. Since its formation several years ago the Herman crew has established itself far and wide as one of the finest blues aggregations of the present day. Not only do bookers, agents, cafe and hotel owners and jitterbugs attest this fact, but college men and women, the life blood of the one-night business, recently selected Woody as the "heir presumptive to the national popularity crown among orchestras in 1940" in a poll conducted by *The Billboard* among students of 108 colleges.

With the signal honor of having been chosen by the representative campuses of America as the band most likely to scale the heights of popularity in the next year, the Herman Band is presently making good that prediction, with its current engagement in the famed Terrace Room of the Hotel New Yorker—its most important engagement in New York.

Woody is only 25 years old, but is conceded to be one of the top-ranking interpreters of the clarinet, proven by his fine instrumental work on such Decca records as "Woodchoppers' Ball," "Blue Evening" and "Blue Prelude." He started his career at the age of 11, touring vaude houses thruout the country as a child prodigy on the sax and clarinet.

After Herman took over the leadership of the band, having played with Gus Arnheim and Harry Sosnick, its first engagement was a rousing send-off in Woody's home town, at the Schroeder Hotel, Milwaukee. It was followed in short order by sessions at the Netherlands Plaza, Cincinnati; Raynor, Boston; Rice Hotel, Houston; The Trianon, Cleveland; Nicolle, Minneapolis, and Edgewater Gulf, Gulfport, Tex.

The band gained its real recognition, however, after it created a major sensation at the Famous Door, New York. A theater tour followed, which was highly successful. Then the Hermanites scored hits at the Meadowbrook Country Club, Cedar Grove, N. J., and broke records at the Sherman Hotel, Chicago.

ASCAP Tune Ban Would Put Coast Biz Into Dither

HOLLYWOOD, Aug. 10.—Threatened banning of tunes controlled by American Society of Composers, Authors and Publishers from the airlines will throw radio and music biz here into a dither. Action against ASCAP tunes, it is alleged, will be taken by the networks beginning January 1 unless agreements can be reached before then.

With such top-bracket names as Bing Crosby threatening to wash up their ether careers unless they are allowed to use ASCAP tunes, it was expected that the situation here would gradually become worse as the deadline draws near.

In a statement issued this week, Crosby claimed that he could not continue on the air unless he could warble the old-timers that had helped boost

him to the top. Crosby's option with Kraft Music Hall comes up in December and unless the squabble between networks and ASCAP is settled by that time, he threatens to remain off the air. J. Walter Thompson agency, which handles the Kraft account, would make no statement at this time.

Another matter that threatens to throw the proverbial monkey wrench into the entertainment business here is the question of what to do with picture tunes. It was pointed out, for example, that the Crosby agency has three top ASCAP writers under contract, Johnny Burke, Jimmy Monaco and Jimmy Van Heusen. Burke and Monaco are now writing the score for the new Jack Benny-Fred Allen flicker. The best method of popularizing these tunes is admittedly over the air. If the webs ban ASCAP tunes, music from the film cannot be used on air shows. One spokesman claimed that film plants may try to exert pressure on the webs in order to bring about an amicable adjustment with ASCAP.

Some observers here claim that the webs could never get along without ASCAP and knew it, and were only using the BMI angle as a threat to get a better contract. However, there were just as many here who stated that things would go along as usual, even the ASCAP music could not be aired.

Coast AFRA Admits Clique Grabs Jobs, But Denies It Runs AFRA; Doubts Value of Casting Bureau

HOLLYWOOD, Aug. 10.—Charges that a clique of radio actors were getting all the jobs in this area were affirmed by the American Federation of Radio Artists.

When questioned as to possibility of eliminating admitted evil, AFRA exec stated there was no possible way the union could have control over the hiring and firing of radio actors as long as they lived up to the code. Only suggested plan was to form a casting bureau such as is used by Screen Actors' Guild, where radio actors could be listed and hired by other producers. However, it was admitted that this plan was not contemplated at this time and probably would never be put into operation.

Difference between casting extras for films and radio actors was stressed, union pointing out that an extra was an extra and one was as good as another, but that a radio actor depended upon his voice and air personality to fill even the smallest role. This in itself, it was stated, would probably throw the hook into any AFRA casting office before it even got started.

Question as to whether clique of ether Thesps garnering most of the work was hurting programs or not was brought up. AFRA spokesman claimed that the only barometer was the Crossley rating, and as long as a show remained in the high brackets the familiar radio voices were due to be heard in every conceivable type of show.

Under present system of casting it was believed that newcomer has very little

chance of crashing Hollywood's radio actor clique. Producers have learned to rely on one particular actor for a particular role and nothing can be done to sway them from this viewpoint.

Question as to whether local office of AFRA itself was not run by a clique was brought up. Union exec hotly denied this and stated that, if it was, all the members had to do was to get busy and vote out the officers they didn't like. He said if AFRA members, instead of spending their time beefing about the union, would exercise their voting privilege many of the headaches connected with the business would be eliminated.

However, regarding the talent possibilities, it was believed that resumption of fall shows would find outsiders getting a better break than they have at any time during the past years. Changes of show formats and tie-up of actors getting the heavy coin would give the newcomers a chance at the gravy.

Chi AFRA Wax Talk

CHICAGO, Aug. 10.—Local officers of the American Federation of Radio Artists will meet next week to consider the transcription code proposed by the broadcasters and agencies committee. Code was rejected last week by the New York AFRA board because it offered only \$12 per 15-minute transcription instead of the \$15 demanded by AFRA. The performers also wanted to incorporate in the code a provision for a one-hour rehearsal period.

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Possibilities
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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.

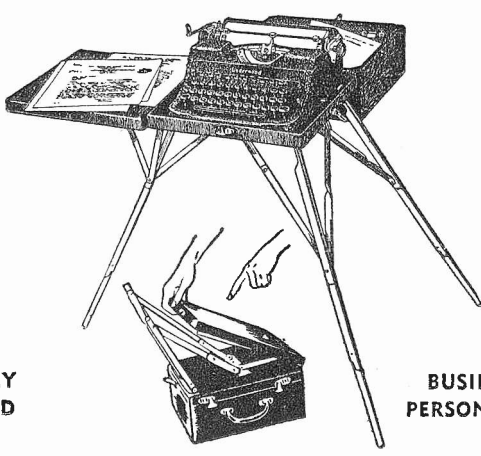
SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

NINA ORLA—attractive Spanish rumba and conga exponent—attractive in both looks and voice—who performs with an abundance of showmanship. Caught at the Paramount Theater, New York, in a Latin singing and dancing specialty in which she scored heavily, and also at the Stork Club, New York, where she fronts a rumba orchestra. Could be used to great advantage in a musical revue, particularly in Latin American production numbers.

BARBARA LAMARR—brunet looker, caught recently at Bill Bertolotti's, New York night spot. Has a well-developed contralto voice that can put over a hot tune or a ballad with equally decisive effect, and is a consistently sock song saleslady. Extremely attractive, she'd do well in a musical comedy spot, and would also register effectively over the radio.

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MUSIC TANGLE INCREASES

AMP Adds Pops; Orks Get Needle

BMI angles for Feist, not other Metro holdings — orks prepare 2 libraries

NEW YORK, Aug. 10.—Radio-music situation this week, in addition to NAB convention developments, progressed on numerous fronts. (1) Associated Music Publishers, organization which licenses its classical catalog to broadcasters, decided to go into the popular music publishing business and will make the pops available to broadcasters under the regular AMP license. (2) Band leaders, caught in the middle of the ASCAP-radio fight, have begun revamping their music libraries in order to build up a supplementary library of non-ASCAP tunes. (3) Edward Klauber, Columbia Broadcasting System exec, denied that the network was angling for the Metro catalogs, as yet not renewed with ASCAP.

Decision of AMP to publish and add pops to its heretofore classical catalog is significant in view of broadcasters' present hunt for non-ASCAP material. Thus far AMP has only eight pop titles and is feeling its way along, but company is financially able to make a big splurge if it can see its way clear to do so. Associated's other activities and tie-ups are numerous and include the Associated Library Service, A&P Recording Studios and Muzak.

Want Only Feist

BMI indicated the negotiations for the Metro catalogs had not reached a decisive point, but had simmered down to a smaller proposition. BMI is no longer keen for the entire Metro copyright holdings, but is desirous of the Feist tunes. If deal is consummated this way, Miller and Robbins tunes would be excluded from sale to BMI or its member stations. Trade feels that Feist scores have more value as standards than the other Metro holdings.

Dual Libraries

Meanwhile, band leaders, one of the key categories in the struggle, are coming to a realization that they will possibly get, collectively, a needling of momentous proportions. Bands contacting wax companies in order to cut disks have been brushed off with the excuse that the waxeries are using much non-ASCAP material. This has forced the bands to brush up on BMI and other non-ASCAP scores.

One exec at Music Corp. of America, queried as to how the struggle might affect radio sales of bands, stated he did (See *MUSIC TANGLE* on opposite page)

It's Only Mental!

DENVER, Aug. 10.—With Colorado and the rest of the country experiencing the terrific heat wave of the past several weeks, KFEL aired a transcribed program designed to cool off listeners psychologically. Such numbers as *The Skaters' Waltz*, *Jingle Bells* and *When Winter Comes* were played with appropriate introductions. Comments from listeners ran from, "Has the announcer gone crazy with the heat?" to "Where can I buy an overcoat in a hurry?"

Best call was that from a feminine listener who said she wanted to go romping in the snow with the announcer.

Nets Gain Time on AFRA Negotiations

NEW YORK, Aug. 10.—A two-month extension on the present network basic contract was granted by the American Federation of Radio Artists to the National Broadcasting Co., Columbia Broadcasting System and the Mutual Broadcasting System. Expiration date is now September 12. In the meantime, union and the networks will continue to negotiate.

One cause of the delay has been the drafting of the regulations for the talent bureaus, which will be included in the basic contract as a single package agreement. Networks, too, are not favorably disposed toward the increased scale, which puts sustaining salaries practically on par with the commercials.

Film 4 Dubs—With Sound

NEW YORK, Aug. 10.—Pete Holland, George Gregory, Kenneth Moses and Ben Selvin, respectively, vice-president, treasurer, sales manager and program director of Muzak, have arranged a golf foursome at the Wolf Hollow Country Club near Selvin's farm at the Delaware Water Gap. The gents are taking along a batch of equipment in order to make sound pictures of the tournament.

They've got enough gear to film a championship match and are all hepped up.

"Anything can happen!" says Selvin. "If one of us breaks 100 it will be a miracle."

Bamberger, WOR Owner, Buys Time on WNEW; Stores Watchful

NEW YORK, Aug. 10.—L. Bamberger & Co., owner of WOR, has bought a fat chunk of time on WNEW.

Contract calls for six 30-minute programs weekly, 7:30-8 a.m., over a period of at least one year plus spot announcements. Program is a transcribed musical clock idea, with Dennis James as emcee and John Flora reading Associated Press news. Each half hour will have only two and one-half minutes of commercial copy.

While Bamberger-WNEW contract seems unusual in view of the department store's ownership of WOR, trade execs point out that basis of the deal lies in the fact that WOR would have too much waste coverage in view of its 50,000 watts power. WNEW, on the other hand, is

figured as being able to do a good selling job in the Metropolitan area for one-third the cost.

Other department stores are closely watching the results of the WNEW contract. In New York, stores have kept their advertising budgets in newspapers almost exclusively; but if station does a good selling job, local radio is expected to make incursions into dailies' advertising lineage.

Programs will be used to plug Bamberger's regular store and a "cash and carry" basement, latter to begin operating August 20.

WNEW claims contract is largest ever set for radio by a Metropolitan department store. No other stations are being used, and Bamberger's is cutting space out of Metropolitan dailies.

Camden Fights New Outlet; Sale Angle

CAMDEN, N. J., Aug. 10.—Application of Aaron Heine before the FCC for permission to construct another radio station here will be opposed by Mayor George E. Brunner, who indicated that the city wants no other station here to compete with its own WCAM. Heine, local lawyer, filed application last month. His action is unusual, in that he also heads Mack Radio Service, which in 1938 signed a 10-year optional lease with the city to sell advertising for the municipal station, agreeing to pay the city \$20,000 a year for the privilege. If his application is granted, Heine said he would probably divorce himself entirely from the Mack company and devote all his air-time selling efforts to the new station.

City has had WCAM on the selling block for some time, asking \$35,000, considered too high a figure by interested parties. Additional station here would practically kill selling chance of the city outlet.

"Valleys" To Add Outlets

NEW YORK, Aug. 10.—General Mills, Inc.'s new script show, *Beyond These Valleys*, likely to add an eastern outlet in the fall to extend its scope to a national range on the Columbia Broadcasting System. Show, featuring Shirling Oliver, is heard now only west of Chicago. Oliver is also on *Valiant Lady*.

Advertisers, Agencies, Stations

NEW YORK:

THOMAS D. CONNOLLY, CBS sales promotion manager, has been made manager of CBS Merchandising Service, a new post. . . . Format of Ben Bernie's program for Bromo-Seltzer, debuting October 1 on the Blue network, will be a musical quiz. . . . Maurice Hart, WMCA announcer, celebrating his eighth wedding anniversary. . . . NBC is clearing another spot for Frank Wilson's *Bishop and the Gargoyle*, to get ready for Chase & Sanborn's return. . . . Young & Rubicam will probably handle a big radio show this fall for Lever Brothers. . . . Jack Sayres, of Y&R Coast office, in town. . . . NBC's Charles Pekar back from his vacation. . . . Dick Marvin, of William Esty agency, flying to Nashville, Tenn., for premiere of *Uncle Ezra's Comin' Round the Mountain*. . . . Broadcast Music, Inc., will make deals with refugee composers as soon as their status is clarified. . . . Bob Stevens, radio editor of *Cleveland Plain Dealer*, spending a month in Hollywood. . . . Zeke Manners has a gadget to make his own transcriptions. . . . Joey Nash has recorded *Home on the Range* six times with six different arrangements in the last six months—an indication of the yen for Public Domain music. . . . Meredith Willson *Musical Review* will continue thru September 24 as replacement for Fibber McGee and Molly. . . . Lewis-Howe Co. on October 3 will add four stations to the Pot o' Gold

hook-up. . . . *The O'Neills*, Red network serial, has been put on a Coast-to-Coast distribution. Show is produced by the Ed Wolf agency.

HOLLYWOOD:

AMORY ECKELY, of Columbia Management, is back at his desk after a 30-day vacash. . . . NAB convention in Frisco dropped plenty of out-of-towners here for a quick looksee before the trek to the bay city. Those in town were Ed Cohan, of CBS; James Shouse and Robert Dunville, of WLW; Ike Lounsbury, of WKBW, Buffalo; Don Elias, of Asheville's WWNC; John Fetzner, of WKZO, Kalamazoo; John Bodin, of KMOX, St. Louis; Andrew Bennett, of Washington, D. C.; F. W. Borton, of WQAM, Miami, and Gilson Gray, of CBS in New York. . . . Bill Seymour is having a tough time trying to explain where he got that beautiful shiner. . . . Charles Douglas, CBS engineer here, will marry Dorothy Dunn this week.

MR. AND MRS. WILLIAM T. KNIGHT JR., of WIOC, in town; ditto Don Inman, of WMT, Cedar Rapids; W. H. Summerville and the Rev. F. A. Cavey, of WWL, New Orleans; Mark Ethridge, of WHAS, and J. O. Maland, of WHO, Des Moines. . . . Ralph G. Denechaud, NBC engineer, is passing out the cigars in honor of Edward Barton Denechaud, (See *Advertisers, Agencies* on page 8)

NJ Talent Hypo Seen; WFPG Plan

ATLANTIC CITY, Aug. 10.—A boom for talent in Southern New Jersey is in the offing, now that WFPG, second station here, has taken to the air from studios on Steel Pier. A. Harry Zoog, station general manager, indicated no attempt will be made to link with any national or regional web, intent being to eventually build its own regional links in Southern New Jersey to insure a steady program flow. WBAB here is linked with CBS and handles some Mutual pick-ups.

Neptune Broadcasting Co., operating WFPG, has set up corporations seeking permish to establish stations at Trenton and Vineland in the State. There is no station in Vineland, altho there is WSNJ near by at Bridgeton, and there is no full-time station in Trenton. Wealth of talent at this resort during the spring and summer insures plenty of program material, and it is felt that the other two Jersey towns, once stations are established there, can well fill in with shows for the remaining seasons of the year. Emphasis is on live programs rather than platters, station here taking advantage of all the remote pick-up possibilities at the resort as well.

Biggest station problem is in getting newspaper listing for its programs. *Press-Union* operates the recently established WBAB and has fought the construction of a new station. To date, newspaper has totally ignored the presence of a second station in town, even in news stories when the station dedicated its studios a fortnight ago.

In addition to Zoog, WFPG staff includes Edwn Kohn, commercial manager; Blair Thomas, chief engineer, and Emory Ellis, production chief in charge of programs and announcers. Station is owned by a group of 20 localities representing the town's business, professional and amusement interests.

Announcer Sans Pants Gets Audience for WDAS

PHILADELPHIA, Aug. 10.—When the studios of WDAS were barred to visitors last Saturday afternoon, word was spread around that a threat of sabotage was being investigated. As is the case when a curious public is barred from any place, an even larger crowd gathered at the studio doors seeking admittance.

To avoid any misunderstanding, the station had to make a public announcement that the studio doors were closed for one reason only—privacy. Seems that Gene Edwards, the announcer on duty, had ripped his trousers on an electric fan. And since he was obliged to handle a commercial record program, he sought privacy since he was sans pants. When Edwards finally donned his mended trousers the rope was let down.

Whether you are a high-powered radio executive or simply an alert and interested observer of the general radio and television scene, you cannot afford to miss these two articles in the

FALL SPECIAL ISSUE OF THE BILLBOARD

DATED AUGUST 31:

Production in Television

By EDWARD SOBOL
Television Program Director
National Broadcasting Company

Network Success Without Name Stars

By ROBERT SCHMID
Sales Promotion Manager
Mutual Broadcasting System

Radio Talent

New York

By JERRY LESSER

CORRECTION please! We stated that EDDIE DUNHAM was producing the Cities Service program. It should have been the Firestone show. . . . MANNY OPPER and IRV LEVIN, who have been doing much of Chicago's free-lance gag writing for radio out there, are in New York looking for commitments. They wrote *Fifth Row Center*. . . . BOB DRYDEN is directing LYDIA PERERA'S original WINS *Story to Order* program. . . . JACKSON BECK, radio actor who recently turned announcer, is the "Voice of Chateau Martin Wines" and has five other accounts at this writing. . . . Have you caught ELSIE MAE GORDON'S *Your Voice and You* on Fridays? It's easy to listen to. . . . FRANK LUTHER will start warbling three times a week for *True Story*.

GEORGE LOWTHER, of NBC's transcription department, has written and produced a new series of one-minute shows. . . . ELSIE THOMPSON, CBS organist, has had a number of items published. . . . WOR is presenting ERSKINE BUTTERFIELD, "The Singing Vagabond of the Keys," Saturday mornings and Tuesday nights. . . . JOAN TETZEL has nabbed the new girl part on *The Goldbergs*. . . . ALICE REINHART, of *Life Can Be Beautiful*, will have an important part in the new ELMER RICE play slated for a fall opening. . . . VIRGINIA CLARK, star of CBS's *Romance of Helen Trent*, is looking at her script thru swollen eyes, due to a losing battle with a spider. . . . JAY JOSTYN is being screen-tested by a major studio. . . . TED DE CORSIA has an interest in Tapley's Luncheon Service Delivery, which takes care of the Radio City area. Ted is the aid to Ellery Queen. . . . AL KAYTES, an inmate of Sing Sing, drew a portrait of BENAY VENUTA during a visit there and sent it to her.

ROSALYN SILBER, of *The Goldbergs*, is back from a five-week honeymoon. . . . GRETCHEN DAVIDSON is now Kay Smith on *Martha Webster*. . . . RUTH YORKE, of *A Friend in Deed*, collects chess pieces. . . . ESTELLE LEVY, who

celebrates her 12th year on CBS's *Let's Pretend*, has led a life other 16-year-olds might envy. Busy with radio since she was 4 years old, she is rightly considered a veteran. . . . A telephone repair man was putting an extension into FRANCIA WHITE'S apartment and heard her rehearsing. "Say," he exclaimed, "you ought to be on the radio." She happens to be featured on the Bell Telephone Hour. . . . ERIK ROLF has three homes, and not thru personal choice. This spring Rolf and his wife, RUTH WARRICK, sublet their town apartment when they bought a place in Silvermine, Conn. Shortly afterward Orson Welles sent for Ruth. Then the Coast decided they didn't need her services at the moment, so Ruth returned and, with Erik in tow, bought furniture, curtains, etc. Then Hollywood redecided. Recently Erik decided to visit his wife during his vacation and wired her the good news. Ruth was so happy about their reunion-to-be that she hastily rented a cottage.

DORIS DUDLEY is organizing a children's theater group in Croton-on-the-Hudson, N. Y. . . . RONNIE LISS, child actor, is an added starter to the cast of *Light of the World*. . . . The Chicago Women's Symphony Orchestra will be sponsored starting September 29. . . . JEANETTE NOLAN suffered a freak accident last week when she rushed out of the *Court of Missing Heirs* program. She failed to see the second of two sets of glass doors, blindly smashed into the second set, and knocked out four teeth. JOSEPH BELL, NBC producer of the *Good Will Hour*, has landed the production job on the new mystery series, *The Bishop and the Gargoyle*. . . . HARRY MacFAYDEN, NBC production man, is back after an extended vacation. . . . It may be HELEN HAYES in a half-hour drama series for the Tea King sponsor. . . . ANNE SEYMOUR'S return to Chicago and the starring *Mary Marlin* role "ain't." . . . The editors of *Newsweek* will be featured in a 15-minute news dramatization titled *Ahead of the Headlines*, starting September 29 for a razor sponsor.

Chicago

By NORMAN MODELL

CONNIE CROWDER, who just received the part of the nun in *Woman in White*, reports an interesting coincidence. She and DEWITT MCBRIDE celebrated their 20th wedding anniversary on *Mary Marlin* on the same day each of them celebrated their fourth wedding anniversary, separately, in private life. . . . On the subject of *Mary Marlin*, JOE AINLEY, who returned this week from Hollywood, tells us that JANE CRUSIN-BERRY is very close to selling her show to a flicker company. Rumor here is that the firm is MGM. . . . HAL TATE is back on the air, this time on WMBD, Peoria, with a movie quiz originating every Tuesday evening from the Palace Theater. . . . AFRA, we are sorry to report, lost dough on its KALTENBORN lecture at the Auditorium. . . . KARL WEBER'S pretty sister, RUTH, is here from a school in the East to try to crash radio. . . . MARY MARREN is a newcomer to *Houseboat Hannah*. . . . JESS PUGH, or, excuse us, MR. SCATTERGOOD BAINES, if the title has become legal yet, and FRANCIS TROUT planed

to Hollywood to take their second tests for the forthcoming movie based on the radio character.

KEN ELLINGTON has returned to the WBBM staff after a long stay in New England for Wrigley. . . . BORIS APOLON left Chi radio for permanent residence in New York. . . . TOMMY BARTLETT begins broadcasting without benefit of wax Monday (12). . . . Stamps used in sending letters to PROFESSOR QUIZ, in almost four years of broadcasting, have cost a total of \$50,000—just \$15,000 short of the money paid out in prizes on the program. . . . WGN has gone Dartmouth with the hiring of JOHN HESS in the continuity department. . . . DONNA READE flew to Toronto Friday (9) to visit her family. . . . ANNETTE HARPER has returned from a two-week eagle-hop to the West Coast. . . . RENE GEKIERE is off to Bridgeport, Conn., on vacation. . . . ANN SEYMOUR left the *Mary Marlin* cast to make her home in Gotham.

Hollywood

By DEAN OWEN

FRED SCOTT, Hollywood horse opera star, is looking for a radio show. . . . MARGARET WHITING, just turned 16 and daughter of the late DICK WHITING, gets the vocal spotlight on NBC's Red net. . . . JIMMY WAKELY and his Rough Riders, who came all the way from WKY, Oklahoma, to crash the flickers, have been handed parts in the next JOHNNY MACK BROWN sagebrush meller at Universal. . . . BUD ABBOTT, LOU COSTELLO and BENAY VENUTA in town for Ipana show originations here. . . . MARTHA TILTON deserts LUD GLUSKIN and his ork at CBS for a couple of weeks, as she takes time off to visit her grandparents in Independ-

ence, Kan. . . . ARCH OBLER has wound up his writing chore at MGM and is set to scribble for a new Procter & Gamble show, which debuts October 4. Series will be titled *Everyman's Theater*. . . . DOROTHY CORDRAY gets the warbling assignment with JAN GARBER'S crew, which hits the airlines from the Casa Manana in Culver City. . . . BOB CROSBY and his boys are set to originate four Camel shows from Catalina during the band's engagement there. . . . ANDREWS SISTERS may do another film for Universal. . . . PRODUCER BILL ROBSON has returned audiences to the Woodbury show after two weeks of going it without the studio rooters.

WOV Pulls Italian Sustainers; Plans All-English Programing

NEW YORK, Aug. 10.—WOV, foreign-language station here, is undergoing a drastic change in program character as a result of Italian participation in the European war. Station has taken off all Italian sustainers, and shifted all Italian commercials to daytime spots up to 6 p.m. English programs will prevail after that.

First concrete plan in the all-English trend will feature new swing recordings of bands and vocalists who are current attractions in the town's hotels and night clubs. Starting Monday (12) station will have a showcase hour, 9 to 10 p.m., to bring in for a few minutes' interview the leaders whose records are being featured. Station claims to have arrangements with booking offices to obtain these personal appearances and assurances from the recording companies to get a whack at new platters a week or so before general release. Alvin Roy

and the Four King Sisters, now at the Biltmore, are scheduled to open the series, followed by Johnny Messner, of the McAlpine on Tuesday, Nick Kenny on Wednesday and Glenn Miller on Thursday. The latter's appearance, however, if it materializes, will be moved up to a 6:45 spot because of the musician's other commitments. Allan Stratton will conduct the interviews.

In handling the remaining Italian commercials, station exercises close supervision over scripts to check on propaganda. Bending way back, some programs are simply Italian translations of raves about American form of democracy.

Station's character may undergo further changes after October, when it is scheduled to line up as part of an Atlantic Seaboard network with WPEN, Philadelphia; WELI, New Haven; WNBC, New Britain, and WORL and WCOP, Boston.

NAB Winds Up Frisco Session

(Continued from page 4)

entirely willing and, in fact, solicits an opportunity to participate in such a discussion."

The telegram went unanswered.

Barred from speaking at the convention, ASCAP's General Manager John G. Paine, in an interview by telephone, charged that the convention was chain-controlled, and that individual stations would sign again with ASCAP.

Other than a unanimous vote to fight for lower rates and a competitive music market, no official action was taken in the music battle.

Less dynamic convention business proceeded, meanwhile, with election of NAB delegates, code of ethics, technical group meetings on radio problems and the adoption of resolutions.

Directors elected were Mark Ethridge and George W. Norton Jr., Louisville; Harold Hough, Fort Worth, Tex.; Don Searle, Omaha; Harry R. Spence, Aberdeen, Wash.; John Elmer, Baltimore; Edward Klauber, of CBS; Fred Weber, of MBS, and Frank M. Russell, of NBC.

Argue "Fireside Chat"

In its final business session on Wednesday, the convention ran smack into a hypothetical problem—the fireside chat.

Dick Bard, special events director for WNEW, New York, brought the problem before the convention with obvious references to the impending presidential campaign. In answer, Vice-President Paul Kesten, of CBS, declared:

"We have to follow a program of courtesy in such matters. I feel we should not impute motives in advance. But if the opposite side made out a reasonable case, and established that the 'fireside chat' contained elements of a political or perhaps electioneering nature, we should certainly give an equal amount of time to the other side.

The convention unanimously adopted a resolution pledging support of broadcasting stations and networks in assisting in all national defense problems. Before the convention adjourned, the board of directors extended the present contract of President Miller, which has another year to run, to two years, along with an increase of salary.

Billy Rose Appeal

SAN FRANCISCO, Aug. 10.—Billy Rose appealed to the "cooler heads" of ASCAP and the National Association of Broadcasters to arbitrate their current dispute over music rates.

The plea was voiced in telegram sent by Rose from Los Angeles. His statement follows:

"Both ASCAP and the broadcasting industry are essentially public servants, and the world today needs music more than it ever did.

"This is no time in American history to deprive the public of the consolation and inspiration to be found in the great library of the ASCAP catalog.

"I sincerely hope that the cooler heads of both ASCAP and NAB can arrange to sit down at a table and find a fair and square basis on which to continue a further relationship."

JWT's Crider Treks

NEW YORK, Aug. 10.—Wickliffe Crider, radio press rep at J. Walter Thompson, leaves town Friday (16) to contact key city stations and radio editors in connection with return of Lux Radio Theater program. Crider will be away two weeks and will cover 17 cities for confabs with station managers regarding promotion tie-ups on Lux's giveaway brooch, patterned after that work by Vivian Leigh in *Gone With the Wind*. Will also make tie-ups with theaters.

Negotiations now pending for Miss Leigh to appear on first Lux program plugging the brooch.

WLW Jamboree Record

CINCINNATI, Aug. 10.—Boone County Jamboree from WLW drew a record-breaking attendance at the Green County Fair Tuesday (6) at Xenia, making it necessary to add two shows the following night at Champaign County Fair at Urbana. For two evening shows at the Greene County Jamboree, 6,543 customers were clocked for the grand stand.

RADIO GROWS

(Continued from page 3)

paid out over \$21,000,000; the non-network stations threw in a little over \$4,250,000, while the webs added another \$14,500,000.

Nevertheless, talent brought direct revenues to the radio industry, not only in facilitating sale of time but also in commissions when talent was under contract to the broadcasting companies. Outlets for major networks received \$3,983,083 on sale of talent and took in another \$106,976 in commissions and fees for placing talent. Non-network stations, from their sales of talent, took in \$541,136 and another \$3,286 in fees. Altogether, their sales of talent amounted to \$4,524,219, while fees amounted to \$110,262. Network income from this source is more difficult to establish because the FCC ran a special table for chains and included the figures from the 23 owned and operated stations. On this basis the sale of talent is represented at \$2,030,463 and fees totaled \$1,036,787, but there is no way of telling what part of these amounts is already represented in totals for 361 network outlets.

MUSIC TANGLE

(Continued from opposite page)

not know. He pointed out, however, that bands were now faced with the problem of getting up two libraries, one of ASCAP and the other of non-ASCAP music, for a possible emergency. Exec stated that this will be necessary for all maestri playing at spots with remote wires, angle being that it will be necessary at all costs to keep the band on the air. If the showdown comes, scores for the ether will be non-ASCAP; but MCA exec claims that hotel and club spots will demand a certain number of ASCAP tunes for patrons' requests. These scores, according to this theory, would not be aired.

Compromise Talk

While neither ASCAP nor radio has shown weakness, nevertheless many trade execs feel a compromise will definitely come, with ASCAP getting an increase in fees, but not nearly as much as called for by the new contract.

Program Reviews

EDST Unless Otherwise Indicated

"Harlem Serenade"

Reviewed Thursday, 9:30-10 p.m.
Style—Variety. Station—Sustaining on WMCA (New York).

The well-disciplined and vocally rich Wen Talbot Choir makes this half hour, presented under the auspices of the Harlem Co-Ordinating Committee, a worth-while period. This septa group of 25 singers provides highly listenable singing in the Hall Johnson tradition. The choir produces a nice blend of harmony, the richness of the bass section being especially evident.

Group is sufficiently strong to give out a cappella. The piano accompaniment in many instances was distracting. The lone spiritual rendered here, *Were You There*, would have lent itself better to a cappella treatment.

For some unknown reason, the broadcast carried two sister teams, both much alike. The Byas Sisters, giving out with *Fuzzie Wuzzie*, and the Musettes with their *St. Louis Blues* offer similar styles. The presence of either one of them would have been sufficient. Louise Burge, of the Arkansas State College music department, completed the guest line-up. Miss Burge's *Pilgrim Song* by Tchaikowsky left much to be desired, the mike catching one spot in which her vocal equipment went awry.

The Harlem Co-Ordinating Committee in backing this program is seeking to induce industry to give more and better jobs to Harlems' Negro population. Willis Huggins made an effective plea for the employment of the Negro in the various defense projects.

Production by Frank Danzig is okeh, as is the announcing of Tom Hudson.

Cohen.

"Crime Doctor"

Reviewed Sunday, 8:30-8:55 p.m.
Style—Dramatic. Sponsor—Philip Morris Co., Ltd. Agency—Biow. Station—WABC (New York).

Crime Doctor, written by Max Marcin, replaces Philip Morris *Musical Game*. Series is based on penology, each program presenting the case of a criminal who has served "minimum time" and comes before a parole board. Audience is asked to help judge whether or not the jail bird is fit for normal society.

Dramatization uses the flashback technique, in-between sequences being a re-counting of criminal's past—made available thru questioning by the board.

Audience puller is a system of cash awards totalling \$200, to be given for best listener-letters presenting opinions on criminal's appeal. This gimmick, of course, makes everybody a penologist.

Program was fair, not outstanding. Commercials, however, stressing medical opinion regarding Philip Morris cigarettes seemed lacking in sincerity. Copy should be doctored to make it more believable.

Ackerman.

Mary York

Reviewed Thursday, 8-8:15 p.m.
Style—Singing. Station—Sustaining on WNEW (New York).

Program marked the debut of WNEW's femme vocalist, Mary York. Miss York appeared with Merle Pitt's house band, Five Shades of Blue, and revealed surprisingly good tonsil equipment. Voice is rich and true, coming over excellently in three tunes, including *Imagination* and *Hear My Song, Violetta*. Stuff was on the pash side, delivered with a measured lilt and conservative arrangements.

Pitts' Five Shades of Blue is one of the better combinations among the indie station orks. Most of these orks jog along at a heavy pace, but Pitt's performance Thursday was a very listenable brand of music, particularly a classical adaptation titled *Opus Three*.

Ackerman.

"Here's Looking at You"

Reviewed Tuesday, 12:45-1 p.m.
Style—Talk. Sponsor—Sustaining. Station—WOR (New York).

This beauty talk program succeeds in giving the impression that it is something different. It's all in the approach, which, tho needing a bit of refining in

one or two rough spots, shows promise of acquiring strong popular appeal among women simply because it is down to earth and deals with fundamental phases applicable to the average woman.

Thus far the discourse consisted of hints which are not expensive, and there the program has a real draw.

Further, the general tenor of the stylists—Pegeen Fitzgerald and Richard Willis—the lack of superlative claims and the restraint with which suggestions are offered create listener confidence. The hints, in themselves, are not new. They are standard patterns, but by presenting them thru the studio guinea pig who permits herself to be analyzed the pronouncements take on a realistic flavor.

Improvement can be made in timing. The first program seemed to lag considerably. Also, the lines rendered by the studio subject needn't be quite so insipid.

Weiss.

"Syncopated Clipper"

Reviewed Wednesday, 5-5:30 p.m.
Style—Musical varieties. Station—Sustaining on WIP (Philadelphia).

A swell summer stanza that more than fills the requirement for hot weather dialing. With attendant sound effects to create the desired aerial impression, it's a colorful invitation to listen in on a mythical ship taking to the air on the wings of song. Once the opening poetry is o'er, it's a continuous link of breezy orchestral selections by Joe Frassetto's house band and song stories by guests culled from the after-dark clubs around town. Announcer takes off again at the midway mark, following the same musical pattern until the plane is grounded.

Guests when caught included Cass Franklin, bary singer with rich mike pipes. Projects plenty of dramatic play in his ballads, voice bushing against fem lobes in the romancy manner. A good bet for a radio builder-upper. Understand this is his fifth trip this summer on the weekly *Clipper*.

For the change of song pace, mixed voices of Pat and Nora give plenty zing to the rhythmic ditties.

Frassetto's boys give a fine account of themselves, as usual, with peppery portions of instrumental opuses. Program well paced and spaced and moves swiftly to match the mood of its namesake.

Orodenker.

Wolf Sells "Playhouse"

NEW YORK, Aug. 10.—*The Matinee Playhouse*, daytime dramatic serialization of hit plays, motion pictures and best selling novels, has been bought by Wheatena from Ed Wolf Associates for early afternoon presentations, probably on the NBC-Red network. Show will be renamed *The Wheatena Playhouse*, and will run 15 minutes daily, Monday thru Friday, starting late in September with *Dark Victory* which will be adapted from the play. Each book or play will run approximately for four weeks.

Show will be handled thru Compton Advertising, Inc. Carlo De Angelo will direct the series. A new group of actors will be cast for each series.

NBC Legit Bookings

NEW YORK, Aug. 10.—National Broadcasting Co.'s Artist Bureau has booked three actors for the coming legit season. Gordon Gifford will be in *The Little Dog Laughed*, George Griffin in *Higher and Higher*, and Charita Bauer in *Your Loving Son*. Bureau's radio bookings include John Gunther as substitute for Walter Winchell on Jergen's August 25 show; Jessica Dragonette for additional appearances on the Ford Summer Hour in September, and Helen Henry in a guest shot on C. J. Ingram's *Stardust*.

WWL's Record Biz

NEW ORLEANS, Aug. 10.—WWL broke all its business records for the month of July this year, with the best increase listed for national spot which showed a 51.4 per cent advance over same period last year and a doubling of business over that in 1938. Station's general time sales for first seven months of 1940 were 33 per cent higher than those of 1939. National spot sales for these seven months are 52 per cent greater than parallel type of business for 1939.

Paul Bunyon Returns To Fib Commercially

CHICAGO, Aug. 10.—Everett Opie and Dave Bennett are producing a new series of novelty announcements called the Paul Bunyon series for Island Creek Coal Co., Minneapolis. In one-minute announcements Paul Bunyon, Canuck spinner of tall tales, fibs outrageously as an introduction in contrast to the coal commercial. Character is portrayed by Bob Dyrenforth, announcements spieled by Vincent Pelletier. Agency is Campbell-Reynolds, Chicago.

Announcements will be spotted thru-out the Northwest beginning September 1. If test proves successful Island Creek Coal's parent company, the Carnegie Fuel and Dock Co., will use the idea in a national advertising campaign.

KOA Business Up

DENVER, Aug. 10.—The largest volume of national and spot business for July in the station's history is reported by General Manager Lloyd E. Yoder, of KOA. Business is 12.4 per cent ahead of July 1939 and 89.7 per cent over July five years ago. Contributing to the KOA increase are several news sponsors, Yoder having inaugurated the policy of selling news this year for the first time. A number of five-day-a-week local advertisers' accounts also helped boost the July figure.

Gives Music the Avoid

NEW YORK, Aug. 10.—To avoid expensive licensing tax and running into the BMI-ASCAP fight, Grombach Productions, Inc., is preparing new music for new transcribed minute musicals which will be sponsored by the Railway Express Co. on a nationwide assortment of stations starting about October 1. Shows will be spotted several times daily, but as yet list of outlets has not been mapped out. Tunes will be, primarily, in the jingle category.

ADVERTISERS, AGENCIES

(Continued from page 6)

who made his debut at the Good Samaritan Hospital. . . . Bill Moore, Coast program supervisor for William Esty agency, heads for New York for confabs. His post will be temporarily taken by Helen Phillips and Bernie Dougall. . . . Vicks Chemicals is reported ready to bank

roll a quarter-hour variety show over NBC here three times weekly. . . . Lloyd Brownfield has been added to CBS publicity staff here. He was Jimmie Fidler's assistant for five years.

DENVER NOTES:

RUSSELL GROFFMAN, new promotion-
R al manager of KLZ, coming from Tulsa, Okla. . . . T. Ellsworth Stepp, of the KOA program department, passing out cigars and candy with the arrival of a new daughter. . . . Paul Bartlett, new addition to KOA announcing staff, coming from NBC in New York. . . . Pade Veatch, KFEL chief engineer, off to a West Coast vacation. . . . Bill Wales, business manager of KFKA, Greeley, back from a combo biz-vacash on the West Coast. . . . Charles Lang recently added to KFKA announcing staff. . . . KFEL celebrated the sixth anniversary of its news service with a special program recreating important news events of past year. . . . Family of NAB prexy Neville Miller vacationing at a ranch at Golden Colorado while Miller attends convention in San Francisco. . . . Virgil Reames, formerly of sales staff of KMBC in Kansas City, added to KLZ sales staff. . . . Second Lieut. Robert Young, of KOA announcing staff, off to maneuvers with Colorado National Guard. . . . Mary Keller, of Chicago, joins secretarial staff at KOA. . . . Fred Graham, KVOB announcer, and Mary Manley, nonpro, scheduled to wed latter part of the month. . . . Fourth annual KLZ picnic scheduled for Lakeside Park, August 11, with all staff members on parade taking part and the general public invited.

PHILADELPHIA:

LILLIAN SLATER has resigned her publicity post at WPEN. . . . Tom Moorehead moves over from the special events department to take over the publicity duties at WPIL, Hilda Kirby checking out to handle a women's show on WPID, Petersburg, Va. . . . G. Frederic Riegel has resigned as vice-prez of Geare-Marston agency to join the New York offices of Alley & Richards as account exec. . . . Zella Drake Harper, who conducts the *Women's Radio Club* at WIBG, picnicking her listeners at Washingtons Crossing, Pa., on Wednesday (14). . . . John Paul Weber, WIP announcer, off for three August weeks at Wildwood, N. J. . . . *The Toppers*, vocal group heard on WIP, set for a Paramount musical short. . . . Col. Victor Dallin, manager of the Philadelphia Airport, being groomed for commercial comment on WCAU.

Comment

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

It is doubtful whether the program idea embodied in *Stars and States*, the seventh unit of the *Forecast* series over the Columbia network, Mondays at 9 p.m., can carry the sock entertainment embodied in some of the previous broadcasts of this series.

Idea will no doubt have the co-operation of the chambers of commerce of the various States and will of course carry the testimonials of all the governors. However, this is no guarantee that the listener will be entertained for a full hour.

Natives of the States that are toasted are featured on the program. The sample broadcast on Monday plugged Texas. John Boles, Nan Grey, Dickie Jones, Donald Barry, Ann Miller and Virginia Vale were among the Texans singing praises of the Lone Star State.

Best part of the sample hour came at the very beginning, when an unbilled bass with guitar, orchestral and choral background provided the keynote of the program.

Individually, the talent registered nicely, with John Boles more than passing muster as emcee and in his rendition of *Swing Low Sweet Chariot*. Boles can sell a song effectively.

Kitty O'Neill joked about her obesity during her turn, but the continual giggle thru-out her number spoiled the net effect.

Dickie Jones told how he landed the role of *Pinocchio's* vocal counterpart in Disney's production and sang *No Strings on Me* from that film.

Program also included a tap dance by Ann Miller, Virginia Vale singing *More Than You Know*, Hedda Hopper giving biographies of the players on the pro-

gram, and Donald Barry and Knox Manning.

Much of the program is too wordy, the eulogies of Texas being too weak a peg on which to hang the verbiage.

One okeh feature was the dramatization of *Remember the Alamo*, with Boles assuming the role of Sam Houston. This section, with commentary by Knox Manning, went off well.

Governor W. Lee O'Daniel aired his greetings in a remote from Houston. He no doubt attempted to emit some of the homely humor which helped elect him to his office. Lud Gluskin Ork does well by this program.

While John B. Gambling is on vacation, Joe Bier conducts *Gambling's Musical Clock* for the early risers listening to WOR from 7:15-8 a.m. Show's formula remains the same, consisting of music for setting-up exercises, time and weather reports at frequent intervals, and a general chatty atmosphere.

Bier's conduct of the column, tho, doesn't hold a candle to Gambling's. Humor is forced and some of the would-be cracks are not as refined as they might be. The session is too unruly.

Vincent Sorey's Orchestra and the commercials for Bond Stores, Inc., and Pepsi-Cola Co., as usual.

Information Please struck a new low spot Tuesday. The caliber of the questions never approached par for novelty, entertainment or erudition. John Kieran provided the only momentary salvation with his tabbing of four of the Hamlet soliloquies. Oscar Levant was in one of his too-wise moods.

Guest, Van Wyck Mason, author, offered some correct answers, but not much color.

MUSICIANS GAIN \$200,000

Martin in Mix-Up On Milwaukee Date

MILWAUKEE, Aug. 10.—Further and final reverberations of the hectic six-week Tony Martin tour of one-nighters in front of Bob Zurke's Band took solid form at the Modernistic Ballroom, West Allis, near here, August 4, closing date of tour.

Martin was charged with being late for this date, and C. S. Rose, president of the State Fair Park, location of ballroom, held up 50 per cent of the band's \$1,050 guarantee. Rose stated that the contract specified that Martin be on hand between 8:30 p.m. and 12:30 a.m. and that he showed up an hour late.

Martin claimed he was only 35 minutes late. When he learned of Rose's action, he deserted the band stand, and outfit was replaced by Steve Swedish, house combo. Musicians' local has supported Rose in the controversy. Martin has been ordered to appear before Court Commissioner Morris Stern Monday (12) for an examination in the breach of contract suit started by Rose.

Evening's excitement, in the meantime, created a feud between Zurke and Martin, and local papers reported that the band disbanded after the Modernistic engagement. Date attracted 2,100 customers at 55 cents a head.

Reports from other stands which used the Zurke-Martin combo were generally poor. In some cases the \$900 to \$1,000 guarantees demanded for the band meant losses for the promoters.

NEW YORK, Aug. 10.—A spokesman for the William Morris Agency, managers of the Bob Zurke Band, claimed that the outfit is back intact and that it is slated for an engagement at the World's Fair Dancing Campus. It was added that only \$225 is still due from the Modernistic Ballroom promoters.

Big Three Reports 120G's Royalties

NEW YORK, Aug. 10.—The Big Three music royalties for first six months of 1940 amounted to \$120,476, an increase of 22 per cent over the same period in 1939, according to President Jack Robbins.

Earnings were divided among the three firms as follows: Robbins Music Corp., \$63,678; Leo Feist, Inc., \$46,388; Miller Music, Inc., \$10,410. During first six months of 1939 Big Three royalty figures totaled \$97,000.

Ellington Attracts Record 7,000 Dancers in Atlanta

ATLANTA, Aug. 10.—Duke Ellington brought his band into this city Wednesday (31) night and packed 7,000 persons into the city auditorium, with others turned away.

The dance was for Negroes, but about 1,000 white people attended as spectators. It was the largest crowd in the city's history at a Negro dance with Ellington outdrawing Cab Calloway and others. Admission was 75 and 85 cents. Night was fair and cool.

Neb. Appeals ASCAP Case

LINCOLN, Neb., Aug. 12.—Attorneys here are awaiting outcome of an appeal filed last week with the Supreme Court by State of Nebraska protesting the action of a three judge Federal Court decision invalidating a statute which would have barred ASCAP from operating in Nebraska.

Nation's radio stations are watching the battle as a test case in current fight with the society.

Say It With Numbers

NEW YORK, Aug. 10.—Eddie DeLange, now adds a new wrinkle to his personality. He's picking song titles with the aid of his numerologist, Gerun Moore.

Moore is supposed to have advised DeLange on five songs, three of which have been sold for pictures and the other two placed with publishers.

The Iron and the Velvet

NEW YORK, Aug. 10.—In Local 802's semi-annual report by Secretary William Feinberg a point is raised about musicians collecting greater dividends out of music machines. "That is why," says Feinberg, "we have become interested in the work of National Association of Performing Artists, which organization is attempting to control the use of records in coin boxes."

But, Feinberg adds, "We intend, of course, to see that NAPA itself shall not become a menace to our organization."

Palumbo Suing MCA; Alleges Substitutes, No Remote Time

PHILADELPHIA, Aug. 10.—Frank Palumbo, operator of the Renault Tavern, Atlantic City, has filed suit against Music Corp. of America for \$25,000 after being advised by the American Federation of Musicians that he would have to honor a contract with Dick Stabile. Palumbo had opened the spot with a CRA contract and later switched to MCA, only to turn again to CRA. The papers were served Thursday (8) on Dick Ingram, local booker, who was designated as an agent for MCA.

Palumbo alleges the MCA used substitute musicians in the bands booked at his spot, and that a promise of getting two and a half hours weekly of remotes was never carried out. He also claims that MCA violated a protection clause in their agreement in which they promised that none of their bands would play in the vicinity this year. Ina Ray Hutton, he says, played the Gateway Casino in near-by Somers Point a week previous. He says the contract stated that if any band should prove unprofitable the other bookings would automatically be canceled.

Stabile's original contract called for two weeks beginning August 10. When the difficulties started Palumbo booked Sonny James. James Petrillo, AFM head, however, ruled that Stabile would have to play at least one of the two weeks, with the result that James cancels out tonight (10) to make way for Stabile.

Nova Scotia Spot Reopens

ST. JOHN, N. B., Aug. 10.—The Iona Dance Pavilion, Hubbards, N. S., 28 miles from Halifax, has been reopened after enlargement and renovation. Frank Moules' ork, of Halifax, will be the house band. Price scale is 50 cents for men and 25 cents for the ladies. Outside dance bands will be used occasionally before the close of the season, which will probably be in late September.

Hotel Insomniacs Must Have Schmaltz or Else, Says Court

ATLANTIC CITY, Aug. 10.—The future peace and quiet of Hotel Traymore guests was assured on Wednesday (7) when Vice Chancellor W. Frank Sooy muffled the music of Sonny James, playing at the next door Renault Tavern. Injunction prohibits the band after the midnight hour from playing tom-toms, drums, cymbals and brasses. Restraint on the rhythm was obtained when hotel attorneys produced affidavits from occupants of fourth-floor sleeping rooms stating that, altho the noise had been lessened, it still was sufficiently loud to disturb their rest.

Renault Tavern first received hotel objections over the music several weeks ago when Ina Ray Hutton played the spot. Nitery counsel countered with affidavits designed to prove that James' music now was "soft, sweet, soothing" and not loud enough to disturb anyone. Frank Palumbo, operating the Boardwalk nitery, in an affidavit, admitted that an ork which left the spot last week might have disobeyed his instructions

802 Reports Kick-Back Savings; Calls Bookers, Agents "Useless"

NEW YORK, Aug. 10.—Members of Local 802, AFM, were spared \$200,000 in kick-backs to bookers, agents and promoters in the first six months of 1940, according to a report by William Feinberg, secretary of the local, covering the activities of the union for the six months ending June 30. At the same time, Feinberg rapped band agents and booking offices, who were described as "useless and unnecessary" and as having "no genuine contribution to make to our industry."

Report, stressing the accomplishments of the local for the benefit of musicians, emphasized that the \$200,000 saving was made possible thru the collection and escrow department, administered by Max Arons, chairman of the trial board. Under the rules set up by this department, all single engagements must be paid for to the union, which in turn issues checks to its members. By that method, the report explains, the tootlers are guaranteed at least scale for the jobs.

Collections for the period on single engagements amounted to \$1,540,911, split up among 122,120 men. This does not include the one-night road business, because of the various territorial jurisdictions controlled by other locals of the AFM. The report, however, revealed that these only total 10 per cent of the one-night booking field.

Membership increases for the year were less than in former years, with 881 new members, bringing the total of the local, the largest in the Federation, to 21,169 members. The trial board, Feinberg reported, "working with verve and con-

K. C. Inspections A Buck a Throw

KANSAS CITY, Mo., Aug. 10.—A new ordinance was passed here last week which provides for inspection of dance halls and taverns by the welfare department, Dr. Hayes Richardson, director, at \$1 an inspection.

Richardson said the right to inspect would be used with judgment and without working hardships on places unable to pay for frequent inspections. He added that a former system of collecting \$25 a month from downtown hotels by mail without inspections being made had been stopped by him, and the establishments now pay only when an inspector really visits the dancing quarters and leaves a statement calling for the dollar.

L. C. Keady was advanced this week to membership on the dance hall inspection staff at \$1,200 a year.

scientious effort," adjudicated 1,034 cases.

While the unemployment situation is still a pressing one with the local, Feinberg stating that \$279,000 was distributed in relief and benefits during the period covered by the report, he said that theater employment is up 5 per cent over three years ago. This was broken down as a 10 per cent rise in 1938, 10 per cent in '39 and 5 per cent in 1940.

Dwelling on the question of agents and booking offices, Feinberg stated that employers retain them to act as a "depressive force" insofar as wage scales are concerned. An issue was also raised over an alleged monopoly of broadcast wires, and "the fact that agents control so many outlets for music." The situation, however, was described as more of a national problem than a local one.

"Our constant application and pressure, however," the report said, "has concededly compelled far greater honesty and fair dealing on the part of agents and bookers in the last few years than ever before in the history of the organization."

Tootlers Saved in Wreck Off Jersey

WILDWOOD, N. J., Aug. 10.—A fishing trip almost proved fatal to four boys in Herby Woods' Band last Tuesday during their engagement at Hunt's Ocean Pier here. Guitarist Dick Wharton, drummer Wes Dean and trumpeters Joe Woods and Carl Waxman, in a 16-foot rowboat, were struck and overturned by a fishing schooner, throwing the four tootlers in the ocean. Waxman was unable to swim. A speedboat rescued them all.

They all appeared that night, as usual, with the band.

Syracuse Hotel Lines Up Herth, Masters, Cummins

SYRACUSE, Aug. 10.—Syracuse Hotel here lined up its band policy until next January, with Milt Herth Trio teeing off today (10) until the Gentlemen of Swing take over September 7 to 28.

Room closes for a week for remodeling and will reopen with Frankie Masters, to be followed by Bernie Cummins on November 8 for four weeks and then Bill McCune until January 2.

Teddy Powell Takes Over Famous Door

NEW YORK, Aug. 10.—Ork leader Teddy Powell, who was left holding the bag for \$1,400 when the Famous Door was shuttered, this week took over the spot and will operate it himself. Powell is scheduled to reopen the Door the first week in September, taking his ork there for about eight weeks, then placing the spot on the open market for other agency bookings.

The Famous Door, probably the best known jive incubator produced in the era of swing, came to an inauspicious ending last month when the operators, Jerry Brooks and Al Felshin, succumbed to the avalanche of creditors and bolted the doors, leaving 52d street dark and without swing.

Powell's Ork was playing there at the time. After the non-payoff, Local 802 of the musicians' union awarded Powell a \$1,400 judgment against the owners and placed the Door on the unfair list. Purchase, which was made at an estimated cost of \$2,500 above the mortgage, to include payment of rent, was made thru the mortgagee. Brooks and Felshin forfeited their interest.

Powell's announced reason for taking over the place was so that a "monument to swing shouldn't be allowed to die." He claimed that, if the Door remained shut, there would be too few showcases left in New York for swing bands.

Herman Busts Mark At Wildwood; Woods, Donahue Also Okeh

WILDWOOD, N. J., Aug. 10.—Woody Herman, playing August 2, 3, 4 at the Starlit Ballroom of Hunt's Pier, cracked the house record for a non-holiday date in drawing 4,200 dancers at 55 cents each Saturday (3), making it \$2,310 for the day. Pulled 1,100 on Friday at a 40-cent gate for \$440, and on Sunday, with a matinee session added, tallied \$720 at the 40-cent figure to make it a grand total for the three days of \$3,470. While figures represent pier admissions, dancing is the major attraction, other pier attractions covered by the same ticket taking in amusement rides and slides.

According to Guy Hunt and Bill Gerst, pier operators, Herman engagement was most successful booking for a non-holiday in the pier's history. The previous non-holiday house mark was made last year by Larry Clinton, playing a one-nighter about the same time of the year (July 29) with the same weather conditions prevailing.

Al Donahue, in the previous Saturday (27) for a single, proved potent at the gate, altho he was held down a bit by the heat wave. Pulled 3,500 admissions at 55 cents for \$1,925. Herby Woods, playing a return engagement for the five nights before Herman took over, also came out on the profit side of the ledger for the pier. Averaged about 400 dancers a night and, with admissions scaled at 35 cents for Monday and Thursday, with 40 cents for the other three nights, hit close to an \$800 figure. Woods again followed Herman for five more nights, with Johnny McGee coming in tonight (10) for a week and Mal Hallett taking over for the August 17 week.

Rain Doesn't Damp 3,200 Miller Fans

STOUX CITY, Ia., Aug. 10.—It rained like pitchforks but Glenn Miller still packed 'em in at the Shore Acres at Sioux City.

It rained 2.45 inches within a few hours, which is a virtual cloudburst out here, and it was still coming down at dance time. But 3,200 rug-cutters who had dollar bills and tax money jammed thru the gates for the largest attendance at Tom Archer's Sioux City ballroom since it was constructed.

The rain kept most of the dancers inside, but several dozen couples who found dance energy limited by the crowded floor peeled off their shoes and stockings and did their jitterbugging on the outdoor floor covered by several inches of water.

Carl Fox also had a capacity crowd at his Surf Ballroom at Clear Lake on the following night with Glenn Miller playing. Some 3,000 dancers plunked down \$1.25 each. The weather was far more suitable than at Sioux City.

Pastor Fair \$518 in Conn.

BRIDGEPORT, Conn., Aug. 10.—Tony Pastor, in his first appearance here at Pleasure Beach Ballroom, drew just a fair-sized crowd last Sunday (4), with 786 persons attending at a 66-cent tariff. Gross totaled \$518.76. Al Christie, local band, is taking care of weekday assignment.

PHOTO REPRODUCTIONS

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Orchestra Notes

By SOL ZATT

New York Nocturne

ENOCH LIGHT, resting at his home in Danbury, Conn., will be back in harness in three months. . . . RED NICHOLS is having manager trouble again, with his case now before the AFM National Board. . . . WILL OSBORNE has ended a 13-year management association with Harry Romm and left General Amusement Corp. Effective September 20, he will be booked thru William Morris. . . . JAN SAVITT insists that he'll be out of his CRA management pact by fall. . . . WILL HUDSON succeeds Les Brown, who departed from the Hotel Lincoln band stand after one week.

Speaking of departures, KIRK TORNEY also made an exodus from the one-night department of GAC. . . . And speaking of one-night departments, RUTHIE GOLD, secretary to Billie Shaw at CRA's one-night desk, leaves next week to try marriage, full time. . . . When TOMMY DORSEY leaves the Hotel Astor roof at the end of the month Ina Ray Hutton will take over. . . . DICK DORSO and JACK FLYNN, both from the West Coast branch of the Morris Office, were in town last week for a series of meetings at the agency. . . . DAVE KAPP entrained for the West Coast last week-end for a three-week band-scouting tour in behalf of the Decca Label. . . . BOBBY BYRNE, after he leaves the Glen Island Casino, is set for a term at Meadowbrook Country Club in September. . . . EDYTHE WRIGHT, who has been vocaling alone since leaving Tommy D., joins Charlie Barnet when he reaches the Cincinnati part of his road tour. . . . PATTI MORGAN, late of the Al Kavelin crew, is now tonsiling for Bobby Day at the Arcadia Ballroom. . . . Kavelin, incidentally, is set to do a series on Columbia's newly revived Okeh label.

BEN CUTLER resumes his seasonal stand at the Rainbow Room August 28 for a three-month stretch. . . . COL. MANNY PRAGER inked a management tie with the new Gordon & Williamson Office after a personal flying visit from Fred Williamson. . . . TOMMY REYNOLDS, in switching from Manny Shribman's management to MCA, also replaced one-third of his band. Changes include Lenny Ross, replacing Peanuts Huko, sax; Joe Kurtz taking Whitey Orton's seat at the drums; Tom Bell on trombone instead of Joe Neil, and Ralph Young vocals in place of Gene Saunders.

More Changes Made

GEORGE TASKER, personal manager for Anson Weeks for the past five and a half years, dropped his association with Weeks to form his own band. . . . PHYLLIS ARNOLD replaced Olga Vernon in the vocal division of Bob Sylvester's Ork at Ramona Pavilion, Sister Lake, Mich. . . . MIQUEL NOVARO is added singer section of Phil Sands' Ork at the Atlantic Beach Hotel, Long Island.

Atlantic City-Philly Area

JOE KRAFT helps to unshutter the Gateway Casino, Somers Point, N. J., relighted by Neil Deighan. . . . Breakers Hotel, Atlantic City, unfolds a Russian Casino with TEVA GORODETSKY on the stand. . . . MARIE NANETTE brings her all-gal gang to the Hofbrau, Wildwood, N. J. . . . CLARENCE FUHRMAN in for the final four weeks at Willow Grove Park, Philadelphia. . . . GRACIE RAYS and her gals go into Hubby's Inn near Trenton, N. J. . . . RAY HOFFMAN gets the call at Red Fox Tavern, South Merchantville, N. J. . . . EDDIE JARVIS takes the stand at DiPinto's Cafe, Philadelphia. . . . BILL GATES gets four more weeks at the Blue Room, Beach

Arlington, N. J. . . . DAVY GLASS does the initial honors at 69th Street Rathskeller, Upper Darby, Pa. . . . EDDY BRADD moves into Herman's Continental Restaurant, Atlantic City, ALBERTO remaining at the spot's Music Bar. . . . AL BASTIAN goes into a second year at Joe Shea's Wagon Wheel Cafe, Darby, Pa. . . . BUD LEWIS locates at Pine Tavern, Trenton, N. J. . . . Also in Trenton, LES SNYDER takes to the Swiss Cafe stand. . . . BILLY THOMAS takes his Rhythm Kings to Rue's at Manor Park, Morrisville, Pa.

Midwest Melody

THE FOUR INK SPOTS move into Chicago's Black Hawk Cafe August 24 for a four-weeker. . . . SACASAS and his Royal Havana Ork, a recent Morris office importation from Cuba, settles down for four months August 23 at the Colony Club, Chicago. . . . JACK WEBER has moved his combo from the Beacon Club, Woodruff, Wis., to Libby's Club, Chicago, for an indefinite run. . . . FATS WALLER takes over for a month, beginning August 21 at Blatz Palm Gardens, Milwaukee. . . . JOE SUDI and his boys do a short stretch at the Schroeder Hotel, same city, when the Empire Room reopens August 16. . . . Out Detroit way EDDIE PAISLEY'S VOCALIONS take the stand for an indefinite stay at the Wonder Bar. . . . The Casa Loma, new night spot in Flint, Mich., opening this week, draws PETE VIERA'S crew for a long-term run.

Notes to You

CARLIN LOWN sailed for Rio de Janeiro last Friday to join her husband, Bert, leader man at the Copacabana Hotel. . . . TONY PASTOR does a week at the Surf Club, Virginia Beach, August 25. . . . JOHNNY PICK TRIO drew an indefinite run at the Brass Rail in Pleasantville, N. Y. . . . TOMMY CARLYN succeeded JERRY WALD at Ye Olde Tavern, West Brookfield, Mass. . . . BILLY BAER got a holdover ticket until September 2 at the Bear Mountain (N. Y.) Inn (no relative). . . . BENNY STRONG'S option at the Tutwiler Hotel, Birmingham, has been picked up until August 30. . . . JOSEPHINE MONAHAN'S small crew is playing its third season at the Stanley Hotel, Estes Park, Colo. . . . STANLEY ALLEN, 16-year-old ork leader, opened last Saturday at the Luna Park Ballroom, Coney Island. . . . JOHNNY KOVACH gets the initial assignment at Dave Myer's new Continental Room, Fords, N. J. . . . FRANK MITCHELL'S Trio have set a new record at the Silver Dollar Bar, Baltimore, Md., with a solid 10-month engagement and still going strong. . . . ROLAND YOUNG and his boys are continuing the summer on water (from Brooklyn to Roton Point, Conn.) on the steamer Belle Island.

Bernie Big \$2,100 At Celeron Park

JAMESTOWN, N. Y., Aug. 10.—The Pier Ballroom at Celeron Park is back again with name bands. Ben Bernie pulled nicely for owner-manager J. G. Campbell with a draw of 1,800 on Saturday (3). Advance for the Bernie date was comparatively small, constituting one-third of the total. Early birds were offered ducats for \$2 a couple, with only 300 couples taking advantage, for an advance gross of \$600. Box-office sale went booming beyond anticipation, with 600 pairs spending \$2.50 each. Gross at cashier's window tallied to \$1,500. Total take amounted to a juicy \$2,100. Profits are estimated roughly to run around \$1,000.

Saturday (10) Glenn Miller's Ork is accounting for one of the heaviest sales in years. According to Campbell almost 1,000 tickets have been peddled so far, with kids gladly laying down \$2.50 per couple. Expenses on the date have already been covered by the advance and the gross is expected to be one of the biggest in years. Door price will be \$3 per couple.

Wayne King is set for following week-end, August 17.

Weems Plays to 9,000

KANSAS CITY, Mo., Aug. 10.—Ted Weems played the Southwest Retail Merchants' Association fashion show evening of August 5, working the dance after the show. He played to an audience of over 9,000 paid admissions.

Dorsey's Fifth Column

NEW YORK, Aug. 10.—Tommy Dorsey, discoverer, publisher, interpreter and chief pluggger of the nation's current No. 1 song hit, *I'll Never Smile Again*, introduced a new wrinkle in song plugging.

His henchmen over at Sun Music have enlisted at least two waiters in each hotel room. Every night at half-hour intervals Dorsey's parachute troops approach the band leader with the request "from that table over there" to play *I'll Never Smile Again*.

Music Items

Publishers and People

NEMO ROTH, contact man with Paramount, celebrated his 25th anniversary in the music business last Sunday at his home in Belle Harbor, L. I., with his pals from the old vaude days.

Bobby Mellin, of Mercer-Morris, on his way to the Midwest to cover the territory for two weeks.

BMI is taking a look-see at 60 new songs provided by O'Connor B. Woodward, commercial manager of Furness-Beattie Radio Productions.

Moe Gale signed Les Brown to a song-writing contract with Advance Music, thus closing up the books on writer's contracts until 1941.

Irving Sudlik and Joe Siegel opened their own publishing house with a raft of tunes by both. Siegel is professional manager of the new firm (Sudlik & Siegel) and Sudlik is general manager.

William Wiemann, head of the standard and educational departments of Harms, Witmark and Remick, announced this week that the first seven months of this year show a 60 per cent increase in the sales of standard and educational music over any other year for a similar period.

Principal reason for the boom in educational standards, according to Wiemann, is attributed to the "up-to-date" approach in meeting the changing demands of teachers and pupils for material of a more modern, semi-popular yet educational nature.

Such and Such

Eddie Dowd, composer of *We Meet Each Other in a Dream*, is confined in the Will Rogers Memorial Hospital, Saranac Lake, and would like to hear from his friends.

Curley Adams and Lolla Montague collaborated on a number of tunes, including *Sad Eyes* and *While We're Apart*, for BMI.

Buddy Johnson's *Stop Pretending*, being published by Georgia Music, is being introduced by Bobby Byrne at Glen Island Casino.

Lou Breese has turned out a new tune, *Breezy Rhythm Stomp*.

Capt. Eugene LaBarr, leader of the World's Fair Band, is plugging *Blue Long Island Skies*, by Robert Henry and Arthur Robisham.

Philly Highlights

Ina Ray Hutton introduces a new theme song, *What About Love*, which she wrote in collaboration with Ruth (*I'll Never Smile Again*) Lowe.

Morty Berk, maestro-composer at Purple Derby, Philadelphia, compared notes with Maestro Harry James to make *Everyday of My Life*. And at Philly's Little Rathskeller, the Ink Spots are rehearsing *Under the Stars* for Decca disk-ing, penned by the spot's maestro, Victor Hugo, with lyricist James Vollmer. Clem Williams, playing at Philadelphia's main line Spread Eagle Inn, makes it a tune with local color in calling his latest penning *The Main Line Stomp*.

Delbridge To Do Ad Tour For New Automobiles

DETROIT, Aug. 10.—New idea in automobile model announcements is slated for Nash's Coast-to-Coast Tour, opening August 26 at Cleveland, with Del Delbridge, former leader of the Madison Theater Orchestra here, booked as ork maestro and emcee. Show will tour for five weeks, with stands in Boston, New York, Cincinnati, Chicago, Kansas City, Minneapolis; Portland, Ore.; Los Angeles, Dallas and Atlanta.

Crew will do special shows for distributors and dealers in each car sales zone. Delbridge has played the regular national announcement for Nash in Detroit for the past two years, and will play here again this season before going on the tour.



The Billboard

WEEK ENDING
AUGUST 9

MUSIC POPULARITY CHART

Records Most Popular on MUSIC MACHINES

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 for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Number of weeks recordings have appeared in "Going Strong" is indicated in parentheses following titles in that section.

GOING STRONG

MAKE BELIEVE ISLAND. (9th Week) Mitchell Ayres, Dick Todd, Dick Jurgens.

IMAGINATION. (7th Week) Glenn Miller, Tommy Dorsey, Ella Fitzgerald, Kate Smith.

WHERE WAS I? (6th Week) Charlie Barnet, Jan Savitt.

THE BREEZE AND I (4th Week) Jimmy Dorsey, Charlie Barnet, Frankie Masters.

SIERRA SUE. (4th Week) Bing Crosby, Glenn Miller.

I'LL NEVER SMILE AGAIN. (3d Week) Tommy Dorsey.

FOOLS RUSH IN. (2d Week) Glenn Miller, Tommy Dorsey.

COMING UP

WHEN THE SWALLOWS COME BACK TO CAPISTRANO. Glenn Miller, Ink Spots.

GOD BLESS AMERICA. Kate Smith, Bing Crosby.

I CAN'T LOVE YOU ANY MORE THAN I DO. Benny Goodman, Mitchell Ayres.

HEAR MY SONG, VIOLETTA. Glenn Miller, Frankie Masters, Will Glahe.

TENNESSEE FISH FRY. Kay Kyser, Jimmy Dorsey, Shep Fields.

I'M NOBODY'S BABY. Judy Garland, Tommy Tucker.

I AM AN AMERICAN. Gray Gordon.

PENNSYLVANIA 6-5000. Glenn Miller.

National and Regional List of BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: H. Royer Smith Co.; Weyman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meir and Frank Co., Inc.; Sherman Clay & Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Clifton Music Shop; Song Shop; Willis Music Co.; Wurlitzer; Steinberg's, Inc. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCroly's; Kemble Bros.' Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. I'LL NEVER SMILE AGAIN —TOMMY DORSEY	2	2. THE BREEZE AND I —JIMMY DORSEY	3	3. FOOLS RUSH IN —GLENN MILLER	4	4. SIX LESSONS FROM MADAME LA ZONGA —JIMMY DORSEY	5	5. SIERRA SUE —BING CROSBY	6	6. I'M NOBODY'S BABY —JUDY GARLAND
7	7. THE NEARNESS OF YOU —GLENN MILLER	8	8. GOD BLESS AMERICA —KATE SMITH	9	9. WHEN THE SWALLOWS COME BACK TO CAPISTRANO —INK SPOTS	10	10. PENNSYLVANIA 6-5000 —GLENN MILLER				

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. I'LL NEVER SMILE AGAIN —Tommy Dorsey	2	2. The Breeze and I —Jimmy Dorsey	3	3. Fools Rush In—G. Miller	4	4. Six Lessons From Madame La Zonga—J. Dorsey	5	5. All This and Heaven Too —Tommy Dorsey	6	6. Beat Me Daddy —Will Bradley
7	7. Fools Rush In —Tommy Dorsey	8	8. God Bless America —Kate Smith	9	9. Pennsylvania 6-5000 —Glenn Miller	10	10. I'm Nobody's Baby —Judy Garland				

MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. I'LL NEVER SMILE AGAIN —Tommy Dorsey	2	2. The Breeze and I —Jimmy Dorsey	3	3. Fools Rush In—G. Miller	4	4. I'm Nobody's Baby —Judy Garland	5	5. Sierra Sue —Bing Crosby	6	6. God Bless America —Kate Smith
7	7. When the Swallows Come Back to Capistrano —Glenn Miller	8	8. Make Believe Island —Dick Jurgens	9	9. Six Lessons From Madame La Zonga—J. Dorsey	10	10. Pennsylvania 6-5000 —Glenn Miller				

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. I'LL NEVER SMILE AGAIN —Tommy Dorsey	2	2. The Nearness of You —Glenn Miller	3	3. Fools Rush In—G. Miller	4	4. The Breeze and I —Jimmy Dorsey	5	5. Sierra Sue —Bing Crosby	6	6. When the Swallows Come Back to Capistrano —Ink Spots
7	7. Six Lessons From Madame La Zonga—J. Dorsey	8	8. The Breeze and I —Bob Crosby	9	9. Hour of Parting —Benny Goodman	10	10. Pennsylvania 6-5000 —Glenn Miller				

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. I'LL NEVER SMILE AGAIN —Tommy Dorsey	2	2. The Breeze and I —Jimmy Dorsey	3	3. Fools Rush In—G. Miller	4	4. Boogie Woogie —Earl Hines	5	5. Six Lessons From Madame La Zonga—J. Dorsey	6	6. I'm Nobody's Baby —Judy Garland
7	7. Make Believe Island —Dick Todd	8	8. When the Swallows Come Back to Capistrano —Ink Spots	9	9. Fools Rush In —Tommy Dorsey	10	10. Beat Me Daddy —Will Bradley				

National and Regional List of SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Ault Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	1. I'LL NEVER SMILE AGAIN	2	2. SIERRA SUE	3	3. THE BREEZE AND I	4	4. MAKE BELIEVE ISLAND	5	5. FOOLS RUSH IN	6	6. I'M NOBODY'S BABY	7	7. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	8	8. GOD BLESS AMERICA
9	9. PLAYMATES	10	10. IMAGINATION	11	11. ALL THIS AND HEAVEN TOO	12	12. THE WOODPECKER SONG	13	13. BLUEBERRY HILL	14	14. SIX LESSONS FROM MADAME LA ZONGA	15	15. THE NEARNESS OF YOU		

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	1. I'LL NEVER SMILE AGAIN	2	2. FOOLS RUSH IN Where Angels Fear To Tread	3	3. SIERRA SUE	4	4. All This and Heaven Too	5	5. When the Swallows Come Back to Capistrano	6	6. Imagination	7	7. The Breeze and I	8	8. God Bless America
9	9. Make Believe Island	10	10. The Nearness of You	11	11. Hear My Song, Violetta	12	12. I'm Nobody's Baby	13	13. Where Was I?	14	14. I'm Stepping Out With a Memory Tonight	15	15. I Can't Love You Any More Than I Do		

MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	1. I'LL NEVER SMILE AGAIN	2	2. GOD BLESS AMERICA	3	3. MAKE BELIEVE ISLAND	4	4. SIERRA SUE	5	5. THE BREEZE AND I	6	6. I'M NOBODY'S BABY	7	7. FOOLS RUSH IN Where Angels Fear To Tread	8	8. PLAYMATES
9	9. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	10	10. IMAGINATION	11	11. THE WOODPECKER SONG	12	12. BLUEBERRY HILL	13	13. SIX LESSONS FROM MADAME LA ZONGA	14	14. DOWN BY THE OHIO	15	15. TANGLEWEED ROUND MY HEART		

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	1. I'LL NEVER SMILE AGAIN	2	2. SIERRA SUE	3	3. MAKE BELIEVE ISLAND	4	4. THE BREEZE AND I	5	5. I'M NOBODY'S BABY	6	6. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	7	7. FOOLS RUSH IN Where Angels Fear To Tread	8	8. PLAYMATES
9	9. IMAGINATION	10	10. THE WOODPECKER SONG	11	11. SIX LESSONS FROM MADAME LA ZONGA	12	12. THE NEARNESS OF YOU	13	13. GOD BLESS AMERICA	14	14. WHERE WAS I?	15	15. BLUEBERRY HILL		

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	1. SIERRA SUE	2	2. THE BREEZE AND I	3	3. I'LL NEVER SMILE AGAIN	4	4. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	5	5. MAKE BELIEVE ISLAND	6	6. I'M NOBODY'S BABY	7	7. FOOLS RUSH IN Where Angels Fear To Tread	8	8. GOD BLESS AMERICA
9	9. PLAYMATES	10	10. DEVIL MAY CARE	11	11. WHERE DO I GO FROM YOU?	12	12. YOURS IS MY HEART ALONE	13	13. BLUEBERRY HILL	14	14. I'M STEPPING OUT WITH A MEMORY TONIGHT	15	15. SIX LESSONS FROM MADAME LA ZONGA		

List of Songs With MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WBAF, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays for the week ending Friday, August 9. Independent plugs are those recorded on WOR, WNEF, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs Net Indle
13	1. YOU'RE LONELY AND I'M LONELY (M)	Berlin	33 7
10	2. SIERRA SUE	Shapiro-Bernstein	29 12
6	3. I'LL NEVER SMILE AGAIN	Sun	27 31
9	4. FOOLS RUSH IN	Bregman, V. & C.	25 14
13	4. MISTER MEADOWLARK	Merger	25 6
7	5. WHEN THE SWALLOWS COME BACK	Witmark	24 15
8	6. NEARNESS OF YOU	Famous	22 14
1	7. ALL THIS AND HEAVEN TOO	Remick	21 18
11	8. THE BREEZE AND I	Marks	20 24
6	9. MADAME LA ZONGA	Bregman, V. & C.	19 13
5	10. I'M NOBODY'S BABY	Feist	17 22
12	11. I'M STEPPING OUT WITH A MEMORY	Robbins	15 9
—	12. YOU CAN'T BRUSH ME OFF (M)	Berlin	14 11
3	13. ORCHIDS FOR REMEMBRANCE	Miller	13 15
7	13. I CAN'T LOVE YOU ANY MORE	Olman	13 10
2	14. YOU THINK OF EVERYTHING (M)	Robbins	12 6
12	15. I CAN'T RESIST YOU	Ager	11 17
—	15. LOVE LIES	Feist	11 6
—	15. GET THE MOON OUT OF YOUR EYES	Paramount	11 3
—	15. WE COULD MAKE SUCH BEAUTIFUL MUSIC	BMI	11 2
12	16. BLUEBERRY HILL	Chappell	10 14
—	16. IMAGINATION	ABC	10 12
12	16. POLKA DOTS AND MOON- BEAMS	Berlin	10 7
—	16. PLAYMATES	Santly, J. & S.	10 7
4	16. FABLE OF THE ROSE	Harms	10 6
—	16. DOWN BY THE OHIO	Forster	10 4
—	16. THAT'S FOR ME	Famous	10 4
—	16. PRACTICE MAKES PERFECT	BMI	10 3
13	16. DANNY BOY	Mills	10 2
—	16. SAME OLD STORY	BMI	10 1

On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

RAYMOND SCOTT (Columbia)

Four Beat Shuffle—FT. *Birdseed Special*—FT.

After a pair of sides for Columbia several months ago, made with the band he built out of CBS house musicians (in addition to his regular Quintet group), the master of imaginative titles and even more imaginative melodies now comes up with his second debut on this label. After laboriously building his broadcast band for a year, Scott decided to hark to the call of regular dance orchestra work, which meant creating an entirely new band, since radio musicians cannot leave their normal duties to travel around on one-nighters and to play location jobs. These are the first two sides waxed by the new Scott dance ork, and they reveal all the musical quality of his previous crew, plus, particularly in *Four Beat Shuffle*, a commercial brand of swing that presages a nice future for this latest entrant in the dance sweepstakes. *Birdseed* is typical Scott, ingenious of melody and arrangement, and as listenable as anything recorded by anyone. *Shuffle* is swing of the more conventional, expected school. Both are extraordinarily fine, and even if music machine success proves a little elusive for them, home sales ought to be excellent.

TOMMY DORSEY and CHARLIE BARNET (Bluebird)

Friendship—V. *The Wrong Idea*—FT; VC.

This is the greatest novelty record to come along in some time, and with the proper exploitation its sales are guaranteed. Billed as the T. Dorsey Family (Mountain Branch), Tommy's vocal department burlesques Cole Porter's *Friendship* number from *DuBarry Was a Lady* in a nasal, hillbilly way that carries plenty of laughs. It's deliberate corn from start to finish, with the satire very much on the broad side. The reverse billing is "Swing and Sweat With Charlie Barnet," which should give a rough idea of the idea construed on the disk to be the wrong one. Altho the label indicates a musical crack at the swinging and swaying of Sammy Kaye, the record itself reveals other assorted pot shots at, among others, Kyser and Lombardo. It's not the first time this sort of thing has been done (a disk several years ago, made by a top-flight band whose label anonymity shall not be violated here, satirized Shep Fields, Kaye, Duchin, Wayne King, Busse and Lombardo, among others), but it's always good for a laugh. There are fine commercial possibilities in this double.

RED NICHOLS (Okeh)

Overnight Hop—FT. *Meet Miss 8 Beat*—FT.

After turning them out for Victor on the Bluebird seal for a long time, this veteran of the band field switches his allegiance over to Okeh and knocks out as his first release two swingeros which unfortunately don't display this band to its best advantage. Neither side contains anything unusual, outside of some excellent boogie-woogie piano on the B side (which is no longer unusual, inasmuch as it seems that every second record these days is an eight-to-the-bar epic that features piano, the instrument best suited to that rhythmic style). Tempos here are lively and danceable, but the numbers themselves lack that certain melodic oomph that makes for a *Tuxedo Junction* or an *In the Mood*. Red's admirers will go for this one, but he needs better material to make a dent in the music boxes.

CAB CALLOWAY (Okeh)

Fifteen Minute Intermission—FT; VC. *Rhapsody in Rumba-Rumba*—FT; VC.

This is given special mention because of its aptness for the music machines. Calloway has had nothing sensational in the boxes since his *Jumpin' Jive*, and this stands the best chance of repeating that success of any disk he has made since then. *Intermission* is the potentiality; the reverse can be forgotten about, since it doesn't belong on the same record. But *Intermission*—the plea of the band boys for a respite from playing—has that easy, relaxed, toe-tapping quality that a swing record apparently has to have to click generally, particularly in the machines. Add an amusing, simple lyric to that, sung ensemble and in Cab's inimitable style, and it adds up to a truly excellent prospect for hitdom. Calloway's "talk" to the crowd at the end, advising them to go back to their tables for a few minutes while the band rests, but that there'll be more music shortly, is novel and a natural for music machine locations.

SAMMY KAYE (Varsity)

Oh, Helen—FT; VC. *Wedding Bells Are Breaking Up That Old Gang of Mine*—FT; VC.

After a promising start with his first release on Varsity, Kaye delivers two terribly corny tunes (both oldies), so outdated that they couldn't be taken seriously even by the boys in the back room, mellowed by and crying into their beer. Of all the songs ever penned, new and old, why these two?

XAVIER CUGAT (Victor)

Rumba-Cardi—Rumba; VC. *Whatever Happened to You?*—FT; VC.

Another fine Cugat double, glistening with the musical finesse this leader brings to his record dates. Both sides offer Dinah Shore for the vocals as well, making them still better. *Whatever* is a Cugat original, a nice blend of sophistication and commercialism.

GENE KRUPA (Okeh)

I'll Never Smile Again—FT; VC. *Maybe*—FT; VC.

Krupa makes his first record mistake in some time with the A side here. No one can beat Tommy Dorsey's disk of this hit at its own game, which happens to be accenting the vocal department. Howard Du Lany tries hard with the lyrics, and Gene beats out the same almost too-slow tempo that highlights the Dorsey disk. But the result isn't the same. *Maybe* is straight and slightly colorless.

ANDRE KOSTELANETZ (Columbia)

Merry Widow Waltz and *Vienna, City of My Dreams*—W. Waltzes from *The Count of Luxembourg*—W.

On Columbia's green label Kostelanetz

brings his lovely strings and sensitive baton to bear on a medley of familiar waltz numbers in the light classic vein. This is sheer melodic beauty at its scintillating best, a definite treat for anyone who gets a thrill out of the sweep out of a violin section. A sure sales bet for the semi-classical market. (See ON THE RECORD on page 78)

On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal, rather than the musical ability of the bands reviewed.

By SOL ZATT

Johnny Messner

(Hotel McAlpin, New York City, NBC Blue Network, Friday (9), 11-11:15 p.m.)

MESSNER has become something of an institution at the McAlpin with his year-after-year engagement, which only the end of eternity itself will seem to alter. He brings to the air a conservatively styled dance band, which for the purpose of dancing is smoothly paced and even tempered, but has none of the other characteristics of attempting to build his name into the top-notch division.

The oversight may not be entirely the maestro's fault, because a 15-minute spot is kind of tough to do anything that might be described as different, but others have done it and got excellent results. The actual projection of music itself over the airwaves is enjoyable listening, tho, with a nice selection of

mixed pops and the enjoyable vocalings of Jeanne Darcy.

Nat Brandwynne

(Ritz Carlton Hotel, Atlantic City, CBS Network, Friday (9), 11:15-11:30)

TO NAT BRANDWYNNE's capabilities as a piano virtuoso go this department's praise and gratitude for such fine musical talents, but to Brandwynne, the leader, and his band we can only wish our own disappointment for 15 minutes of the worst jumble of melody humanly possible. Everything was off. The balance was poor, the timing was terrible and the numbers were over-arranged beyond the point of recognition. It was one of those programs that had no right to be on and did no one any good—Brandwynne, his band or the songs he played.

He tried very hard to be different, but succeeded very ignobly.

Bill Doherty

(Reviewed at the Patio, Lookout Mountain Hotel, Chattanooga, Tenn.)

THIS eight-piece orchestra plays predominantly on the sweet muted side. Headed by the popular Doherty and his violin, it consists of two sax, two violins, piano, trumpet, bass and drums.

When reviewed instrumental soloists and duos were being featured rather than vocalists, which seemed to be finding more favor with the guests. Most popular were the violin duos of Bill and Leonard Hiatt, whose rendition of classical numbers, as well as their clowning on the hits of the season, were both well received.

Bob Andrews grabs his sax for a little spotlighting, while pianist Johnny Kreiter often carries the tune alone, to the delight of those present. Arrangements are by Hiatt, graduate of the Cincinnati Conservatory and a musician who really knows his stuff.

Be it *The Vagabond King* or *Woodpecker Song*, Bill and his boys do it equally well. It's the classic and the sweet swing that is their strongest forte. *Wyche.*

Charlie Wright

(Reviewed at Stork Club, New York)

WRIGHT has been a strolling, singing accordionist for years, playing fashionable cocktail lounges. Since February he's been fronting a six-piece combo, finding employment in the better spots due to his following among the socialites.

Has a youthful, bright personality and sells the band with untiring zest. Works hard, playing the accordion and warbling the romantic pops. Library has the usual number of current and standard tunes. In this spot he concentrates on American melodies, since the alternating band takes care of the Latin strains. Line-up includes Emmet Kelly, sax; Bill King, bass; Don Smith, piano; Nick Pellico, drum and xylophone; Bob Schnitzer, trumpet, and the leader's accordion. Femme fixture is Dawn Roland, pretty brunet, who warbles the rhythm songs in fair fashion and teams up with Wright on the romantic stuff.

Honigberg.

Jan Savitt

(Reviewed at Fairyland Park Ballroom, Kansas City, Mo.)

THIS band's enviable reputation as a top-notch swing crew has been well earned, and there is no question of its music being excellent hot jazz, but there is something lacking in the band's personality as a whole which, while not disconcerting, is puzzling. On the night caught the orchestra seemed a little too stiff and uninterested in the music it

was playing, with the kicks few and far between.

However, the arrangements were plenty okeh, and all of the 2,500 customers appeared satisfied with the jive. All the Savitt standards clicked as usual.

The piano at this location was out of commission and, as a consequence, pianist Jack Pleas sat out all evening while Danny Perry, guitarist, took all of the solos, originally for piano. Perry's style is solid, and the mix-up resulted in his first break since he's been with the band. He formerly worked with Jack Hylton in London. The lack of piano rhythm caused the Savitt shuffle rhythm to be heard for the first time without the shuffle.

Johnny Austin's trumpet take-offs attracted attention, as did the hot solos on alto of Skippy Martin, former arranger for Count Basie. Savitt, an amiable stickwaver, paced the boys thru every number, thus achieving a band coordination seldom found.

The vocals of Bon Bon (George Tu-neel) already have proved popular with local Savitt fans thru his efforts on wax, and he shared applause with Allan De Witt, who took some of the sweeter ballads. *Locke.*

Joe Ricardel

(Reviewed at Claremont Inn, New York)

STOCK seven-piece combo, playing Latin and American dance music the sweeter way. Leader is a young, capable violinist and boasts a melodious singing voice. He formerly fronted a six-piece outfit at the late Royal Box on 52d street and has been with the current combo since early this year.

Instrumentation, in addition to maestro's fiddle, includes trumpet (Armand Egrim), drums and vibraphone (James Snyder), piano and celeste (Milton Chalfin), sax (Lou Lewis), bass (Manny Ricardel) and accordion (Milton Raymond).

Music is played in lively tempo and is generally entertaining for both dancing and listening. Bright spot during each set is the leader's sales tactics, working for the customers and discerning their likes or dislikes. Sets are generally made up of request numbers, assuring more than ordinary attention from the patrons. *Honigberg.*

George Damerel

(Reviewed at Barney Rapp's Sign of the Drum, Cincinnati)

DAMEREL, son and brother respectively of that popular radio pair, Myrt and Marge, until recently had a small combo at New York's Sherry Netherland. From that beginning sprang this 13-piecer just three weeks ago. This is the band's initial out-of-town stand, the contract calling for four weeks with options, with the lads figuring to gain a rep and recognition via the two excellent air lines out of here—WLW-WSAI.

Employing four brass, three rhythm and a Glenn Millerish sax quintet, the boys lend themselves primarily to the sweeter tootlings, beating out a tempo that makes dancing come easy. On their opening here the lads displayed a tinge of roughness and a lack of dash, detriments that should fade with more playing time under their belts. With these edges smoothed and with the usual changes here and there the band should pan out a highly listenable combo in a few more weeks.

Interims between dance sessions are filled by the Hickory House Seven (Harry Spel, Al Drotin, Joe Silvers, Billy Russell, Frank Caren, Marshall Hawk and Danny Dell), a hot aggregation that gives a good account of itself on the more torrid weavings. Band has another asset in the above-the-average arrangements of pianist Frank Caran.

Youthful outfit makes a good appearance and Damerel does an acceptable job of wielding the stick. Suffered from nerves on his opening here and should show up stronger once he finds himself. Damerel handles all the warbling, his vocal calisthenics and sweet voice garnering much favorable comment from the opening-night customers. *Sachs.*

Martin Gets 1,173 Bernie 971 at D. M.

DES MOINES, Aug. 10.—Biz has been down all the way around, with name bands failing to click after some nifty grosses by top outfits up to last week. Tony Martin, fronting Bob Zurke's Band at the Val Air (3), was below expectations with 1,173 admissions at 75 cents, plus taxes, which was average Saturday night gate without any billing. Band had top publicity, hitting with feature story day before date plus radio interview with Martin.

Ben Bernie and his band on the Saturday night previous were virtually rained out, with 971 dancers at 75 cents plus taxes. Heavy rain curtailed outside dancing and accounted for drop in attendance.

Ella Fitzgerald did a dismal showing at the Riviera at Riverview Park, August 4, but park staged a comeback with a race dance afterwards which outdrew the whites. It was the first time in recent years colored dance has been added to regular name attraction.

Only 450 whites paid 66 cents plus taxes, while more than 600 colored dancers flocked in at 50 per for an hour of rug-cutting after the regular dance, for a \$663 gross for the entire evening.

Kibbler Joins Gale, Inc.

CINCINNATI, Aug. 10.—Gordon Kibbler, former ork leader who recently has been advancing a colored theater and nitery unit, has dropped that affiliation to become associated with Moe Gale, Inc., New York. Kibbler left here Tuesday for a trek thru Mississippi, Louisiana and Texas in the interest of the Four Ink Spots, Ella Fitzgerald and Erskine Hawkins.

Kibbler was formerly a road man for Consolidated Radio Artists.

WILMINGTON, Del., Aug. 10.—Curt Weiler's Ork, coming direct from the Embassy Club in Philadelphia, opened at the Rainbow Grill, Hotel Darling, here last week.

Swing It, Grandpap

PARKESBURG, Pa., Aug. 10.—A jitterbug dance added a modernistic touch to the Old Fiddlers' Association picnic held at Crystal Springs Park here today. Some 500 old-time fiddlers competed in scratching contests on the hoedown stomperoo. The inclusion of the jitterbug in the program was at the behest of young upstarts in the association.

Weather Fells Robin Hood Dell

PHILADELPHIA, Aug. 10.—For the second time in its 11 summer seasons the outdoor pop and symphony concert series at Robin Hood Dell called it quits a week before time, canceling its eighth week on Thursday (8) with Alec Templeton last on as guest with the Philadelphia Orchestra group.

Recent heat and rain felled the box office to the extent that the Dell was almost \$10,000 in the red already. Despite three banner nights—Marian Anderson drawing 12,000; 10,000 turning out for Oscar Levant, and Lily Pons—Andre Kostelanetz pulling 9,000—losses were increased by threatening weather, which cut down audiences without forcing cancellations.

Bradley Light \$386 in Conn.

BRIDGEPORT, Conn., Aug. 10.—Will Bradley, in for a one-nighter at Pleasure Beach Ballroom here Sunday (28), his second appearance here this season, didn't fare so well, with only 586 cash customers passing thru the turnstiles. With ducats priced at 66 cents, the take totaled \$386.76.

On his previous appearance during the early part of the season 946 persons attended to a take of \$624.36.

WALLA WALLA, Wash., Aug. 10.—Remodeling has been completed at the Natatorium Dance Pavilion, just beyond the local city limits. The Dayton Hillbillies furnish the music.

Dept. of Justice Queries Tunesmiths on Pubs, ASCAP

Questionnaire sent to songwriters asks for details of ASCAP membership and whether non-members have had songs refused—requests original letters, etc.

NEW YORK, Aug. 10.—The Department of Justice investigation of the music industry, which has hitherto been confined to the music publishers, was extended this week to include a probe of songwriters. Assistant Attorney-General Thurman Arnold, in charge of investigating monopolies, sent a questionnaire to the tin pan alleyites demanding a look-see into their relations with publishers and the American Society of Composers, Authors and Publishers. Whereas two forms, one for ASCAP members and another for non-ASCAPers, were sent to the pubs, only one form has been sent to the tunesmiths.

A set of general instructions, accompanied by a four-page questionnaire, was sent to the songwriters.

The instructions read, "The information in the attached questionnaire is important from the legal point of view and your answers should be carefully and comprehensively prepared. It is essential that all answers be corroborated as completely as possible with specific mention of names, dates, etc., and that all original letters, telegrams and other forms of communication received by you pertaining to the matters raised in the questionnaire and all copies of letters mailed by you dealing with the same matters be attached when the questionnaire is returned."

The major part of the questionnaire concerns the songwriters' relations with ASCAP, the effects of ASCAP membership on their incomes and relations with publishers, orchestras, radio stations prior to and after admission to ASCAP.

The songwriter questionnaire in many cases is similar to the one sent to the publishers, especially in regard to ASCAP relations.

Questions sent to the authors and composers of copyrighted music are: 1. Name and address. 2. The following information with respect to the copyrighted tunes composed by you or in collaboration with others: Name of the tunes; publisher and date of publication; date copyrighted. 3. Have you had relations with more than one music publisher? If so, have there been any variances in the contracts executed between you as author and composer and such music publishers? 4. Were you allowed any discretion in determining the terms of your contract with the music publishers? 5. Are you a member of the American Society of Composers, Authors and Publishers?

ASCAP Info

6. If you are an ASCAP member, please furnish the following information: (a) the date of your election to membership. (b) Prior to the time of your election into membership, did you request to be admitted? If so, the length of time that elapsed between the time you made such application until your admittance. (c) At the time you were elected into membership, prior or subsequent thereto, did ASCAP make explanation of the requirements for membership? If so, please state what the requirements were, including any correspondence in your possession in this regard. (d) At the time of your election into membership were you allowed any discretion in determining the terms of your membership agreement? (e) What is your present classification in the Society and the amounts received from the Society for the years 1937, 1938, 1939? (f) Have you made complaint to the Society with reference to your classification and the terms of your membership agreement? If so, please state the outcome of such complaints, including any correspondence in this regard. (g) Prior to the time of your admission into ASCAP membership, did any public user of music, i.e., radio broadcaster, orchestra, etc., refuse to play your music because of your not being affiliated with ASCAP? (h) Since your admission into ASCAP membership, has your remuneration from the sale of sheet music of your copyrighted tunes increased? If so, the extent of such increase? (i) Since your admission 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? If so, the name of the party or parties who made such request and the date or dates of their receipt.

Non-ASCAP Queries

If you are not a member of the American Society of Composers, Authors and Publishers, please furnish the following information: (a) Have you made application for membership into ASCAP? If so, please state the date and disposition of such application, including all correspondence that transpired between you and the Society in this regard. (b) Have representatives of ASCAP explained to you the qualifications of authors or composers necessary in order to qualify for membership? If so, state those qualifications and inclose any correspondence in this regard. (c) Have music publishers refused to publish your music because of your not being affiliated with ASCAP? If so, please state the names of the parties who made such refusals and the date or dates of their refusals and the date or dates of their receipt. (d) Have public performance users of music, i.e., radio broadcasters, orchestras, etc., refused to perform or play your music because of your not being affiliated with ASCAP? If so, the names of the parties making such refusals, and the dates when such refusals were received. Please inclose any correspondence in your possession in this regard.

It is generally believed that further questionnaires on this subject will later be sent to embrace all music fields.

ASCAP spokesmen could not be reached for comment.

Plan Am Band Bouts As P.-A. Film Stunt

NEW YORK, Aug. 10.—A competition of amateur bands will get under way in September as part of the publicity campaign for the forthcoming MGM pic, *Strike Up the Band*.

The am bands will be judged on their presentation of *Our Love Affair* and the title tune, featured song in the musical. Winners of the preliminary contests will later participate in interstate contests. The finals will be held either in New York or Chicago as an East vs. West battle of music.

According to present plans, the winning band will be given a week's engagement in a New York vaude house. Other prizes will include gold and silver batons to be presented by the film's players at a music festival to be staged by MGM.

Robbins, Feist, Miller, MGM publishers, are aiding with the promotion.

Norton in Chi Savoy Spot

CHICAGO, Aug. 10.—Barry Norton, formerly of Exposition Management, Inc., was recently appointed promotional and managing director of the Savoy Ballroom, South Side sepiamusement center. Among the first promotions to be staged during August will be a talent search to discover doubles of Bill Robinson, Marian Anderson, Paul Robeson, Ethel Waters, Cab Calloway, Duke Ellington and other colored stars.

Selling the Band



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

Reverse Twist

DICK JURGENS was presented recently with a 30 by 40 postcard autographed by 2,100 admirers at the Casino Ballroom at Catalina Island, Calif., during his recent engagement there. Bob Weiss, of KFWE, which picked up Jurgens' dance remotes, asked the crowd, "Will you give Dick Jurgens your autograph," and the loyal fans signed up pronto. On the message side of the giant card were six prize-winning letters in connection with a contest conducted by Weiss on "Why I Would Rather Dance to Dick Jurgens' Band Than Any Other."

Johnny Hamp, holding forth at the Hotel President's Round-the-World Room in Atlantic City, is readying a series of "Collegiate Talent Quests." It's essentially an amateur show, except that all entries must be bona fide students. Stunt has been worked to advantage at many other hotel supper rooms, winner getting a week's work with the band.

Nautical

JACK WARDLAW, seasoning at the roof top of the Greystone Hotel at Carolina Beach, N. C., is promoting a series of special nights to bolster the weekday biz. To hypo attendance he is putting on a Ladies' Night, with the gals all on the cuff; Girl Break Dances, Life Guard Benefit Balls, Get-Acquainted Nights and Tune Trials, last-named in connection with the maestro's musical court, a quiz show idea.

Another money-maker, and an entirely new angle for location spots, is in selling advertising for a souvenir menu booklet. "It started off with my making up a menu for The Deck and selling some ads on it," explains Wardlaw. "Then I included a program and made it four pages. The ads sold so well that I turned it into a combination program, menu and directory of the beach. It now runs eight pages and all thru the booklet are

spotted pictures of the band and stories about the music and entertainment."

J. H. Troup Music House, Lancaster, Pa., is championing the cause of a record "shower" in its institutional advertising. "You've given linen showers," the question is posed, "why not give a 'Record Shower'?"

"Everybody brings a record to the Shower," the copy explains. "And this is one gift the giver enjoys, too. We don't mean to hurt the bed-sheet business by discouraging linen showers—but, after all, you can SHARE your friends' records."

On Records

IN VIEW of the close association with Victor-Bluebird records being made by the labels' artists in using the Nipper trademark of the company, Columbia Recording Corp. is supplying the artists on its new Okeh label with an attention-caller. Pennants, 18 by 12 inches, made up in white and blue, are to be hung up on each side of the band stand, reminding the dancers to "Hear Us on Okeh Records."

Pat Dolan, who heads the company's sales promotion department, has inaugurated a new artists' picture service for dealers and distributors, embracing the popular, hillbilly and race artists. They are soft-tone reproductions, 5 by 7 inches, with a slug on the bottom carrying the name of the artist and the identifying record label. On the back of each photo is an up-to-date listing of the artist's latest releases.

Making capital of radio's hit parade of tunes each week is boosting platter sales for many music stores. Lopez Music House, York, Pa., mails to its entire record list each week a listing of the hits, including a return record order blank. C. C. Murphy Co., Jamestown, N. Y., has made up a special display behind the record counter, with cut-outs holding the first 10 records of the Hit Parade.

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa.

Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

10,000	...	\$6.00
20,000	...	7.25
50,000	...	10.75

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

A
Abb, Vic (Stuyvesant) Buffalo, h.
Akin, Bill: (Club 17) Hollywood, nc.
Alexander, Van: (Sea Girt Inn) Sea Girt, N. J., nc.
Ali, Bardu: (Paradise Club) Atlantic City, nc.
Allen, Lee: (Southern Tavern) Cleveland, nc.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Alvarez, Don: (Conga Casino) Asbury Park, N. J., nc.
Apollon, Al: (Tampa Terrace) Tampa, Fla., h.
Aristocrats, Four: (Shawnee) Springfield, O., h.
Arthur, Artie: (Ken) Boston, nc.
Arthur, Leonard: (The Place) NYC, nc.

B
Baer, Billy: (Bear Mountain Inn) Bear Mountain, N. Y., nc.
Bakay, George: (Wilson's) Phila, nc.
Barnet, Charlie: (Pier) Celeron, N. Y., 17, b.
Baroni, Jackie: (Alder's Bar) Detroit, nc.
Barrett, Hugney: (Ten Eyck) Albany, N. Y., h.
Barron, Blue: (Peony Park) Omaha 15; (Turnpike Casino) Lincoln, Neb., 16; (Tromar Ballroom) Des Moines 17; (Shore Acres Ballroom) Sioux City, Ia., 18; (Shore room) Howell, Neb., 19; (Fairlyland Park) Kansas City, Mo., 20.
Barrows, Charlie: (Berkeley-Carteret) Asbury Park, N. J., h.

C
Basie, Count: (State-Lake) Chi, t.
Basile, Joe: (Fair) Batavia, N. Y.
Becker, Saxie: (Top Hat) Phila, ro.
Beckner, Denny: (Hillcrest) Toledo, h.
Beekman, Jack: (Brown) Louisville, h.
Benedict, Gardner: (Netherland Plaza) Cincinnati, h.
Bernie, Ben: (Buffalo) Buffalo, t.
Bestor, Don: (Norumbega) Auburndale, Mass., p.
Biltmore Boys: (Sir Francis Drake) San Francisco, h.
Bob and the Twins: (Schlitz's Palm Gardens) World's Fair, NYC.

D
Bono, Richard: (Statler) Cleveland, h.
Booris, Al: (Tremont Plaza) Boston, re.
Bradley, Will: (Roller Rink) Bear Mountain, N. Y., 16; (Dorney Park) Allentown, Pa., 17.
Bradshaw, Tiny: (Rocky Springs) Lancaster, Pa., 19, p.
Bragale, Vincent: (Beachcomber) Boston, nc.
Brees, Lou: (Kennedywood) Pittsburgh 5-17, p.
Brigode, Ace: (Cabanias Club) Urbana, O., nc.
Brown, Les: (Arcadia) NYC, b.
Brownagle, Chet: (Hollywood Beach) Hollywood, h.

E
Bryson, Jack: (Belvedere) Baltimore, h.
Burkhardt, Johnny: (Joyland) Lexington, Ky., p.
Burke, Morty: (Purple Derby) Phila, nc.
Burke, Sonny: (Blessed's Beach) Angola, Inc.
Bush, Eddie: (Hurricane) NYC, nc.
C
Caballeros, Gay: (Glen Island Casino) New Rochelle, N. Y., ro.
Cabot, Tony: (Villa Moderne) Chi, nc.
Canay, Fernando: (Ross-Fenton Farms) Asbury Park, N. J., ro.
Camden, Eddie: (Cold Springs) Hamilton, Ind., h.

F
Cappo, Joe: (Danceand) Russells Point, O., b.
Carlton, Dick: (Lakeside) Roger City, Mich., b.
Carlyle, Lyle: (Statler) Buffalo, h.
Charles, Louis: (Perry) Perry, O., p.
Childs, Reggie: (Brighton Beach) Brooklyn.
Cisne, Dick: (Colony Club) Chi, nc.
Clark, Lowry: (Book-Cadillac) Detroit, h.
Clarke, Buddy: (Park Central) NYC, h.
Cobina, Carlos: (Biltmore) NYC, h.
Coffey, Jack: (Terrace Beach Club) Virginia Beach, Va., nc.
Conkling, Lockwood: (Glen Island Casino) New Rochelle, N. Y., ro.
Cordero, Romulo: (Cuban Casino) NYC, nc.
Courtney, Del: (Claridge) Memphis, h.
Cromwell, Chauncey: (Tutwiler) Birmingham, Ala., h.

G
Crusaders, The (La Salle) Chi, h.
Cugat, Xavier: (Paramount) NYC, t.
Cummins, Bernie: (Beverly Hills) Newport, Ky., cc.
D
Damerel, George: (Barney Rapp's) Cincinnati, nc.
Davenport, Eddie: (Murray's Inn) Haddonfield, N. J., nc.
Davey, Arthur: (Villepigue's) Sheepshead Bay, N. Y., re.
Davis, Jimmy: (Lake Merritt) Oakland, Calif., h.
Davis, Johnny "Scat": (Tri-State Fair) Superior, Wis.
Daw, Freddie: (Big Pavilion) Saugatuck, Mich., nc.

H
Day, Bobby: (Arcadia) NYC, b.
De La Rosa, Oscar: (Havana Madrid) NYC, nc.
De Lao, Rafael: (Cuban Casino) NYC, nc.
Dennis, Dave: (Hollywood) West End, N. J., h.
DeSalvi, Emil: (L'Aiglon) Chi, re.
Devine, Paul: (Gull Lake) Battle Creek, Mich.
Devito, Don: (Berkeley-Carteret) Asbury Park, N. J., h.
Dibert, Sammy: (Powaton Club) Detroit, nc.
Dickler, Sid: (Anchorage) Pittsburgh, nc.
Ding Bell & Chuck Wagon Boys: (Bismarck B-Bar-H) Chi, h.
Donahue, Al: (Manhattan Beach) Brooklyn.
Dorsey, Tommy: (Aster) NYC, h.
Dorsey, Jimmy: (Michigan) Detroit 16-22, t.
Drummond, Jack: (Wright's Tavern) Plainville, Conn., re.

I
Duchin, Eddy: (Cocoanut Grove) Los Angeles, nc.
Duke, Jules: (Tutwiler) Birmingham, h.
Dupont, Ann: (Roadside Rest) Long Beach, L. I., ro.
E
Eby, Jack: (Royal Palm) Miami, nc.
Eldredge, Roy: (Kelly Stables) NYC, nc.
Ellington, Duke: (Pleasure Beach) Bridgeport, Conn., 15; (Bemus Point Club) Mamaroneck, N. Y., 17.
Elliott, Baron: (Trianon) Chi, b.
Ellis, Joe: (Queen Mary) NYC, re.
Elsom, Joe: (Club Moderne) Tacoma, Wash., nc.
Evans, Bobby: (Cotton Club) Phila, nc.
Everette, Jack: (Baden) Black Hills, S. D., p.

F
Fabian, Teddy: (Bolton) Harrisburg, h.
Faye, Lew: (Fiesta Danceteria) NYC, re.
Feider, Jerry: (Fischer's Casino) Detroit, nc.
Fielder, Johnny: (Plaza) San Antonio, h.
Fielding, Alan: (Club Bali) Phila, nc.
Fields, Irving: (Yacht Club) Scarborough, Me., nc.
Fields, Harry: (Anderson) Monticello, N. Y., h.
Fio Rita, Ted: (Spring Lake) Oklahoma City, p.
Fiorenza: (Jack Lynch's) Phila, re.
Fisher, Freddie: (Happy Hour) Minneapolis, c.
Fisher, Art: (Club Minuet) Chi, nc.
Fiske, Dwight: (Savoy Plaza) NYC, h.

G
Fitzgerald, Ella: (Savoy) Chi, 18, b.
Fodor, Jerry: (Fisher's Casino) Detroit, nc.
Fontaine, Neil: (Jack Lynch's) Phila., nc.
Foster, Chuck: (Oh Henry) Chicago, b.
Francisco, Don: (Palmer House) Chi, h.
Freedley, Bob: (Troc) NYC, nc.
Fuhrman, Clarence: (Willow Grove) Willow Grove, Pa., p.
Fulcher, Charles: (Bon Air) Augusta, Ga., h.

H
Gaines, Charlie: (Lexington Casino) Phila, nc.
Garcia, Kiki, & His Siboney's: (El Patio) Baltimore, h.
Gaston: (Monte Carlo) NYC, cb.
Gentlemen of Rhythm: (De Witt Clinton) Albany, N. Y., h.
Gerard, Gerry: (Airway Cafe) Cleveland, nc.
Gilbert, Jerry: (Cawthon) Mobile, Ala., h.
Gill, Emerson: (Woodward's Pavilion) Coloma, Mich., nc.
Glass, Billy: (Pastor's) NYC, nc.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Gordon, Gray: (Edison) NYC, h.
Gordon, Chuck: (Pier) Ocean City, Md., b.
Gorman, Johnny: (Club Casa Rio) Atlanta, nc.
Graffoller, Frenchie: (Club 100) Des Moines, nc.
Granado, Guy: (Fiesta Danceteria) NYC, re.
Grant, Tommy: (Peninsula House) Seabright, N. J., h.
Gray, Glen: (Coney Island) Cincinnati 14, p.
Grayson, Hal: (Wil-Shore) Chi, b.
Green, Hy: (Harmony) Hurleyville, N. Y., cc.

Orchestra Routes

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

TRADE SERVICE FEATURE of the Billboard

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

I
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
J
Jackson, Jimmy: (Paradise) Chi, b.
Jaffe, Moe: (Poland Spring House) Poland Spring, Me., nc.
Jahns, Al: (Riley's Lakehouse) Saratoga Springs, N. Y., nc.
James, Sonny: (Renault Tavern) Atlantic City, nc.
Jay, Lou: (Wagon Wheel) Atlantic City, nc.
Jean, George: (Melody Mill) Chi, b.
Johnson, Freddy: (Club 509) Detroit, nc.
Johnson, Johnny: (Monterey) Asbury Park, N. J., h.
Johnston, "Groove": (Wagon Wheel) Saginaw, Mich., nc.
Jones, Isham: (Trocadero) Wichita, Kan., 15-29, nc.

K
Juneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick: (Casino) Catalina Island, Calif., nc.
K
Kaahue, Johnny: (Roosevelt) Pittsburgh, h.
Kavelin, Al: (Essex House) NYC, h.
Kay, Herbie: (Blackhawk) Chi, nc.
Kaye, Freddy: (Olson's) Chi, re.
Kaye, Sammy: (Orpheum) Omaha, t.
Keller, Leonard: (Bismarck) Chi, h.
Kemp, Hal: (Roosevelt) New Orleans, h.
Kendis, Sonny: (Beachcomber) NYC, nc.
Kenley, Billy: (Essex) Boston, h.
Kent, Peter: (New Yorker) NYC, h.
Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.

L
Keys, Van: (Beach Club) Nags Head, N. C., nc.
King, Russell: (Steve's) NYC, nc.
King, Teddy: (Chez Ami) Buffalo, nc.
King, Henry: (Mark Hopkins) San Francisco, h.
King's Jesters: (Philadelphian) Phila, h.
M
Haggerty, Harold: (Leighton's) Ardsley, N. Y., nc.
Hahn, Al: (Paxton) Omaha, h.
Hale, Tige, Concert Band: (Fair) Corrunna, Mich.
Hall, Sleepy: (Biltmore) NYC, h.
Ham, Chick: (Cappy's) N. Eaton, Mass., nc.

N
Hamp, Johnny: (President) Atlantic City, h.
Harper, Don: (Grove) Orange, Tex., nc.
Harris, George: (Bradford) Boston, h.
Harrison, Will: (Longshore) Westport, Conn., cc.
Hawaiian Trio: (University Grill) Albany, N. Y., nc.
Hayes, Joe: (Streets of Paris) Phila, nc.
Hays, Billy: (Open Door Cafe) Phila, nc.
Hecksher, Ernie: (Cliff) San Francisco, h.
Herbeck, Ray: (Log Cabin) Armonk, N. Y., ro.
Hersh, Milt: (Syracuse) Syracuse, h.
Hilburn, Mark: (The Inn) Buck Hill Falls, Pa., re.
Hill, Benny: (Tops) Phila, c.
Holman, Syd: (Blue Room) Beach Arlington, N. J., nc.
Holmes, Miller: (Markham) Gulfport, Miss., h.
Holmes, Henry: (Mark Hopkins) San Francisco, h.
Holst, Ernie: (Stork Club) NYC, nc.
Hope, Al: (Park Lane) NYC, h.
Hopkins, Claude: (Pilgrim) Houston 14, a.
Hopkins, Don: (Thurstonia) Dunsford, Ont., p.
Hudson, Dean: (Terrace Beach Club) Virginia Beach, Va., nc.
Hugo, Victor: (Little Rathskeller) Phila, nc.
Humbert, Don: (Ort's) Boston, c.

O
Knecht, Charlie: (Buck Horn Casino) Belvidere, N. J., nc.
Krupa, Gene: (Riverside) Milwaukee, t.
Kuhn, Dick: (Ritz-Carlton) Atlantic City, h.
Kurtze, Jack: (Sagamore) Rochester, N. Y., h.
L
Ladd, Lew: (Essex) Boston, h.
Lake, Sol: (606 Club) Chi, nc.
Lamb, Drexel: (Larry Miller's) Clear Lake, Mich., nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Lou: (Canoe Place Inn) South Hampton, L. I., nc.
Layne, Lesse: (Midland) Staten Island, N. Y., h.
Lemish, Bert: (Stamps) Phila, nc.
Leonard, Gene: (Windsor) Rochester, N. Y., h.
LeRoy, Howard: (Oriando) Decatur, Ill., h.
Lester, Earle: (Colonial) Bridgeport, Pa., h.
Lester, Bill: (Homestead) Kew Gardens, L.I., h.
Lewis, Ted: (Chez Farce) Chi, nc.
Lewis, Hank: (Dog House) Reno, Nev., nc.
Livingston, Jerry: (Van Cleve) Dayton, O., h.
Long, Johnny: (Roseland) NYC, b.
Luneford, Jimmy: (Casa Manana) Culver City, Calif., b.
Lyman, Abe (Bon Air) Chi., nc.
Lynn, Bert: (La Conga) Hollywood, nc.

P
San Antonio, 24; Fair Park Automobile Building, Dallas, 25
MITCHELL AYRES: Conneaut Lake (Pa.) Park, August 15; Dreamland, Kenova, W. Va., 16; Casa Loma Ballroom, Charleston, W. Va., 17; Basie Theater, Washington, Pa., 20; New Bradford (Pa.) Theater, 21.
JACK TEAGARDEN: Raymor Ballroom, Boston, August 16-23; Chesapeake and Potomac Boat Line, Washington, 24-25; Steel Pier, Atlantic City, 26-30.
JOE REICHMAN: Riverside Theater, Milwaukee, August 16-22.
CHARLIE BARNET: Pier Ballroom, Celeron, N. Y., August 17; the Mansions, Youngstown, O., 19; Hershey (Pa.) Park, 21; RKO Theater, Dayton, O., 23-29; Palace Theater, Cleveland, 30-September 5.
TONY PASTOR: Manhattan Beach, Brooklyn, N. Y., August 18-24.
CARL (DEACON) MOORE: Meadowbrook Park, Bascom, O., August 18; Joyland Park, Lexington, Ky., 20; Trianon Ballroom, Toledo, O., 22; Crystal Beach, Vermillion, O., 25; Colonial Club, Evansville, Ind., 31.
JOHNNY MCGEE: Norumbega Park, Auburndale, Mass., August 19-24.
ADRIAN ROLLINI: Chicago Theater, Chicago, August 23-29.
CHARLIE SPIVAK: Norumbega Park, Auburndale, Mass., August 26-Sept. 3.

Q
Quartell, Frank: (Colosimo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.
R
Raus, Hal: (Cronecker's) Sea Isle City, N. J., nc.
Ravazza, Carl: (Continental) Kansas City, Mo., h.
Ray, Alvino: (Biltmore) NYC, h.
Read, Kemp: (Old Mill House) Hyannis, Mass., nc.
Reichman, Joe: (Ambassador) Los Angeles, h.
Reisman, Leo: (Ben Marden's Riviera) Fort Lee, N. J., nc.
Resh, Benny: (Bowery) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Ricardel, Joe: (Claremont Inn) NYC, nc.
Riley, Mike: (Fontaine Ferry) Louisville, p.
Rimac, Ciro: (La Conga) NYC, nc.
Rizzo, Vincent: (Jack Lynch's) Phila, nc.
Roccaforte, Joseph: (Valenti) Rockway, L.I., h.
Rodman, Will: (Blackstone) Wildwood, N.J., c.
Rogers, Eddie: (Keatings) Clarence, N. J., nc.
Rogers, Buddy: (Baker) Dallas, h.
Rodriguez, Johnny: (Riley's Lake House) Saratoga, N. Y., nc.
Roth, Eddie: (Alabama) Chi, nc.
(See ORCHESTRA ROUTES on page 27)

R
Raus, Hal: (Cronecker's) Sea Isle City, N. J., nc.
Ravazza, Carl: (Continental) Kansas City, Mo., h.
Ray, Alvino: (Biltmore) NYC, h.
Read, Kemp: (Old Mill House) Hyannis, Mass., nc.
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Rogers, Eddie: (Keatings) Clarence, N. J., nc.
Rogers, Buddy: (Baker) Dallas, h.
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(See ORCHESTRA ROUTES on page 27)

S
San Antonio, 24; Fair Park Automobile Building, Dallas, 25
MITCHELL AYRES: Conneaut Lake (Pa.) Park, August 15; Dreamland, Kenova, W. Va., 16; Casa Loma Ballroom, Charleston, W. Va., 17; Basie Theater, Washington, Pa., 20; New Bradford (Pa.) Theater, 21.
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CHARLIE SPIVAK: Norumbega Park, Auburndale, Mass., August 26-Sept. 3.

T
TAN SAVITT: Sandy Beach Park, Russells Point, O., August 15; Lake Breeze Park, Buckeye Lake, O., 16; Lakeside Park, Dayton, O., 17; Crystal Ballroom, Vermillion, O., 18; Waldameer Park, Erie, Pa., 19; Coney Island, Cincinnati, 20; Crystal Park, Cumberland, Md., 22; Manitou Beach, Rochester, N. Y., 23; Pier Ballroom, Celeron, N. Y., 24; Lake-wood Park, Pottsville, Pa., 26; Steel Pier, Atlantic City, 31-September 2.
BLUE BARRON: Peony Park, Omaha, August 15; Turnpike Casino, Lincoln, Neb., 16; Tromar Ballroom, Des Moines, 17; Shore Acres Ballroom, Sioux City, Ia., 18; Howell's (Neb.) Ballroom, 19; Excelsior Park, Minneapolis, 20; Terp Ballroom, Austin, Minn., 21; Electric Park, Waterloo, Ia., 23; New Meadow Acres, Topeka, Kan., 24; Fairlyland Park, Kansas City, Mo., 29.
LOUIS ARMSTRONG: Masonic Auditorium, Birmingham, Ala., August 15; Palmetto Park, Augusta, Ga., 16; Grant's Park, Charleston, S. C., 19; Auditorium, Macon, Ga., 20; State Fair Park, Des Moines, 29; Regal Theater, Chicago, 30-September 5.
ANDY KIRK: Castle Ballroom, St. Louis, August 15; Dreamland Ballroom, Little Rock, Ark., 16; Temple Roof Garden, Baton Rouge, La., 19; Lincoln High School, Palestine, Tex., 23; Almost Club,

U
McCullough, John: (Tally-Ho Tavern) Albany, N. Y., nc.
McCreery, Howard: (St. Catherine) Catalina Island, Calif., h.
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.
McGee, Johnny: (Hunts Pier) Wildwood, N. J.
McCrane, Don: (Diamond Horseshoe) NYC, nc.
McGuire, Jimmy: (Wilson's) Trenton, N. J., nc.
McHale, Jimmy: (Westminster) Boston, h.
McLain, Russ: (Dempsey's Broadway Bar) NYC, c.
Madden, Bill: (Traymore) Atlantic City, h.
Madriguera, Enric: (Lido Club) Long Beach, N. Y., cc.
Mallak, Gene: (Rendezvous) Gaylord, Mich., c.
Mann, Milton: (Joe's Casino) Wilmington, Del., nc.
Mansfield, Pick: (Blackstone) Chi, h.
Manzanas, Jose: (La Conga) Chi, nc.
Marinaro, Joe: (Park Lane) NYC, h.
Marshall, Bill: (Lawsonia) Green Lake, Wis., h.
Martell, Paul: (Arcadia) NYC, b.
Martin, Bobby: (Jiggs) NYC, re.
Martin, Tony: (Chicago) Chi, t.
Marvin, Mel: (Colonial) Rochester, Ind., h.
Masters, Charlie: (20th Century Tavern) Phila, nc.
Masters, Frankie: (Taft) NYC, h.
Matteo, Dan: (Brown Derby) Albany, N. Y., nc.
Maya: (La Conga) NYC, nc.
Meadows, Frankie: (Swing Club) NYC, nc.
Menchoni, Al: (Belmont Plaza) NYC, h.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Meyers, Al: (Engleside) Beach Haven, N. J., h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Murray: (Dempsey's Broadway Bar) NYC, c.
Miller, Russ: (Jack & Bob's) Trenton, nc.
Mills, Skippy: (Asbury-Essex) Asbury Park, N. J., h.
Mills, Jay: (Colony Surf Club) Asbury Park, N. J., nc.
Mills, Floyd: (Indian Beach Club) Rehoboth Beach, Del., nc.
Mills, Frank: (Idle Hour) Point Pleasant, N. J., nc.
Monahan, Josephine: (Stanley) Estes Park, Colo., h.
Monchita: (Colony) Chi, nc.
Moon, Billy: (Euclid Club) Bay City, Mich., nc.
Moore, George: (Albany Arms) Atlantic City, c.
Morris, George: (Whirling Top) NYC, nc.
Morton, Ray: (Yacht Club) Sea Bright, N. J., nc.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murphy, Prof. F.: (New Goblet) Albany, N. Y., nc.
Murray, Charley: (Mammy's Chicken Farm) NYC, nc.

Bands on Tour—Advance Dates

M
McCullough, John: (Tally-Ho Tavern) Albany, N. Y., nc.
McCreery, Howard: (St. Catherine) Catalina Island, Calif., h.
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.
McGee, Johnny: (Hunts Pier) Wildwood, N. J.
McCrane, Don: (Diamond Horseshoe) NYC, nc.
McGuire, Jimmy: (Wilson's) Trenton, N. J., nc.
McHale, Jimmy: (Westminster) Boston, h.
McLain, Russ: (Dempsey's Broadway Bar) NYC, c.
Madden, Bill: (Traymore) Atlantic City, h.
Madriguera, Enric: (Lido Club) Long Beach, N. Y., cc.
Mallak, Gene: (Rendezvous) Gaylord, Mich., c.
Mann, Milton: (Joe's Casino) Wilmington, Del., nc.
Mansfield, Pick: (Blackstone) Chi, h.
Manzanas, Jose: (La Conga) Chi, nc.
Marinaro, Joe: (Park Lane) NYC, h.
Marshall, Bill: (Lawsonia) Green Lake, Wis., h.
Martell, Paul: (Arcadia) NYC, b.
Martin, Bobby: (Jiggs) NYC, re.
Martin, Tony: (Chicago) Chi, t.
Marvin, Mel: (Colonial) Rochester, Ind., h.
Masters, Charlie: (20th Century Tavern) Phila, nc.
Masters, Frankie: (Taft) NYC, h.
Matteo, Dan: (Brown Derby) Albany, N. Y., nc.
Maya: (La Conga) NYC, nc.
Meadows, Frankie: (Swing Club) NYC, nc.
Menchoni, Al: (Belmont Plaza) NYC, h.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
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Miguel, Don: (Gaucho) NYC, nc.
Miller, Murray: (Dempsey's Broadway Bar) NYC, c.
Miller, Russ: (Jack & Bob's) Trenton, nc.
Mills, Skippy: (Asbury-Essex) Asbury Park, N. J., h.
Mills, Jay: (Colony Surf Club) Asbury Park, N. J., nc.
Mills, Floyd: (Indian Beach Club) Rehoboth Beach, Del., nc.
Mills, Frank: (Idle Hour) Point Pleasant, N. J., nc.
Monahan, Josephine: (Stanley) Estes Park, Colo., h.
Monchita: (Colony) Chi, nc.
Moon, Billy: (Euclid Club) Bay City, Mich., nc.
Moore, George: (Albany Arms) Atlantic City, c.
Morris, George: (Whirling Top) NYC, nc.
Morton, Ray: (Yacht Club) Sea Bright, N. J., nc.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murphy, Prof. F.: (New Goblet) Albany, N. Y., nc.
Murray, Charley: (Mammy's Chicken Farm) NYC, nc.

N
Nance, Bill: (Chanticleer) Madison, Wis., nc.
Nave, Sal: (Montgomery House) Conshohocken, Pa., h.
Navis, Mary: (Yacht Club) Phila, nc.
Nelson, Ozzie: (Jones Beach, L. I., N. Y.)
Nielsen, Paul: (Greystone) Mansfield, O., nc.
Nigra, Jimmy: (Bay Shore) Somers Point, N. J., c.
Noble, Ray: (Palmer House) Chi, h.
Noble, Leighton: (Cleveland) Cleveland, h.
Norris, Bobby: (Pabst Blue Ribbon Garden) World's Fair, NYC, re.
Norvo, Red: (Muehlebach) Kansas City, Mo., h.

O
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Olman, Val: (La Martinique) NYC, nc.
Oliver, Fred: (Warwick) NYC, h.
Oliver, Eddie: (Ross Fenton Farms) Asbury Park, N. J., nc.
Orlando, Carlos: (Nor-Bridge) Phila, nc.
Orlando, Don: (Chez Paree) Chi, nc.
Osborne, Will: (Trocadero) Henderson, Ky., nc.
Owens, Harry: (St. Francis) San Francisco, h.

P
Page, Paul: (Sylvan Beach) Houston, h.
Palermo, William: (La Marquise) NYC, nc.
Palmquist, Ernie: (Trocadero) Wichita, Kan., nc.
Panchito: (Versailles) NYC, nc.
Pantone, Mike: (Manor Inn) Albany, N. Y., nc.
Pastor, Tony: (Million-Dollar Pier) Atlantic City.
Patrick, Henry: (Stork Club) Phila, nc.
Paul, Eddie: (Manitou Beach Pavilion) Manitou Beach, Mich.
Perez, Milo: (885) Chi, nc.
Perry, Ron: (Belvedere) NYC, h.
Peters, Bobby: (Lake Worth Casino) Ft. Worth, Tex., nc.
Peterson, Dee: (Thousand Island Casino) Clayton, N. Y., nc.
Petti, Emilie: (Savoy-Plaza) NYC, h.
Pierre: (New Russian Art) NYC, nc.
Pinelli, Sam: (Martino's Grill) Asbury Park, N. J., nc.
Porter, Aiden: (Pinebrooke Lodge) Nichols, Conn., cc.
Powell, Walter: (Henry Grady) Atlanta, h.
Prima, Louis: (Frolics) Revere Beach, Mass., nc.
Prospero, Fritz: (Rainbow Room) NYC, nc.

Q
Quartell, Frank: (Colosimo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

R
Raus, Hal: (Cronecker's) Sea Isle City, N. J., nc.
Ravazza, Carl: (Continental) Kansas City, Mo., h.
Ray, Alvino: (Biltmore) NYC, h.
Read, Kemp: (Old Mill House) Hyannis, Mass., nc.
Reichman, Joe: (Ambassador) Los Angeles, h.
Reisman, Leo: (Ben Marden's Riviera) Fort Lee, N. J., nc.
Resh, Benny: (Bowery) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Ricardel, Joe: (Claremont Inn) NYC, nc.
Riley, Mike: (Fontaine Ferry) Louisville, p.
Rimac, Ciro: (La Conga) NYC, nc.
Rizzo, Vincent: (Jack Lynch's) Phila, nc.
Roccaforte, Joseph: (Valenti) Rockway, L.I., h.
Rodman, Will: (Blackstone) Wildwood, N.J., c.
Rogers, Eddie: (Keatings) Clarence, N. J., nc.
Rogers, Buddy: (Baker) Dallas, h.
Rodriguez, Johnny: (Riley's Lake House) Saratoga, N. Y., nc.
Roth, Eddie: (Alabama) Chi, nc.
(See ORCHESTRA ROUTES on page 27)

Summer Theater Reviews

"Carriage Trade"

(Stamford Community Theater)
STAMFORD, CONN.

A comedy by Robert Thomson, produced by Monty Proser and Walter Batchelor. Staged by Richard Whorf. Settings by Tom Adrian Cracraft. With Edith King, Maxine Stuart, Dickie Van Patten, Jean Casto, Anita Webb, Grace Carney, Dorothy Brackett, Fraye Gilbert, Enid Markey, Eulabelle Moore, Nat Burns, John Lorenz, Kevin McCarthy, Pryor McFadden, Franz Bensen, Thomas Kennedy, Zachary Scott, Lloyd Gough, William Terry and Lawrence Hayes.

Staged in a setting of Civil War days, this is a highly entertaining comedy, with all action taking place in the reception room of a high-class brothel and all of the girls wearing the traditional hoop skirts of that era. The story concerns a lady of easy virtue and of many husbands, one of whom gives her a house as a gift just prior to his becoming elected as a congressman. Becoming lonely, she opens up a home for convalescents, but finds that by populating the house with wayward girls, bigger and better dividends are the result, with all of them justifying their profession by comforting themselves that they are really good Samaritans by making strangers happy.

With the coming of war the place is deserted, with all of the girls missing the carriage trade that used to throng there. Situated right in the midst of the battleground, the madam after considerable persuasion turns the house into a hospital, with all of the girls becoming nurses. After the war is over the reformers get in their good work again, and place is turned into a "Soldier's Rest," to turn the soldiers from evil ways. But at the first stopping of carriages again at the front door everybody forgets their good resolutions, and business booms once again.

Play well cast and excellently staged. First act is strongest, with sagging very noticeable in second act. With a general tightening up and a little faster action, it should be able to settle down for a nice Broadway run.

Samuel A. Lefkowitz.

"The Adam Family"

(Stony Creek Theater)
STONY CREEK, CONN.

An English family comedy by John Sand and Fanny Jocelyn, adapted to the American scene and staged by Ronald T. Hammond in a setting by Francis Y. Joannes. Cast includes Joan Cameron, Norma Winters, Albert Veas, Kevin O'Shea, John Lane and Roscoe Karns Jr. This one is billed as a show to rival *You Can't Take It With You*.

Partly because Mr. Hammond is very British himself and has never become thoroughly Americanized, he has not done sufficient adaptation to bring the show up to the accepted American pace. It is slow moving, and the family isn't madcap enough to give it the zip that was obviously hoped for.

With a top-flight cast it might make the grade, but the characters are still not any great shakes. There's a daughter who has an unpleasant emotional entanglement first with a socialist-laborite and then with a no-good street fiddler; a son who can't pass his arithmetic exams; another son who writes plays and is preyed upon by a scheming actress, and a young lawyer who has leaned too heavily on his mother's bosom.

The death of the mother almost makes a tragedy out of an otherwise light and carefree entertainment, for the audience grows to love her, and the finale isn't quite complete without her.

J. B. Tutthill.

Sound Effects

SALISBURY, N. C., Aug. 10.—Slapstick comedy inadvertently found its way into the performance Wednesday night of *The Lost Colony* at Fort Raleigh, on Roanoke Island, when a wire-haired terrier started barking during the Simon Gerlando scene just as Sir Walter Raleigh told the colonists that Fernando's "bark was worse than his bite."

A similar incident occurred last week when a baby on the front row of the outdoor theater wailed just as Old Tom rang the bell to announce the birth of Virginia Dare.

"After the Ball"

(Clinton Playhouse)
CLINTON, CONN.

A new musical, with book and lyrics by Edward Eager and music adapted from Verdi, Offenbach, Strauss, Von Suppe, etc. Staged by Alexander Kirkland in settings by David Sarvis. Costumes and choreography by Jacques Cartier. Cast includes Natalie Hall, Patricia Bowman, Marian Warring-Manley, John Call, Alfred Drake, Rose Moran, Bronson Dudley, Howard Freeman, Sol George, Jack George and Jacques Cartier.

Built around the idea that romance, a "big love affair with lots of publicity," is the cure of political ills, *After the Ball* re-enacts, streamlined fashion, the age-old story of Cinderella. Characters include jitterbug version of Snow White, Soglow's "Little King" and all manner of fascinating people.

Howard Freeman, appearing as Baroness Gertrude Von Rinkum-Tiddy, mother of the two ugly sisters who made life so unpleasant for Cinderella, nearly steals the show. Patricia Bowman is uncommonly youthful and beautiful as Cinderella, and Natalie Hall does handsomely in a male role as the prince charming.

Costumes by Jacques Cartier are elaborate but unimaginative. The settings are of a sort that could be made most effective on Broadway, and the tunes are plentiful. It is very elaborate for summer stock, but should make a nice New York offering. It lends itself to either a modest budget or an extravagant outlay, depending upon the inclination.

J. B. Tutthill.

OUT-OF-TOWN OPENING "Brass Ring"

(Lippitt Theater)
CUMBERLAND, R. I.

Farce comedy by Peggy Phillips and Peter Kalscher, presented by the Lippitt Players. Staged and directed by Ila Motyleff. Cast: Mary Burns, Leon Smith, Lauren Kenyon Woods, Babs Beatty, Don Lee, George Richardson and others.

Peggy Phillips, daughter of Murray Phillips, New York agent, and Peter Kalscher, gag writer on *Vogue* staff, could have done better than to intrust their brain child, *Brass Ring*, to the troupe holding forth in the woods of Cumberland. Its scene laid in Crescent Park, amusement resort near New York, the play calls for an atmosphere of hot dogs, pop corn and peanuts. At Cumberland the premiere performance savored more strongly of "ham," tho the 60-odd persons in the audience seemed to enjoy themselves.

There are possibilities in the comedy—possibilities calling more for Hollywood than Broadway, tho. The camera could get the fullest measure out of situations the authors have concocted—situations that fall flat when staged as at Cumberland. Three supers in gob uniforms hardly suffice for a riotous mob of sailors from the U. S. fleet, nor do three beaver-board barkers' stands create an effective midway setting.

In brief the story tells of Mac MacAdams, press agent for the amusement park, whose stunts after eight years are beginning to smell to metropolitan editors. Harry Piper, owner of the park, hires Cynthia Mason, society leader, to succeed MacAdams, and thereupon sets out to give the park "class." Mason promotes a society charity bazaar for the park, Piper orders the concessioners to ditch their regular stock of prizes for such items as shuttlecocks, polo balls and other "400" gadgets. Then on the day of the bazaar the fleets pulls in and the sailors barge into the park; the East Side Kids' Association picks the same day for its annual outing; and society, kids and sailors all get into a grand free-for-all, with everyone out to settle scores with Piper. He flees to MacAdams, gives him back his job and begs him to help him out of the jam. Mac hides him in the new "Suicide Dip" and pacifies the mob, and then discovers that the park's high diver has accidentally started up the new ride with Piper aboard.

Reporters arrive at this moment to cover the society bazaar, but instead get the story on Piper's life-or-death ride, which puts Piper and the park on the front pages and MacAdams back on the pedestal for the curtain.

Babs Beatty, as a paddlewheel concessioner; Don Lee, as the high diver, and Richard Burgess, as a pugnacious sailor, are the only players in cast worth mention.

C. A. RossKam.

BROADWAY RUNS	
Performances to Aug. 10, Inclusive.	Opened Perf.
Life With Father (Empire) Nov. 8	318
Man Who Came to Dinner, The (Music Box) Oct. 16	344
Separate Rooms (Plymouth) Mar. 23	161
There Shall Be No Night (Alvin) Apr. 29	120
Tobacco Road (Forrest) Dec. 4	2837
Musical Comedy	
DuBarry Was a Lady (46th St.) Dec. 6	286
Louisiana Purchase (Imperial) May 28	87
New Hellzapoppin (Winter Garden) Dec. 11	280

Toronto Stock Big Despite Pic Slump

TORONTO, Aug. 10.—Eight weeks have elapsed since the Royal Alexandra Playhouse ushered in the most successful summer stock this city has witnessed in many years. Frank McCoy and Ernie Rawley gambled on the outcome of a combination of big names, good plays at popular prices plus well-directed publicity, and the results have been over 1,500 people crowding each performance. The sudden turn to flesh is somewhat a revelation to the local movie bigwigs in the face of a general box-office letdown in many of the pic houses.

Commercially minded impresarios from Halifax to Vancouver have visited here for the details of the success, in view of duplicating it in other cities. It is not entirely improbable that Toronto may become a theatrical center for the rest of the dominion, according to McCoy.

Censorship

CUMBERLAND, R. I., Aug. 10.—The Lippitt Players, summer theater group managed by Lauren Kenyon Woods, had to make script alterations in Lenore Coffee and William Joyce Cowan's *Family Portrait* last week in order to present the play at the Barn Theater here.

Difficulty arose when priests of St. Joseph's Church in neighboring Ashton objected to play's portrayal of Jesus as having brothers and sisters, this being "in direct contradiction to the Catholic doctrine of the Immaculate Conception." Town Council meeting Monday night (29) ordered production of play stopped by police, but after Woods agreed to alter script's lines so that brothers and sisters in text became "cousins" the opening Tuesday was allowed, with councilmen and chief of police in audience to pass approval. Changes meeting their okeh, performances were allowed thru rest of week.

After this brush with local authorities Lippitt Players this week are trying out a new farce, *Brass Ring*, by Peter Kalscher and Peggy Phillips. Plot deals with a summer amusement park and screwy publicity stunts engineered for same by Mac MacAdams, park's p. a.

Central City's 20,250

DENVER, Aug. 10.—This, the ninth year of the Central City Play Festival, proved most successful, with 20,250 persons attending the 24 performances of the opera, *The Bartered Bride*, according to Anne Evans, chairman of the festival association. Twenty-two of the performances given from July 6 thru July 27 were sell-out houses.

In addition to the opera, the Teller House night club, which featured Frances Maddux, did a capacity season's business in its Thursday and Saturday night operations.

Detroit Stock, Maybe

DETROIT, Aug. 10.—Plans are under consideration for a local stock company to play the Cass Theater, only active local legitimate house, this winter, using the house only on weeks that would otherwise be dark. Jean Des Jardines, director of the Stagecrafters, who produced a stock company which played in the Midwest last summer, is discussing plans with E. D. Stair, owner of the Cass. Details have not been decided upon, but the plan if carried thru would give the city its first stock company in five years.

Treacher for DeSylva Show

GLOUCESTER, Mass., Aug. 10.—Arthur Treacher, appearing at the Bass Rocks Theater here this week, announced that he had signed for a part in Buddy DeSylva's new musical. The show is as yet untitled. Treacher has been touring the summer circuit with *The Hottentot*.

New England Barns Boom

Tourist trade and stars up grosses—Gloucester, Marblehead over last season

BOSTON, Aug. 10.—Practically perfect weather has resulted in excellent business for New England cowbarns this summer. With almost every spot dishing up names every week or every other week, hundreds of New England residents and summer tourists have flocked to the summer circuit.

Names have included Gertrude Lawrence, Ethel Barrymore, Jane Cowl, Lenore Ulric, Edward Everett Horton, Pauline Lord, Thornton Wilder, Sinclair Lewis, Arthur Treacher, Madge Evans, Michael Strange and many others. In practically all cases the importation of name attractions to bolster the regular company has paid big dividends.

With war abroad and Americans more or less fearful of any sort of travel, the summer tourist business in New England has gone far beyond expectations; and the majority of the summer visitors were only too happy to go to summer theaters. The tourists had plenty of money to spend and many strawhats report repeat visits from out-of-towners.

At Gloucester, Mass., for example, the Bass Rocks Theater is far ahead of last season's receipts, with grosses never going below \$1,400. Nut here is estimated at about \$1,200. Best week of the season was this past week with Treacher and *The Hottentot*. Figures were not complete at the week's end, but it was estimated the screen comic garnered \$3,000. Next best week was with Edward Everett Horton in *Springtime for Henry*, which brought \$2,500 flowing into the box office.

At Marblehead, Mass., the North Shore Players, now in their second season, also report excellent business. Tho definite figures were not available, Hope Newcombe stated business was 100 per cent ahead of the first season. Ezra Stone in *What a Life* was best week.

Two More Set for Philly

PHILADELPHIA, Aug. 10.—While the fall legit schedule is slow in shaping up, at least two new titles have cropped up during the week as September possibilities. One is *Separate Rooms* and the other the new edition of *Pins and Needles*.

Definitely slated for the Forrest Theater September 16 is Ed Wynn's new revue, *Boys and Girls Together*, which will undoubtedly be the season's curtain raiser. Originally mentioned for September 23 at the Locust Theater, *The Time of Your Life* has been pushed back to mid-October.

\$200 Playwriting Contest

CHICAGO, Aug. 10.—Radio-Theater, Inc., non-profit organization of actors, directors and technicians from legit, radio and pictures, has announced its first playwriting contest, with \$200 offered as prizes. The best four full-length plays will receive \$25 each and will be produced during the 1940-'41 season. At the end of the season a grand prize of \$100 will be awarded for best of the four.

THE NEW YORK SEASON

OF 1939-'40

ITS STORY
AND

ITS STATISTICS

Will Be Reviewed in the

FALL SPECIAL ISSUE

of

THE BILLBOARD

(DATED AUGUST 31)

Cowbarn Notes

The Players' Guild at the Plymouth Theater, Milford, Conn., which ran several old-time melodramas at the opening of the season and had several more scheduled for later, will drop the idea and confine itself to modern plays, the current offering being *Our Town*. . . . Klate Holt, business manager of the New England Playhouse, Ridgefield, Conn., announced this week that Paul and Grace Hartman in their 10-day run in *Tonight at 8:30* broke all records in the history of the house. . . . Veering sharply from the air of eerie mystery which veiled its stage last week with *Dracula*, the Robin Hood Theater, in Arden, Del., turned back to comedy again when it opened *Three Men on a Horse*. Mary Loane directed. Cast featured Charles Mendick; Robert C. Schnitzer, manager of the Robin Hood; Frank Raymond and Millard Dowling. . . . Henry B. Vincent and his Erie (Pa.) Players are established in the Dock Theater, Point Chautauqua, N. Y., for a season of eight plays. Vincent, son of Bishop Vincent, one of the founders of the Chautauqua Institute, was long organist at the institute. . . . Opposition across the lake at Chautauqua Institute is found in the company from the Cleveland Playhouse, running a similar season. The organization is an established group each summer at this place. . . . Sacha Guitry's *Sleeping Partners* was given a four-day showing by Watson Barratt and Victor Payne-Jennings at the Community Playhouse, Spring Lake, N. J., beginning August 7. Mary McCormack, a newcomer, was picked to play opposite Rex O'Malley, with the two leads having practically all the play's lines, with only occasional interruptions from Tom Bate and Roland Bottomley in support. Barratt and Payne-Jennings bought the rights to the Guitry comedy from Seymour Hicks, of London, whose version was used. . . . The Peterborough (N. H.) Players held over *Our Town* for a second week. Cast included Harrison Ford, John Stearns, James Harker, Jennifer Holt, Jill Peterson and Maree Louise Kiger.

Mt. Kisco Closing

The Westchester Playhouse, at Mt. Kisco, N. Y., under the direction of Day Tuttle and Richard Skinner, cut short its scheduled 10-week season by two weeks, shuttering Saturday (10) after a week of *Margin for Error*. Tuttle and Skinner, who have operated the Westchester thru nine seasons and 105 productions, broadcast an appeal for patronage and support a couple of weeks ago, but the response wasn't great enough to justify continuing. Business this year was very light. . . . Pine Bridge Lodge (Nichols, Conn.) will be presenting a new revue August 23. It's called *Sables for Two* and will give the Pine Bridge revolving stage a workout. . . . The daughter of a former circus press agent will have a leading role in the production of *What a Life* by the Nell Gwyn Players at Malden Bridge, N. Y. She's Betty Bell, daughter of Floyd L. Bell, and is also following in her father's footsteps by handling the press for the group. . . . Diana Barrymore and John Craven appeared in Frank Craven's *The First Year* starting August 5 at the Westboro (Mass.) Town Hall Playhouse, with Guy Standing Jr., Ray Colcord, Yvonne Castle, Leonard Patrick, Betty Kelley and Margaret Barker in the supporting cast. . . . Reginald Lawrence's new play, *Not in Our Stars*, starring Norma Terris, opens at the Casino Civic Theater, Newport, R. I., on August 13, with Richard Rober and James Todd in the leading male roles. Others in the cast include Dorothy Sands, Eduard Franz, Kenneth Treseder, Perry Wilson, Michele Burani, Hathaway Kale, Gene Kern, Robert Caldwell, John F. Roche, Emmy Lou Consoer and Jacqueline Young. Edward Massey directed. . . . The Litchfield Hills (Conn.) Theater opened under the management of Lucine

Lorrimer on August 2 with Philip Barry's *The Animal Kingdom*. Featured in the cast were Dora Sayers, Derrick Lynn-Thomas and Strelsa Leeds. . . . Frankie Thomas will appear at the Lake Whalom Theater, Fitchburg, Mass., on August 12 in *The Youngest*.

Saroyan Tryout Set

William Saroyan's new one, *Sweeney in the Trees*, which from the way it's wavered on the schedule should really have been called *Off Again, On Again, Gone Again, Finnegan*, is now definitely set for the Cape May (N. J.) Theater August 27 to 31, with Julie Haydon in the leading role. Meanwhile, the Cape May house will be presenting Miss Haydon, Edna Archer Crawford and Florenz Ames in *Cradle Song* on August 13. . . . The Nantucket (Mass.) Players will present *Excursion* August 11 to 13, with Gibbs Penrose in the leading role and others including Priscilla Newton, Vivian Holt and Josephine Bender. Starting August 18, the Players will present *End of Summer*, with Dorothy Elder and Morgan Farley in the leads. . . . *What a Life*, which has been a popular cowbarn bill this season, is playing a two-week run at the Cross Roads Theater, Baileys Cross Roads, Va., with Gordon Gray as Henry Aldrich. . . . *Once Upon a Time*, a new play by Achmed Abdullah and Hubert Osborne, will have its world premiere at Robert Porterfield's Barter Theater, Abingdon, Va., on August 15. After a three-day stand at the Barter it will tour surrounding towns. . . . Romney Brent and his wife, Gina Malo, will play the leads in John Golden's tryout of *The World Walks In*, which opens at the Ridgeway Theater, White Plains, N. Y., August 12. . . . *Man in the Moon*, a new comedy by John Griggs, will be tried out August 13 at the Montowese Playhouse, Branford, Conn., with a cast including Eddie Nugent, Helen Twelvetrees, Kathryn Grill, Douglass Parkhurst and Phillipa Bevans. . . . The Bellport (L. I.) Summer Theater on the same day will try out Alec Dyer's *May Day* in an adaptation by Harold L. Anderson, director of the Bellport house.

Hub Sets Four Try-Outs

BOSTON, Aug. 10.—The local legit season resumes August 19, when Eddie Dowling presents his new musical comedy, *The Little Dog Laughed*, at the Shubert Theater. Cast includes Mill Monti, Paul Draper, Phil Loeb, Fairfax and others. On September 2 Ed Wynn brings his new musical, *Boys and Girls Together*, to the Shubert. Wynn is writing the book himself. A new play by John Van Druten, *Old Acquaintance*, will be tried out at the Wilbur September 16. Fourth of the new shows scheduled for the Hub is *George Washington Slept Here*, a new comedy by George Kaufman and Moss Hart. Sam Harris is producing.

SUGAR'S DOMINO

(Continued from page 4)
perch and brought right into the radio picture. We still insist that something will be done in the nick of time to bring the Society and the broadcasters together, but it is important to ASCAP's welfare that there be as little blood spilled as possible during the present maneuvers. The Society cannot afford to give its best customer repeated doses of the hot foot. The Society must keep in mind always that the broadcasters are planning day and night to build themselves up to the point where they will need ASCAP less and less. The BMI is a good example of this technique. The Society should use its every resource to drive a good bargain, but at the same time it should remember that radio is its best customer and should be accorded the homage that a good customer deserves.

The Society's handling of the publicity

campaign in connection with the present fight has been inept; it has not been consistent at all with ASCAP's dignity in the amusement industry. It has made enemies instead of friends. And the Society needs friends now more than ever before because it is more vulnerable than ever. The government is watching ASCAP's alleged monopolistic angles very carefully. The radio chains are not entirely blind to this. The radio chains have good public relations set-ups. They know when to apply the pressure and when to ease it. ASCAP should revamp its publicity set-up entirely. It should revert to the dignified methods. It should spend money more effectively than it has been doing. It should work harder to reach an accord with musicians; to educate the public in a constructive manner as to the Society's place in American music. All of this can be done thru real leadership. That leadership lies in the person of Mills. What will ASCAP do about it?

LIQUOR BOARD SCARES

(Continued from page 3)

that equals the ordinary price of a couple drinks elsewhere. Victim of the act, if it becomes legal, will be The Willows. Operating under a no-liquor-served-on-the-premises policy, The Willows has been attracting oldsters as well as the kids by booking semi-name bands, and for the first time in several years is reported by Manager Furey Ross to be making a profit. Bill Green's, largest suburban night club, and the William Penn Hotel were both charged with serving minors recently. The Penn will operate during its suspension period by paying a fine of \$10 per day. Other dancery to feel the force of the board is the Steamer Senator, charged

with selling beer without a State license. Altho contending that they were under federal jurisdiction only, since they served only after leaving dock, the boat's officials were informed by the State that the steamer operates under the same liquor rules applying to railroad dining cars passing thru the Commonwealth. Fate Marable's Cottonpicker's hand plays on the Senator, which plies nightly on a three-hour excursion.

NON-UNION SPOT

(Continued from page 4)

accept jobs in non-AGVA niteries they necessarily must suffer if the terms of the contract are not fulfilled. In the meantime Tomack and the Reiss Brothers are looking around for other jobs; and anything they earn within the Rand contract period will be deducted from the amount allegedly due them should they have to take the case to court. Miss Rand told them in writing that they don't have to report to the room nightly, as per instructions of their attorney. First job is a week's run at the State here, for \$900, opening August 22.

AGVA WINS ARB

(Continued from page 3)

their floor shows, partially in protest to the intended AGVA drive for a closed shop. They are the Liberty Cafe, Red's, York Grill and Kleman's. AGVA agent Nat Nazzarro Jr., who was appointed executive secretary succeeding Litomy, stated that Swartz's was drawing crowds now because of its shows and its competitors were losing trade without them, while the talentless spots blamed it on the heat. AGVA will hold a dance September 8 in the Villa Madrid, which to date has not been reported signing an AGVA contract.

From Out Front

By EUGENE BURR

REPRESENTATIVE W. P. LAMBERTSON, who several weeks ago read into *The Congressional Record* charges that various members and officers of the theatrical unions were "communistic" and "subversive," popped up again last week to remark that officers and members of Equity who would welcome an investigation by the Dies Committee are being restrained by others who wish to avoid such a probe. If it is any comfort to Congressman Lambertson, this column can inform him that once again he is completely and ridiculously wrong. All the people mentioned in his original blast have expressed themselves as perfectly willing to be investigated; Equity has asked the Dies Committee for a probe; there has been no "restraint" of any sort imposed by anyone; and the only grumbling has come from granite-ribbed Americans who feel that it is an invasion of guaranteed American liberties to base any investigation at all upon such crackpot accusations as Congressman Lambertson's.

For such branding, as predicted here three weeks ago, is now going on wholesale. Congressman Lambertson's new blast indicates that the theater will not be forgotten; but the theater is by no means the only prey of the totalitarianists. At present writing, the administration's Congressional rable-rousers are branding as "fifth-columnists" all congressmen, even those of their own party, who dare oppose peacetime conscription as a Hitleristic violation of American liberties. And at the same time the administration announces a nation-wide "spy-hunt" to clean up "fifth-columnists" thruout the land. The conclusion is inescapable. It is a campaign familiar in every step and every detail to anyone who has studied the history of modern Germany or modern Russia.

IF THE administration is really sincere in its "fifth column" clean-up campaign—and if it rates as "fifth-columnists" not those who oppose administration policies, but those who place the interests of a foreign power above the interests of the United States—then there are plenty of candidates ready to hand. As a matter of fact, most of them don't even go to the trouble of hiding their interests and their subversive aims. Brash behind the protection of our own totalitarianists, they do their work for foreign powers out in the open, unafraid.

Take a theatrical case in point. When Noel Coward came over here last fall he flatly announced that he was here for personal reasons only and that the official business of a foreign warring power was no part of his concern. Now, a member of the British Parliament officially objects to Mr. Coward's return to the United States on the ground that Mr. Coward is not the type of person to appeal to American democracy—and in the course of the ensuing debate it appears that Mr. Coward returned here with the full knowledge and approval of the British prime minister, and with a request that he call upon the President of the United States. In Parliament it was officially announced that he has "contacts with certain sections of American opinion that are very difficult to reach thru ordinary sources." Some interpretation of Mr. Coward's status—and some subsequent official action—would seem to be indicated.

The only official action to date is that the President of the United States did ask Mr. Coward to the White House and did have a conference with him—as requested.

And what about the powerful and much-publicized Coward group in the American theater that is bending every effort to flood not only the theater but the nation at large with alien propaganda? These people, English and Americans alike, are working night and day in their efforts to sacrifice the lives of American lads for the protection of the British Empire—an empire that is the largest slaveholding autocracy the world has ever known.

If the administration is really out to round up all those who are seeking to use American democracy, American wealth, American arms and even American lives for the benefit of an alien power, what about this group? What will be done about it in a clean-up of subversive activities?

The answer is obvious. Nothing.

But loyal Americans on the Equity Council—and even in the Congress of the United States—must submit to being called subversive by the flunkies of American dictatorship. And now they may even be forced to figure as hares in a totalitarian "spy-hunt."

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FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNEGIE HALL, NEW YORK

Thumbnail Biographies of 2 Top Hotel Press Agents

R. DICKINSON MOCKLER, voted the "hotel publicity agent who meets our editorial demands most effectively" by a cross section of columnists, night club editors, food and liquor writers and magazine reporters, is a New Yorker and son of a veteran newspaper man.

He started as copy boy on *The Daily Mirror* and after three years switched to *The World-Telegram*, where he did financial, general and free lance stuff for 10 years. Then he quit two and a half years ago to take a job with Ralph Hitz publicizing the hotels New Yorker and Belmont-Plaza. The Belmont-Plaza dropped out of the Hitz group after Hitz's death dissolved the chain, and now Mockler is devoting all his time to the New Yorker.

Personal: He is tall, dark and quite handsome, and courted brunet Rabanna Hasburgh when she was dancing with the Metropolitan Opera Ballet. She is now Mrs. Mockler and a ballerina at the Radio City Music Hall.

BARBARA SEMPLE, voted the second most effective hotel press agent in New York, didn't believe it when notified by phone of the high esteem the local newspaper men have of her. She left Stamford, Conn., about three years ago and got a job in the press department of the Ritz-Carlton Hotel. After a year and nine months she shifted to the ritzy St. Regis Hotel, where she is still plugging away after a year and eight months.

Personal: She's a blonde who enjoys the company of musicians and other press agents; likes to dance, and runs herself ragged feeding society editors with dope on dear old St. Regis.

Saratoga Season Flops as Ban on Gambling Sticks

SARATOGA SPRINGS, N. Y., Aug. 10.—Unless the gambling ban is lifted, which is not probable, shows will be pulled from all the important clubs here tonight, and the rooms will either fold or continue with no entertainment for the remainder of the season. Local bookers estimate that the club owners this season have already lost between \$75,000 and \$100,000 opening week, and will drop a similar sum this week. General business is some 75 per cent below last season's poor grosses.

Due to the pari-mutuel betting law, in effect for the first time, the veteran gambling group did not show up at all, a blow to the big niteries. Riley's Lake House, which opened with a show July 29, pulled it after the first week and has been continuing with dance music only.

Acts set for Saratoga engagements in the bigger spots starting Monday have been told to wait for a final "yes" before coming in.

Saratoga veterans feel that the nitery business here is no attraction unless the town is "wide open," in order to draw the gambling element.

NEW YORK, Aug. 10.—These are gloomy days in Saratoga, as evidenced from a letter received from an act working in one of the leading spots there.

It reads, in part: "I made the rounds a couple of times and found about 15 people at the Piping Rock, six people at Riley's Lake House and about an average of six people in each of the other spots. They let the show out at Riley's because during the last few nights there were no people to see it.

"Performers in other spots are left out on short notice for similar reasons. Riley's is expected to close over the week-end, also Piping Rock. This can all be blamed on the gambling ban, which is throttling the clubs."

Chattanooga Club Robbed

CHATTANOOGA, Tenn., Aug. 10.—In a daring robbery, two bandits held up the Club Royale, escaping with \$3,000 and the new Chrysler sedan of Manager T. B. Hannah. No arrests had been made.

Case Wins N. Y. Publicity Poll; Christenberry 2d; New Yorker Heads Hotels; Mockler Leads P.A.'s

(Continued from page 3)

point for third) on hotel men best publicized:

Frank Case (Algonquin).....	50
Robert Christenberry (Astor).....	48
Charles Rochester (Lexington).....	29
Mrs. Maria Kramer (Edison).....	15
Vincent Astor (St. Regis).....	11
Roy Moulton (Piccadilly).....	8
S. Gregory Taylor (St. Moritz).....	6
Gaston Laurryssen (St. Regis).....	5
Serge Obolensky (St. Regis).....	5
*Ralph Hitz (Hitz group).....	4
Frank Andrews (New Yorker).....	4
David Mulligan (Biltmore).....	3
Lucius Bommer (Waldorf-Astoria).....	3
David Martin (Bossert).....	3
Paul Getty (Pierre).....	2
James McCabe (Pennsylvania).....	1

*Hitz died on January 15, 1940.

Analyzing the publicity on hotel men, it is clear that sometimes the hotel manager overshadows the hotel itself, and vice versa. The Astor, for example, is considered the 10th best publicized hotel, but its manager, Christenberry, is the second best publicized hotel man. The Lexington and its manager, Rochester, were perfect—third place both times. The same about holds true with the St. Regis and its trio of personalities—Astor, Laurryssen and Obolensky. The St. Regis, incidentally, is the only local hotel with three equally well-publicized executives. All others have only one—the manager.

Last year Hitz ran away with the poll as best publicized hotel man, but his untimely death last January obviously made the voters (except one) refrain from listing him. Frank L. Andrews, Hitz's assistant, became New Yorker manager January 15, and press agent Dick Mockler has already begun to give him the build-up.

Christenberry was publicized during the past year more or less from Florida, where George Lottman is attending a convalescent wife. Hy Gardner, also promotion man for the Hurricane night club, has been publicizing the Astor and Christenberry the past couple of months.

Mrs. Kramer had a meteoric rise as a public figure, with Ed Dukoff taking credit for his three-and-a-half-year publicity job on the hotel and Mrs. Kramer. Dukoff left the hotel Decoration Day.

Hotel Ratings

Winners of the "best publicized hotel" in New York, by point score:

Hotel	Press Agent	Pts.
New Yorker (R. D. Mockler).....		48
Algonquin (Ross-Jacobs).....		39
Lexington (D. Sutton).....		29
St. Regis (Barbara Semple).....		20
Pierre (Newkirk Crockett).....		15
Waldorf-Astoria (Ted Saucier).....		14
Pennsylvania (Frank Kivlan).....		10
Plaza (Newkirk Crockett).....		9
Commodore (Ray Doyle).....		8
Astor (Lottman, Gardner).....		6
Edison (Dukoff, Ronson).....		5
Piccadilly (Sam Blake).....		5
Taft (A. A. Hauser).....		6
Biltmore (Mary Calnan).....		2
McAlpin (Will Yolen).....		1
Park Central (Ed Weiner).....		1
Bossert (Charles Richman).....		1
Belmont-Plaza.....		1

It is interesting to note that hotels that changed press agents during the year did not do as well as those that did not. The New Yorker has had Mockler two and a half years straight; the Algonquin has had Ross and Jacobs since December; the Lexington has had the Sutton Agency right along; the St. Regis has had Barbara Semple the past year and eight months, and so on. The Pennsylvania, Edison, Commodore, Astor and Belmont-Plaza had changes during the year and all finished lower in the winning list.

Dick Mockler, who pushed Hitz to the top as best publicized hotel man in last year's poll and won the title of best hotel publicity man this season, is the closest comparison with the late Sydney Spier, who ran away with last year's *Biltboard* poll.

Top Press Agents

Leaders in the best hotel publicity agents' vote, according to point score:

	First Places	Total Points
R. D. Mockler.....	9	51
Barbara Semple.....	3	28
Ted Saucier.....	3	24

Sam Blake.....	4	21
N. Crockett.....	3	16
Ed Weiner.....	2	16
Sutton News.....	—	13
Will Yolen.....	1	9
Frank Kivlan.....	1	8
B. Underwood.....	—	6
Sobol-Hartman.....	1	5
Robert Reud.....	—	4
S. Weiskopf.....	—	3
Ed Dukoff.....	—	3
Paul Hunter.....	—	3
Spencer Hare.....	—	1
Charles Richman.....	—	1
Edna Root.....	—	1
Corinne Buchanan.....	—	1

Boyden Underwood is with the Sutton News agency, and if his points and those of the agency are combined their total vote would make their office fifth, right behind Blake, p. a. for the Piccadilly.

Most of the winning press agents, incidentally, are comparatively young. Mockler is only 30 and has been a p. a. only two and half years. Miss Semple became a hotel p. a. two and a half years ago after coming-out of school. Saucier is a bit older, but Blake, Crockett, Weiner and most of the other leaders are in their 20s or 30s.

Sad News

And here's the sad part of the poll, the hotels voted "least effectively publicized" of the season:

1. Hotel Astor; 2. Belmont-Plaza; 3. Ambassador; 4. St. Regis, the Waldorf-

List of Writers Voting In Billboard's Hotel Poll

Those voting in *The Billboard* poll of night club editors, columnists and syndicate writers make up a representative cross-section of the field.

- They are:
- Lucius Beebe, *Herald-Tribune* society columnist.
 - Patricia Coffin, *World-Telegram* society writer.
 - Frank Couniff, *Journal-American* night club writer.
 - Hal Eaton, columnist, *Westchester dailies*.
 - Clifford Evans, *Brooklyn Eagle* night club writer.
 - Brailsford Felder, *Cue* magazine night club reporter.
 - Frank Farrell, *World-Telegram* amusement editor.
 - G. Selmer Fougner, *Sun* liquor editor.
 - Ted Friend, *Mirror* night club editor.
 - Frank Frazer, *Long Island Daily Advocate* night club reporter.
 - Rosemary Haywood, editor *Metropolitan Host*.
 - Justin Gilbert, *Bergen Evening Record* night club editor and Broadway columnist.
 - Dale Harrison, columnist for Adams Syndicate.
 - Elaine Brown Keiffer, *Life and Mademoiselle* writer.
 - Dorothy Kilgallen, *Journal-American* Broadway columnist.
 - Nick Kenny, *Mirror* radio columnist.
 - Bert McDonald, *World-Telegram* night club reporter.
 - Lawton Mackall, *Esquire* night club writer.
 - Dan Mich, *Look* magazine.
 - Lee Mortimer, *Sunday Mirror* feature writer.
 - Robert Musel, *World-Telegram* theatrical reporter.
 - Maurice H. B. Paul (Cholly Knickerbocker), *Journal-American* society editor.
 - William Rawak, *Esquire* night club writer.
 - Ben Schneider, *Women's Wear Daily* night club editor.
 - Irving Slossberg, *East Side News* night club editor.
 - Louis Sobol, *Journal-American* syndicated columnist.
 - L. L. Stevenson, Bell Syndicate Broadway columnist.
 - George Tucker, *Associated Press* Broadway columnist.
 - Ed Turner, *Queens Ledger*, *North Shore Observer* and *Queens Chronicle* night club editor.
 - Nina Wiggins, *Cue* magazine night club writer.
 - Thyra Samter Winslow, *Everywoman's* magazine.

Skunk Disrupts Dog Act

ERIE, Pa., Aug. 10.—Lee Early, who does a dog act, probably over-estimated the intelligence of his hounds. While making a stand here at Waldameere Park he discovered that his charges can't tell the difference between a skunk and a rabbit. While his partner was taking the dogs out for an airing the pooches gave chase to a skunk and caught up with it, with the result that no amount of eau de cologne could take the odor away.

The partner, thinking that the skunk's squirt might blind the dogs, took them back to the park's Hoffbrau, where there was a heavy week-end crowd.

The crowd soon dissipated. Several baths in vinegar enabled the act to go on the following day.

Astoria and the Roosevelt; 5, Biltmore; 6, Savoy-Plaza; 7, Park Central and Pierre Commodore; 8, Plaza; 9, Taft; 10, St. Moritz; 11, Essex House; 12, Park Lane, Ritz-Carlton, Lexington, Lincoln and McAlpin.

Lottman and, currently, Hy Gardner have been working on the Astor; but the inadequacy of long-distance and unsteady publicity apparently took its toll. Mockler, assisted by Ada Hoffman, handled the Belmont-Plaza until January, when Hitz died. Since January the hotel has been without a steady house p. a. Corinne Buchanan has been handling the Ambassador, with Sobol-Hartman having done work on the hotel's entertainment policy. The spot's severely conservative policy has always been a handicap to publicity. In fact, all class hotels restrict their press agents so much that they can land little publicity. Most of the luxury hotel p. a.'s. can do little more than land items in the society, ship news and food columns, since Broadway columns and hyped-up news stories are banned to them.

Miss Semple has the St. Regis and, even tho her three bosses scored high in the hotel men's part of the poll and altho she personally ran second as best hotel p. a., her hotel had three newspaper men voting its publicity "ineffective." Saucier at the Waldorf-Astoria is also loaded down with restrictions. He can only invite society editors to openings. The other class hotels listed have more or less the same trouble.

One newspaper man voting exclaimed that there wasn't "a single hotel that made the most of its exploitation possibilities." Most local newspaper men feel the same way, according to comments written on the ballots.

(Next week, night club publicity methods, press agents and night club personalities will be examined by the newsmen.)

Chicago Niteries Not Doing Well

CHICAGO, Aug. 10.—Wholesale shuttering of night clubs is worrying local bookers. The 885 is already dark. Tonight the Hi Hat closes. Harry's New Yorker, skedded to close tonight, will hold off for one more week. The Colony has dropped floor shows. The Stevens' Continental Room is closed for repairs. The Bon Air Country Club, which usually remains open thru September, will end the summer September 18, according to a statement made by owner and operator Bill Johnson.

Hi Hat, operated by the Falkenstein Brothers, will reopen in one month, completely remodeled. Most extensive refurbishing will occur at Harry's New Yorker. David Branowir, associate producer, says Harry's will sport a hydraulic stage and band stage when it reopens, also a small balcony to seat around 40.

Skaters Released in Quiz

GRAND ISLAND, Neb., Aug. 12.—Merle and Mae Van Hoosen, Portland, Ore., skating act, were released by Hall County authorities this week after being held for questioning in the burning of Ernest Hemmerling in his Airport Club.

Skaters were quizzed because they were last seen at the place where a fire broke out, causing burns from which Hemmerling died.

Leesville Club Destroyed

LEESVILLE, La., Aug. 10.—A terrific blast caused by gas accumulation wrecked the Green Lizard Club completely. Guy Cole, manager, and his family had a narrow escape.

Night Club Reviews

Richman, Tucker, Lewis Score In Spectacular Riviera Revue

Talent policy: Production floor show at 8:15, 12:15 and 2:30; dance and show band, Latin relief band; production under direction of Chester Hale; costumes by Madame Bertha and Brooks; special material by Shapiro, Seelen and Lee. Management: Ben Marden, operator; Carl Erbe, press agent. Prices: \$3.50 minimum; \$4 Saturdays and holidays. Dinner from \$3.50.

Ben Marden gave night club historians something to do Thursday eve (8) when he ushered in his new bill at the Riviera, Fort Lee, N. J., as scheduled and presented Harry Richman, Sophie Tucker and Joe E. Lewis. It was one of the most colorful night club openings in many a moon, attended by the who's who of New York's entertainment circles and drawing for the two opening-night shows some 2,000 customers.

Lewis stole applause honors. He is a great cafe comedian, has few or no equals and can keep an audience thoroly entertained.

Richman and Miss Tucker, of course, garnered their share of response and were as impressive in their performances as ever before; but Lewis, younger in experience, held more than his own in the company of such veterans and proved that he can keep a Broadway mob laughing as well as any out-of-town cafe audience. His comedy song style is as hilarious as it is informal. At the supper show he stayed on for nearly 30 minutes and had difficulty winding up to introduce the next act. Had some old and new satires on pop tunes, each loaded with cleverly written double-meaning lines, and gave in to the mob

by repeating *Sam, You Made the Pants Too Long*.

Miss Tucker, looking unusually well, was the first of the trio to grace the stage and instead of doing the usual set of straight or specially arranged tunes concentrated on talking songs, coming in with her strong voice in the closing passages. Worked around such titles as *No One Woman Can Satisfy One Man*, *Bright Young Man With a Future* (with the aid of her pianist, Ted Shapiro), strutted one out to conga rhythm, then *Life Begins at 40* and the inevitable *Some of These Days*. The fiery Tucker delivery and showmanship were still very much in evidence.

Harry Richman precedes the closing line number, offering polished versions of oldies and a couple of newcomers. Still equipped with straw hat and cane and the slight lisp in his voice that brands him as a personality. At this show he remained for the finale—a patriotic, flag-waving spectacle—and was joined by Miss Tucker and Lewis for a parade procession.

Chandra Kaly and his two female partners, Devani and Mouni, are held over again. The act really has something distinctive to offer in the way of Central American folk dances. Their numbers are novel, colorful and effective.

Chester Hale's line of 16 girls makes attractive book covers for this eventful chapter in cafe entertainment. They don't do much, but what they do is tasteful and pleasing.

Band-stand attractions include Leo Reisman, featuring attractive Anita Boyer on vocals, and Pancho and his rumba band. *Sam Honigberg.*

Stork Club, Philadelphia

Talent policy: Dance and show band; show at 11 and 1. Management: Harry F. Hahn, proprietor-manager; Ralph Mitosky, press agent; Jolly Joyce, booker. Prices: Drinks from 25 cents; food a la carte; \$1 minimum, no cover.

Major interest at this nitery in the northern end of town is the svelte singing of sepia Billy Daniels, who has passed his 20th week mark here. His is soulful top tenoring with a high falsetto that rings true. Wowed 'em no end with *Dianne, I'll Never Smile Again, Maybe, My Yiddisher Mamma, If I Didn't Care* and *Trees*.

Additional singing on the smart side is the well-rounded barying of Henry Patrick, who also leads a full-fashioned six-piece band for the show and dancing here. A solid smash with *Road to Mandalay, Without a Song, The Rangers' Song* and *Night and Day* before they would let him return to the band stand.

Ralph Brown, a sepia stepper, also comes in for nice applause with his tap that includes *The Applejack*, heralded as a new step.

The Modernettes, line of four, break the specialties up nicely, a can-can number making the most striking effect. Gals include Helen Wilson, Lillian Stewart, Marcelle Marchond and Sunny Ray. Miss Stewart steps out for a neat acro and high-kick interlude.

Tying it all together is the emseeing of Ralph Fielder, who tries hard to be funny but somehow falls short of making it all click. Even goes into neck-breaking acrobatics. Has inherent comedy qualities, especially the yodeling twist to his talking, but lack of material and poor delivery make it all count for naught. *M. H. Orodenerker.*

ters and the fact that the crew is still in the formative stage.

Activity on these warm nights is being centered in this spot's attractive outdoor gardens, accommodating 600 comfortably. The tall, light-studded trees surrounding the garden give the open-air spot a romantic tinge. Only jarring note is the occasional noise from the trains which pass a half block away, but these interruptions aren't obnoxious. The attractive band stand on one end is flanked on the left by a lengthy service bar. Switch from outdoor to indoor operation can be made almost instantly.

Located on one of the town's main highways, the club manages to corral its share of business. Top play comes Saturday and Sunday, with the rest of the week showing up just so-so, like all clubs hereabouts. Since discarding its 25-cent admission charge (40 cents Saturdays) in favor of a reasonable minimum the management has succeeded in luring better spenders. *Bill Sachs.*

Riviera, Los Angeles

Talent policy: Floor show; no dancing; floor shows at 7, 9:30 and 12 midnight. Management: A. Hammelen. Prices: dinners, \$1; drinks from 25 cents. No cover or minimum.

This new Latin-quarter spot is built exclusively for those who go for good food and entertainment. Opening found the place jammed with an overflow in the cocktail lounge. Enterprize is backed by same group which owns Monaco's and Lucca's in San Francisco and is located in the heart of the new tourist district between Chinatown and the Spanish quarter. Prices are popular enough to get the middle-bracket spenders and food is tops. American Productions, Inc., under management of Elliott Kelly, does the booking.

Working on an 18-inch raised platform at one end of the room, acts get a good chance to show their wares. Talent at this look-in, however, worked under the handicap of faulty air conditioning. Use of a p.-a. system to call diners to their tables during the show also is very confusing.

Show opened with Audrey Ely warbling *My Hero* and *Begin the Beguine* in good style. Miss Ely has a deep voice that registers well and she does a capable job of song selling.

A bit of acrobatic dancing is offered by Zara Lee, who performed back-bends and cartwheels on the narrow stage to good results. Flashy wardrobe adds to the selling features. Stearns and Dean opened with a wooden soldier routine that went well. Bit titled the "Two Jolly Undertakers" was good for laughs, and they wound up to a sock finish.

A couple of kids presented a puppet revue that is good for a spot of this kind. Using a portable puppet stage, they offered a bald-headed pianist, a colored gent, a drunk and a prima donna and crowd went for them. Stuff would have more sock if acts were cut down in time. Recorded music with sound effects is used.

Bill's best act was Cantu the Magician. Working in a Mexican outfit, Cantu has an amazing faculty for pulling live pigeons out of empty bags, folded newspapers and handfuls of confetti. He works in pantomime, and super-sales-ship puts the act in a class by itself.

George Cooper handles the emsee spot effectively, selling a couple of numbers on his own hook. He sings *South of the Border* and *Rancho Grande*. Finale had all the acts on the stage singing *God Bless America*.

Glee Sisters, accordion and fiddle, work tables between shows. Music is provided by Carmen Dunn at the organ and Elliott Kelly on drums. Present plans call for show change every two weeks, with outstanding acts being held over. *Dean Owen.*

Harry's New Yorker, Chicago

Talent policy: Show and dance band; floor shows at 9, 11:30 and 2 a.m. Management: Charlie Hepp, manager; Dave Branower, producer; Fred Joyce, publicity. Prices: Dinner from \$1.25; drinks from 50 cents; minimum, \$1.50.

A pleasing midsummer show—with one reservation, Larry Vincent's emseeing. Vincent tries to be suave and humorous but is neither and his "nifties" get scarcely a ripple. A few of his song numbers late in the show are well received.

The Winnie Hoveler Dancing Darlings, a sprightly sextet, continue to please with lively and well-executed numbers, among which are military, fencing and hunting routines and, in the late shows, *A Day at the Circus*, featuring the aerial ballet. Amanda Follette, ballet and interpretative dancer, wins generous applause with several graceful routines.

Highlight of the show is the singing of Marshall and Shields. Marshall, big, blond and handsome, has a rich, full voice which, blended with the sweet soprano of his personable partner, is easy on the ears. The duo specializes in romantic ballads and would fit splendidly in musical comedy. Their singing of *Deep in My Heart, One Alone, Only Make Believe, Only a Rose; Lover, Come Back to Me* and other romantic numbers won tremendous hands and the audience wanted more of them.

Anthony, Allen and Hodge present an excellent adagio act in which some spectacular and original stunts are introduced. In the late show they introduce comedy but are best in their straight work. Thoroly entertaining thruout.

Mel Cole's Band furnishes excellent music, Dorothy Johnson, singer with an unlimited repertoire of old and new songs, and an instrumental trio furnish intermission entertainment. *Nat Green.*

Barney Rapp's Sign of the Drum, Cincinnati

Talent policy: Dance band, with occasional floor acts. Prices: Steak dinner, \$1.75; drinks from 25 cents; minimum 50 cents and \$1 Saturdays. Management: Barney Rapp, manager; Irving Herlands, assistant manager; Betty Kapp, press agent.

Traveling bands continue here, what with Barney Rapp still away leading his own combo on one-nighters. Happy Carlton's tooters gave way Tuesday night (30) to George Damerel's combo, a new 13-piecer from the East, which is carded here for four weeks with options. A fair crowd turned out for the Damerel bow, with the band registering in handy fashion, considering the lads were suffering from the usual opening night jit-

Jack Lynch's Walton Roof, Philadelphia

Talent policy: Dance and show band, rumba relief band; production shows at 7:30 and 12:45. Management: Jack Lynch, director; Victor Lozinak, assistant manager; Rudy Kistner, maitre d'; Sam Bushman, press agent; William Morris Agency, act booker; Midge Fielding, line producer. Prices: Dinners from \$1.25; drinks from 75 cents; no minimum, no cover.

While it may not be conducive to in-town night living at this time of the year, climatic conditions never affect the quality of shows offered here. And as ever, where Lynch is the guiding hand the show is paramount.

The emsee control is in the capable keeping of Cass Franklin, making this his second summer here. Gives story body in song to the tastefully mounted

Pierre Hotel, Cafe Pierre, New York

Talent policy: Dance band and floor entertainment at 12:15 a.m. Management: Gustav Von Lowenfeld, managing director; Felix (Fefe) Ferry, manager and host. Prices: Cocktail dancing mini-

mum, \$1.50; supper minimum, \$2.50; dinner from \$2.50, drinks from 55 cents.

This summer's surprise spot on the East Side, catching on fast with the aristocrats primarily because of Fefe, well-known society cafe manager who moved over from his Monte Carlo, now closed for the season. In the way of entertainment, room has cocktail hour and late supper dancing, in addition to one prominent act spotted shortly after midnight.

Joan Edwards moved in last week, succeeding Carol Bruce, who opened the room some six weeks ago. Miss Edwards is a sparkling song stylist, strong in voice and charm. She works with ease and, despite the noisy atmosphere prevailing here, managed to score with a generous set of tunes. She delivered *Si Si, More Than You Know, Katie Went to Haiti, I'll Never Smile Again, Outside of That I Love You* and *I Get a Kick Out of You*. Her transition from light rhythm numbers to pop ballads furnishes a balanced song diet. Should continue to do quite well on her own.

Bob Knight, guitarist with Horace Heidt's band who is out to make good on his own, followed Eddie Oliver's band. Knight has a seven-piece outfit, playing sweet and swing in standard form. His guitar work remains a highlight. Instrumentation, in addition to his guitar, includes three sax, bass, drum and piano. Not much dance-floor space here. *Sam Honigberg.*



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production numbers, gives each act the proper bring-on, and, when calling upon himself, gives out in the bary range. Combines romance with the dramatic for *The Desert Song, Where Was I?* and a travesty on operatic arias.

The tuneful tapping of Jean Mona, lithesome and long on looks, accounts for a rumba and rhythm turn.

Tut Mace and Gary Leon, making a long run of it here with their ballroomatics, have an easy time of it with striking routines, starting with a waltz, a hula single by Miss Mace and a tango.

Another clicker is Johnny DeVant, youthful magi, who ingratiates himself with ringsiders. Has a story built around each bit of legerdemain.

Production numbers, all marked by outstanding costuming, include a Frenchie boudoir setting for the starter, a colorful fiesta enlisting Mace and Leon, and a picturesque Persian desert scene for the finale. Half dozen ponies include Vera Pons, Libby Faye, Ethel Berman, Verna Dean, Anne Mackerman and Elsie Sterling. Showgirls (eight) include June Sevier (captain), Betty Pope, Vesta Newton, Lya Lane, Joan Williams, Boots Frye, Virginia Dixon and Kay Buckley.

Neil Fontaine (eight men) fashions the musical setting for show and dance, with Vincent Rizzo (three) the rumba reliefer.

Helen Heath and Patricia Kingsley, piano-song team, along with Rizzo's rhythms, hold forth in the adjoining Tropical Bar. *M. H. Orodener.*

Spivy's Roof, New York

Talent policy: Continuous entertainment. Management: Spivy, operator; Theodore, maitre d'hotel; Dorothy Ross and Seaman Jacobs, press agents. Prices: Dinners from \$1.50; drinks from 40 cents; after 10 p.m., 75 cents minimum.

This recently opened matchbox-size room is making a strong bid for popularity and is attracting spenders of the upper strata. High price of drinks is insuring a quality grade of stayouts. The room is tastefully decorated with furnishings in the Regency period. Spot is a swell cooling-off spot, the adjoining terraces sending in a continual supply of breezes.

Chief attraction here is Spivy, of the hail-fellow-well-met school of greeting, whose ballads in the indigo mood provide a good supply of laughs. She wisely tones her volume down, too. Hers is a fine repertoire of specially written chanties. Delivery is excellent. She accompanies herself at a baby grand while Frank Shuman assists at a second piano. Gets a good hand before and after her songs.

Other entertainer on bill is Geri Dorsey, good-looking blonde with pipes especially suited for smart rooms. Miss Dorsey also checks her contralto to a lesser volume with good results. She has a swell selection of tunes, pops, semi-classics and French tunes. Nicely groomed, she makes a fine appearance on the floor.

Shuman, at the piano, is on duty during lulls. Capacity business when caught. *Joe Cohen.*

Florentine Gardens, Hollywood

Talent policy: Dance band and floor shows at 8:30, 10:30 and 12:30. Management: Guido Braccini Corp.; producer, N. T. Granlund; dance director, Dave Gould; music and lyrics, Dave Oppenheim and Fred Stryker; publicity, Rose Josephs. Prices: Dinners from \$1.50; 50 cents admission charge without dinner; drinks from 50 cents.

Fourth edition of N. T. G.'s *Hollywood Revel's* is first-class night club fare dished out effectively with a minimum of class and with emphasis on the intimate type of entertainment. Running in competition with Earl Carroll's nitery a few blocks away, Florentine Gardens has been able to hold its own, with both spots trying to outdo each other as far as pulchritude is concerned. Showgirls here are lookers and the slap-happy way the numbers are put on covers up any deficiencies which might occur in their performances.

With N. T. G. at the helm the show gets under way with Sugar Geise singing *How'd You Like To Be My Baby?* Line girls get willing males out of the audience to put on baby caps and cavort around the dance floor.

From a personality angle Vivi Brown turns in the best performance of the show. Stepping out of the line the gal does some acrobatic stuff that is okeh. Fred Scott, warbling Western flicker star, on several times during the evening, looks the part and delivers well. His

voice is deep and he knows how to sell his stuff.

Baby Keane and sister Betty provide a series of warbling and hoofing numbers that are good. Baby does a good singing job and Betty takes care of the terping, doing some swell comedy routines. However, her appearance thru-out the show, doing the same stuff over and over, killed the effectiveness of the act. Kenny Clark joined the girls for a bit of jitterbugging.

Gabrielle and Don Carlos Fernando show class in a rumba and conga routine. The crowd responded by getting off its hands for this one. Sylvia McKay steps out of the line to provide eye-opening entertainment. Working in a blue spot, she manipulated a couple of white fans with the desired effect.

The Four Clymas have one of the most novel acts ever to play here. In a Parisian underworld setting, the three males and a femme throw each other all over the place in a wild rough-and-tumble scramble of arms, legs, knives and guns. Their stuff is strictly above the average. Joe Clymas and Loretta come on later to do a terp number in waltz time, a creditable performance. Mary Francis, line girl, does some swell acrobatic stuff that got a strong hand. Production numbers are better than the usual nite spot stuff. Girls work hard and deliver well. *The Red Cross Girl* was one of the best of the production ideas. Gals wound it up doing a tough dance routine to *God Bless America* in waltz time. A streamlined version of a minstrel show also went well. Fred Scott added to this one by singing *Old Man River* effectively. Another good production number was *American Indian Ballet*, Scott again taking the mike to warble *Land of the Sky Blue Water*. Eleanor Troy and Ken Clark contribute amusing pantomime.

Black Watch Drill, a Scottish routine with kilts, bagpipes and drums, altho not as effective as some of the other numbers, got the best hand from the crowd. *The Bathing Beauty Parade* of 40 years ago was also good. An old N. T. G. stand-by, the basket-ball game, drew a good hand as usual, with N. T. G. clowning with the gals. Held over from the last show, the *Cougirl Number* still goes well. With Fred Scott handling the warbling, the gals go into the audience to grab male partners, who are given sombreros and Indian feathers. The turn produced amusing results.

Florentine Gardens is the only real nitery in the Hollywood area with a full floor show. Earl Carroll's is billed as a theater restaurant. Florentine is compact and tables are arranged so that the floor is visible from any seat in the house. Food and drinks are excellent. Show was played effectively by Darryl Harpa and his orchestra. *Dean Owen.*

Riley's Lake House, Lake Lonely, Saratoga Springs

Talent policy: Two dance bands; floor shows, 9:30 and midnight. Prices: Minimum charge, \$2.50. Management: Gerard King.

One of the ranking night spots in this resort city, Riley's offers a pleasing atmosphere and is one of the more popular rendezvous. However, the first Saturday night of the racing season found only a fairish crowd on hand. In other years, when the place boasted a huge gaming room, there wasn't breathing room on the week-end.

Al Jahn's Orchestra holds forth, with John Rodriguez's rumba band doing relief. South American rhythm is stressed heavily, with a conga line a feature.

The floor show has Deane Janis singing torch stuff in a fashion which pleased the customers. The Nelsons and their marionettes are an entertaining novelty, while Ramon and Renita are only passable as a ballroom dance team.

The architecture and decorative scheme make Riley's a standout among the several local top-flight places. Unlike Arrowhead and Piping Rock, Riley's opens early in the season and remains open until fall. Floor shows are offered only during the racing season. *Don Cunnion.*

Ross-Fenton Farm, Asbury Park, N. J.

Talent policy: Two dance bands and one or two name acts; shows at 10 and 12. Management: Meyer Davis and Ralph Maurice, owners; Rosetti, maitre d'hotel. Ted Hartman and Harry Sobol, press agents. Prices: Dinner from \$2; minimum weekdays and Sundays, \$1.50; Saturdays and holidays, \$3; no cover.

Enjoying a renewed spurt of popularity following complete modernization, this vintage wine trade bistro, which has kept the customers coming for the past 35 summer seasons, is currently doing per-

haps the best business of any spot in this section.

Bill, on the night caught (Saturday, August 3), was headed by Paul and Grace Hartman, who were strictly socko in their dance numbers, presented with smart showmanship which left the capacity audience of 1,000 clamoring for more. The Hartmans inaugurated a new week-end policy for the spot, which heretofore had played acts for a solid week. New set-up calls for acts Fridays to Sundays only. During the rest of the week entertainment will be confined to straight dance music by Eddie Oliver's Band and conga and rumba tunes by Ferdinand Canay's seven-piece Cuban outfit. Canay also does meritorious vocals.

Oliver, former pianist with Ben Bernie, originally scheduled to play two weeks, has been held over because of warm reception given him by the summer colonists who make up the backbone of the trade here. Novel arrangement of Bert Lahr-Ethel Merman *Friendship* number, introduced by Oliver last week, has caught on. Vocals for the number are done by the entire band.

Canay has caught on solidly with the younger set, who show noticeable preference for his congas and soulful Latin vocals. *George Zuckerman.*

Savoy Plaza Hotel, Cafe Lounge, New York

Talent policy: Dance band for cocktail hour and supper dancing; shows at 12:15 and 1:15 a.m. Management: George Suter, hotel manager. Prices: \$2 minimum Monday to Thursday, \$2.50 Fridays, \$3.50 Saturdays and holidays. Dinner from \$2; drinks from 60 cents.

For some six and a half years now this Fifth avenue spot has been catering to society sun dodgers. Never offers more than one personality in a show and still retains the original band (Emile Petti) that opened the room.

As a rule, favorite Savoy Plaza attractions return annually. Such has been the case of Hildegarde (who returns September 13) and Dwight Fiske. John Buckmaster, current feature, is new here, but judging by the reception given him, he will become another member of the hotel's performer family.

Buckmaster, young English comedian, is thoroly enjoyable with his sketches and impressions of a dozen or more people and situations. His delivery is extremely good and his material is bright and witty. His specialty will find particular favor in the better spots where patrons are somewhat familiar with the humor of France and England. Among his offerings were native tunes of several nations, as warbled by typical local characters; the experience of buying a suit in England; hilarious take-offs of Raymond Gram Swing, radio's Uncle Don, and James Fitzpatrick of the film

travelogs, a touching impression of a lonely old man and, finally, a French radio play. Went very big.

Petti, from the piano, leads a sweet six-piece outfit, including two fiddles, bass, accordion and guitar. Impressive organ effects are achieved by the accordionist playing at the mike. Tommy Lowell, guitarist, doubles on vocals. Leader and accordionist, who also plays the piano, dish out request tunes during intermissions.

Room, rectangular in shape, is smartly designed. *Sam Honigberg.*

365 Club, San Francisco

Talent policy: Dance and show band, shows nightly except Sunday at 9 p.m., 11:30 p.m. and 2 a.m. Management: "Bimbo" Guintoli; Don Steele, publicity. Prices: Dinner \$1.50 and up week days; \$2 and up Saturdays; \$1 minimum.

This spot, built from scratch, has come to the fore in the past six months and is now one of the top local night clubs.

Show consists of the Muriel Kretlow Dancers; Alice Kennedy, vocalist; Shayne and Armstrong, dance team, and Alan Carney, emcee.

Opens with the Kretlow Dancers in *Moods of the Hula*, followed by the torch singing of Alice Kennedy, local favorite, back from the East. Her following was evidenced by the salvos of applause which called for two encores after several well-chosen songs. Gal, however, has a tendency to frown at times, something which should be eliminated.

Shayne and Armstrong show great versatility. Opened with a Viennese waltz, then into a rumba and finished with a comedy routine packed with sock adagio tricks for which this team is noted.

Now on his fourth week, Carney is a holdover. He opens with a routine of three different types of drunks, done in pantomime. His take-off on soap-box orators is excellent mimicry.

Show closes with the Kretlow Dancers offering a smartly wardrobe Mexican Fiesta routine. Hobby Horse races nightly after the first show prove a high spot.

Joe Marcellino's Orchestra handles chores well. *Edward Murphy.*

Andrews Sisters Draw Big

NEW YORK, Aug. 10.—Andrews Sisters, Gene Krupa's Ork and Red Skelton attracted 34,000 patrons to the Michigan Theater, Detroit, week stand ended August 1. Previous to that the Andrews Sisters pulled 32,000 customers at the Casa Manana, Hollywood.

The femme trio, during their current date at the Steel Pier, Atlantic City, pulled one of the biggest week-end mobs in years.

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Manor and Mignon, ballroom team making its local debut here, make a solid impression. Their waltz, fox-trot and paso doble were embellished with lifts and spins properly spaced and handled. Their work is smooth and the girl is an especially charming well-groomed brunet.

VAL SETZ

"The Duke of Dexterity"

"500" Club, ATLANTIC CITY, N. J. — Now Direction—Al Crossman, East. Danny Graham, West.

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

A
Aarmand & Juliana (Westminster) Boston, h.
Adams, Jane (Swing) NYC, nc.
Adler, Larry (Waldorf-Astoria) NYC, h.
Aldrich & Davis (Cat & Fiddle) Cincinnati, nc.
Allen, Vicki (Beverly Hills) Newport, Ky., cc.
Allen, Sara (Royal Palms) Englewood, N.J., nc.
Allston, Carine & George (Petite) Cleveland, c.
Ammons & Johnson (Cafe Society) NYC, nc.
Andre, Julie (Penthouse) NYC, nc.
Andres & Luisita (Cantina) San Francisco, nc.
Andrews, Jerome (Music Hall) NYC, t.
Armetta, Henry (Buffalo) Buffalo, t.
Arnell, Amy (West End Casino) West End, N. J., nc.
Arnolds, Three (Buffalo) Buffalo, t.
Artini & Consuelo (Biltmore) NYC, h.
Ashburns, The (Bismarck) Chi, h.
Auer, Hertha (Wivel) NYC, nc.

B
Banks, Sadie (Old Roumanian) NYC, nc.
Barclay, Irene (Barney Gallant's) NYC, nc.
Barleau, Connie (Beverly Hills) Newport, Ky., cc.
Barnes, Johnny (Buffalo) Buffalo, t.
Barnett, Peggy (Kelly's Stables) NYC, nc.
Barnett, Ann (Leon & Eddie's) NYC, nc.
Barrie, Gracie (Bath & Turf Club) Atlantic City, nc.
Barsony, Lajos (Hungaria) NYC, re.
Beans, Butter, & Susi (Regal) Chi, t.
Beaucaire, Pierre (Monte Carlo) NYC, nc.
Behan, Arthur (Gay '90s) NYC, nc.
Bell, Ruth (Jordan) Atlantic City, c.
Bennett, Ethel (Old Roumanian) NYC, nc.
Bernard, Ben (Gay '90s) NYC, nc.
Bernard, George (Royale) Detroit, nc.
Bernhardt & Kretow (Tower) Kansas City, Mo., t.
Blades, Edwina (New Yorker) NYC, h.
Blake, Meredith (Edison) NYC, h.
Blake, Gloria (Hurricane) NYC, nc.
Bolger, Ray (Farmount) NYC, t.
Boran, Arthur (New Bedford) New Bedford, Mass., 15-21, h.
Boreo, Emil (St. Moritz) NYC, h.
Bourne, Charley (Park Central) NYC, h.
Boxwill, Elinor (Gangplank) NYC, nc.
Boyd, Carroll (Coq Rouge) NYC, nc.
Boyer, Anita (Riviera) Ft. Lee, N. J., nc.
Bradley, Anne (Uptown) Oakland, Calif., 16-18, t.
Brantley & Linda (Cocoanut Grove) Boston, nc.
Bricklayers (Capitol) Washington, D. C., t.
Brown, Red (Tourist Club) San Antonio, nc.
Brown, Evans (Ghula Vista Resort) Wisconsin Dells, Wis., h.
Brown, Mary Jane (Bertolotti's) NYC, nc.
Bruce, Ted & Linda (Ritz-Carlton) Atlantic City, h.
Bryant, Betty (Coq Rouge) NYC, nc.
Buckmaster, John (Algonquin) NYC, h.
Burke, Irene (Nomad) Atlantic City, nc.
Burke, Martha (Cocoanut Grove) Boston, nc.
Burke, Larry (St. George) NYC, h.
Byrd, Russ (Matteoni's) Stockton, Calif., nc.
Byrnes, Jimmy (Blackhawk) Chi, nc.

C
Callahan Sisters (Nixon) Pittsburgh, nc.
Calypto Singers (Vanguard) NYC, nc.
Camp, Armen (500 Club) Atlantic City, nc.

CAPPELLA and BEATRICE
HELD OVER
PIPING ROCK CLUB, SARATOGA, N. Y.
Thanks to Paul Small and Dick Henri

Cappella & Beatrice (Piping Rock Club) Saratoga, N. Y., nc.
Carlson, Violet (Colosimo's) Chi, nc.
Carlyle Sisters (Embassy) Phila, nc.
Carlyle, Meta (Jack o' Lantern) Eagle River, Wis., nc.
Carpenter, Imogene (Weylin) NYC, h.
Carr, Billy (606) Chi, nc.
Carroll, Helene (Lexington) NYC, h.
Carroll Sisters (Mother Kelly's) Miami, Fla., nc.
Carroll, Jo Ann (606) Chi, nc.
Carson, Shorly (Bismarck B-Bar-H) Chi, h.
Cascade, Billy (Bertolotti's) NYC, nc.
Casey, Jim (Pine Springs Casino) Freehold, N. Y., nc.
Challis, Beth (1523) Phila, nc.
Charise, Pierre & Renee (Biltmore) Los Angeles, h.
Charles & Barbara (Brant Inn) Burlington, Ont., nc.
Carmen, Lillian (Chez Paree) Chi, nc.
Cesar & Rosita (Silver Beach Casino) Boston, Mass., nc.
Cherney, Guy (South Bluff) Peru, Ill., cc.
Chocolaters (Southland) Boston, nc.
Clark, Ruth (Jade) Hollywood, nc.
Claudet, Marguerite (Orlando) Decatur, Ill., h.
Clayton, Ruth (Little Rathskeller) Phila, nc.
Collette & Galla (Grande) Mackinac Island, Mich., h.
Colt, Phyllis (Village Barn) NYC, nc.
Compton, Harold (Idle Hour) Atlanta, p.
Conlin, Joe (Cluquet Club) Atlantic City, nc.
Connolly, Frances (La Marquise) NYC, nc.
Coogan, Jackie (Oriental) Chi, t.
Cook, Aileen (Babette's) Atlantic City, nc.
Conway & Parks (Villegigues) Sheephead Bay, N. Y., nc.
Corks (Westminster) Boston, h.
Cornelius, Kay (St. George) NYC, h.
Cortes, Arturo (Havana-Madrid) NYC, nc.
Cortez, Flores (Martin) Gowanda, N. Y., h.
Costello, Diosa (State) NYC, t.
Covarras, Nico (Edison) NYC, h.
Craig, Vernon (Shady Glen) East Durham, N. Y., h.
Crawford & Caskey (Plaza) NYC, nc.

D
D'Arcy Girls (Dreamland) Sea Breeze, N. Y., p.
Daniels, Billy (Stork Club) Phila, nc.
Daro & Korda (Mayfair) Boston, nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Davis, Drury (Jade) Hollywood, nc.
Dawn, Lilli (606) Chi, nc.
Day, Barry (Gamecock) NYC, nc.
De Carlo & Granada (Bowery) Detroit, nc.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE
of the Billboard

Acts-Units-Attractions Routes

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

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

Del Carmen, Dolores (Leon & Eddie's) NYC, nc.
De Lee, Joan (Primrose) Newport, Ky., cc.
DeMarco, Isobel (L'Aiglon) Chi, re.
De Shone, Maxinne (Cat & Fiddle) Cincinnati, nc.
Del Mar, Josephine (885) Chi, nc.
Del Rio, Jose (Frontenac) Detroit, nc.
Delahanty Sisters (Torch Club) Canton, O., nc.
Dennis & Sayers (El Morocco) Montreal, Que., nc.
Dennison, Carol (Queen Mary) NYC, nc.
DeVant, Johnny (Jack Lynch's) Phila, nc.
Dewey, Duke (Torch Club) Canton, O., nc.
Dexter, Carol (Bertolotti's) NYC, nc.
Dick, Arthur (Torch Club) Canton, O., nc.
Dinorah (Jimmy Kelly's) NYC, nc.
Dixon, Harlan (Diamond Horseshoe) NYC, nc.
Doane, Barbara (606) Chi, nc.
Don Julian & Marjorie (Edgewater Beach) Chi, h.
Donnelly, Harry (Bill's Gay '90s) NYC, nc.
Dorben, Dorothy, Girls (Edgewater Beach) Chi, h.
Dorsay & Diane (Fairmount) Kiamesha Lake, N. Y., h.
Duano & Doreen (Monte Carlo) NYC, nc.
Du Bois, Renee (Paddock International) Atlantic City, nc.
Dubrow, Herb (Walton) Phila, h.
Dudley & Bostock (Roxy) NYC, t.
Duffins, The (Blossom Heath Inn) Detroit, nc.
Dunham, Katherine, Dancers (Sherman) Chi, h.
Dumont, Marie (Crisis) NYC, nc.
Duncan, Red (Chicagoan) Chi, h.

E
Earl & Josephine (Lexington Casino) Phila, nc.
Eckler, Hilda (Music Hall) NYC, t.
Edmundson, Jimmy (Capitol) Washington, D. C., t.
Edwards & Pearson (The Caballero) Seattle, nc.
Edwards, Joan (Pierre) NYC, h.
Etinge, Julian (Diamond Horseshoe) NYC, nc.
Emerald Sisters (Shoreham) Washington, D. C., 14-19, h.
Emerick, Bob (Monmouth) Monmouth, Ill., h.

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

Emerson, Hope (Lombardy) NYC, nc.
Estela & Papo (Havana-Madrid) NYC, nc.
Estes, Del (Minuet) Chi, nc.
Estrallita & Brooks (Villegigues) Sheephead Bay, L. I., re.
Estrella, Belen (El Chico) NYC, nc.
Evans, Fred, Girls (Chez Paree) Chi, nc.
Everett & Conway (Old Vienna) Russells Point, O., nc.

F
Faye, Gloria (Blackstone) Chi, h.
Faye, Frances (Bowery) Detroit, nc.
Fields, Sally (Nomad) Atlantic City, nc.
Florence & Alvarez (Hurricane) NYC, nc.
Floretta & Boyette (Roosevelt) Jacksonville, Fla., h.
Flowerton, Consuelo (Queen Mary) NYC, nc.
Ford, Harris & Jones (State-Lake) Chi, t.
Forrest, June (Music Hall) NYC, t.
Foster, Gae, Girls, Sixteen (Earle) Washington, t.
Franklin, Cass (Walton) Phila, h.
Frazer, Al (Cat & Fiddle) Cincinnati, nc.
Friars, Three (Chicagoan) Chi, h.
Fries, Les, & Dancing Darlings (Cat & Fiddle) Cincinnati, nc.
Fritz, Eddie (Bismarck B-Bar-H) Chi, h.
Froman, Jane (Bon Air) Chi, nc.
Froos, Sylvia (Hollenden) Cleveland, h.

G
Garcla, Lucio (Bismarck) Chi, h.
Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc.
Garron & Edythe (Nixon) Pittsburgh, c.
Garvin, Margo (Whirling Top) NYC, nc.
Georgia Trio (Lamaze) Culver City, Calif., c.
Gibson, Virginia (Queen Mary) NYC, nc.
Gifford, Moya (Bertolotti's) NYC, nc.
Gilbert, Ethel (Gay '90s) NYC, nc.
Glasgow, Charles W. (Ritz-Carlton) Atlantic City, h.
Glenn, Louise (Colosimo's) Chi, nc.
Glenn, Cynda (Capitol) Washington, D. C., t.
Golden Gate Girls, Four (Chateau Club) Rochester, N. Y., nc.
Glover & LaMae (Mayflower) Akron, O., h.
Glover, Ralph (Seven-Eleven) Club) NYC, nc.
Golden Gate Quartet (Cafe Society) NYC, nc.
Golden Pair (Shoreham) Washington, D. C., h.
Gomez, Lolita (Embassy Club) Phila, nc.
Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
Gordon, Rosalind (Boulevard Tavern) Elmhurst, L. I., nc.
Gordon, Grace (Traymore) Atlantic City, h.
Gordon, Dick (Bon Air) Chi, nc.
Gower & Jeanne (Rainbow Room) NYC, nc.
Grace & Nicko (Bon Air) Chi, nc.
Grant, Mary (Colosimo's) Chi, nc.
Gray, Billy (Tic Toc Club) Milwaukee, nc.
Gray, Gilda (Diamond Horseshoe) NYC, nc.
Green, Bennett (Mother Kelly's) Miami, Fla., nc.
Grey, Winnie (Chateau Moderne) NYC, nc.
Griffith & Wells (Show Box) Seattle, nc.
Grimaldi, Marie (Music Hall) NYC, t.
Guards, Eight White (Villa Moderne) Chi, nc.

Guardsmen, Four (Jade) Hollywood, nc.
Gyldenkrone, Ebbe (Wivel) NYC, nc.
Gypsy Trio (Syracuse) Syracuse, h.

H
Hadley, Jane, Dancers (Bismarck) Chi, h.
Hale, Carole (Pine Springs Casino) Freehold, N. Y., nc.
Hall, Charley "Red" (Glen Park Barn) Williamsville, N. Y., nc.
Hall, Kiki (Jockey's Derby Club) Atlantic City, h.
Halliday, Hildegard (Rainbow Room) NYC, nc.
Hamilton, Jean (Prison Inn) Syracuse, N. Y., nc.
Hank the Mule (Bismarck B-Bar-H) Chi, h.
Harrison, Spike (Bill's Gay '90s) NYC, nc.
Hartmans (Ross Fenton Farms) Asbury Park, N. J., nc.
Hasburgh, Rabana (Radio City) NYC, mh.
Hasburgh, Rabana (Music Hall) NYC, t.
Havin, Bee (Blue Lantern) Detroit, nc.
Hawaiians, Three (La Cava) NYC, nc.
Hawkan & Londo (Westminster) Boston, h.
Haynes, Connie (Astor) NYC, h.
Heath, Bobby (Sawdust Trail) NYC, nc.
Helene, Miss (Jack o' Lantern) Eagle River, Wis., nc.
Heller, Jackie (State) NYC, t.
Herrera, Sarita (Lido) Long Beach, L. I., cc.
Heyman, Murray (Coq Rouge) NYC, h.
Hibbert, Byrd & Larue (Hollywood) Galveston, Tex., nc.
Hughes, Carol (Oriental) Chi, t.
Hunter, Grady (Mayflower) Jacksonville, Fla., h.
Hunter, Joyce (Royal Hawaiian) San Francisco, nc.
Hyers, Frankie (Club 18) NYC, nc.
Holden Harry (The Caballero) Seattle, nc.
Hollenbeck, Mystic (Angley) Minneapolis, nc.
Holliday, Billie (Kelly's Stables) NYC, nc.
Hollis & Lambert (Royale) Detroit, nc.
Hopkins, Bob (Arabian Supper Club) Columbus, O., nc.
Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc.
Howard, Joe (Belmont Plaza) NYC, h.

Howard, Ann (Little Rathskeller) Phila, nc.
Howard, Eddie (Oriental) Chi, t.
Howard, Terry, & Co. (Tower) Kansas City, Mo., t.
Holtz, Lou (State) NYC, t.

I
Irving, Val (Brown Derby) NYC, nc.

J
Jackson, Stone & Reeves (Colosimo's) Chi, nc.
Jackson & Lyman (New Yorker) NYC, h.
Jackson, Willie (Paradise) Atlantic City, nc.
Jacobs, Irving (Bowery) Detroit, nc.
Jai Leta (Kelly's) Cincinnati, nc.
Jamison, Bonnie (St. Paul) St. Paul, h.
Jarvis, Sammy (Book-Cadillac) Detroit, h.
Juarez, Juanita (Bath & Turf Club) Atlantic City, nc.
Jaxon, Ventriloquist (Marty's Ship) Three Lakh, Wis., nc.

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Ready Sept. 15. Salary or Percentage. 20 People, Scenery, Paper, Everything. For dates address **JOHNNY SINGER**
2210 Paramount Bldg., New York City.

Johnson, Dorothy (Harry's New Yorker) Chi, nc.
Johnson, Peter (Cafe Society) NYC, c.
Jones, Ralph (Club Rendezvous) Atlantic City, nc.
Jones, Allan, & Irene Hervey (Paramount) NYC, t.
Joy, Billy (Club 509) Detroit, nc.

K
Karen & Crockett (The Oasis) Seattle, nc.
Karger, Betty (Jack o' Lantern) Eagle River, Wis., nc.
Kaye, Don (Brogan's) Buffalo, nc.
Kaye, Danny (Chicago) Chi, t.
Keene, Charles & Kitty (Palomar) Seattle 14-20, t.

Keller Sisters (Stork) Phila, nc.
Kelly, Boyd (Jai Lai) Columbus, O., c.
Kennon, Wayne (Manoa Inn) Phila, c.
Kent, Avis (Mayflower) Akron, O., h.
King, Evelyn (Lavelle's) Wildwood, N. J., nc.
King, Kenn (Prison Inn) Syracuse, nc.

L
La Comparsa Dancers (Ball) Phila, nc.
LaLage (Earle) Washington, D. C., t.
LaMarr, Barbara (Bertolotti's) NYC, nc.
Lamberti, Prof. (Diamond Horseshoe) NYC, nc.
Landi, Maria (Havana-Madrid) NYC, nc.
Landrum, Robert (Music Hall) NYC, t.
Lane, Mitzi (1523) Phila, nc.
Lane Bros. (Diamond Horseshoe) NYC, nc.
Lane, Toni (Mayfair Club) Boston, nc.
La Rue, Bobbie (Prison Inn) Syracuse, nc.
Larue, Anita (Blue Lantern) Detroit, nc.

Lathrop Bros. & Virginia Lee (State) NYC, t.
Laurie, Jack (Club 47) NYC, nc.
Law, Jackie (Club Madrid) Atlantic City, nc.
Lawlor, Terry (Ben Marden's Riviera) Fort Lee, N. J., nc.
Lawrence, Lucille (Paddock) Atlantic City, nc.
LeAnn Sisters (Beachcomber) NYC, nc.
Leach, Earl & Josephine (Evergreen Casino) Phila, nc.
Le Baron, Karre (Middlebrook) St. Louis, cc.
Lee, Cecelia (Coq Rouge) NYC, nc.
Lee, Joe & Betty (Royale) Detroit, nc.
Leonard, Eddie (Diamond Horseshoe) NYC, nc.
LeRoy, Del (Frontenac) Detroit, nc.
Leroy, Count (Glen Park Barn) Williamsville, N. Y., nc.
Leslie, Barbara & Barry (Mt. Royal) Montreal, Que., h.
Lester & Irmajean (Biltmore) Los Angeles, h.
Lewis, Hank (Dog House) Reno, Nev., nc.
Lewis, Welles & Dale (Sawdust Trail) NYC, nc.
Lewis, Joe E. (Riviera) Fort Lee, N. J., nc.
Liebling, Tod & Co. (Riverside) Milwaukee, 16-22, t.
Lit, Bernie (Lavelle's) Wildwood, N. J., nc.
Little, Little Joe (Club Mayfair) Detroit, nc.
Lolita & Ardo (Earl Carroll's) Hollywood, nc.
Long, Walter (Roosevelt) New Orleans, h.
Loper & Barrett (Arrowhead Inn) Saratoga Springs, N. Y., nc.
Lorraine, Billy (Gay '90s) NYC, nc.
Lorres, Alberto (Havana-Madrid) NYC, nc.
Lovette-Villa Co. (State-Lake) Chi, t.
Lucky Sisters (Kit Kat) NYC, nc.
Lure, Diane (Colosimo's) Chi, nc.
Lynn & Marianne (Bertolotti's) NYC, nc.
Lynn, Royce & Vanya (Beverly Hills) Newport, Ky., cc.
Lynne, Don & Betty (606) Chi, nc.

M
McGormic, Mary (Old Heidelberg) Chi, re.
McDonald, Helen (Glen Park Barn) Williamsville, N. Y., nc.
McGlyn, Helen (Barney Gallant's) NYC, nc.
McHugh, Lila (Gangplank) NYC, nc.
McKay, Kay (Mammy's Chicken Farm) NYC, nc.
McNally Sisters (Gray Wolf Tavern) Masury, O., nc.
MacMahon, Larry (Caravan) NYC, nc.
Mack, Buddy (Glen Park Barn) Williamsville, N. Y., nc.
Mack, Al (Colosimo's) Chi, nc.
Madison, Rudy (Bill's Gay '90s) NYC, nc.
Magi, Prof. (Cat & Fiddle) Cincinnati, nc.
Manners, Gloria (Radio Franks) NYC, nc.
Mannequins, The (Primrose) Newport, Ky., cc.
Manor & Mignon (La Conga) NYC, nc.
Mansell, Margie (Imperial) Detroit, nc.
Marino, Carlos (The Caballero) Seattle, nc.
Mario & Florita (Waldorf-Astoria) NYC, h.
Marland, Thelma (Primrose) Newport, Ky., cc.
Marlowe, Donald (Ritz) Columbus, O., nc.
Marlynn & Michael (Rainbow Grill) NYC, nc.
Marsh, Joan (Nomad) Atlantic City, nc.
Marshall, Jack (Club Royale) Detroit, nc.
Mathis, Kitty (Studio) Detroit, nc.
Matthews, Gay (Bismarck B-Bar-H) Chi, h.
Maughan, Dora (Park Central) NYC, h.
Maurice & Cordoba (Yacht Club) Sea Bright, N. J., nc.
May, Bobby (Chicago) Chi, t.
Mazzone & Abbott (Open Door) Phila, nc.
Messing, Mark (Chateau Moderne) NYC, nc.
Michael & Chico (Ball) Phila, nc.
Miller, Poie (Paddock) Miami Beach, Fla., nc.
Minitiv, Dee (Tower) Kansas City, Mo., t.
Mitchell, Nonie (Ambassador, East) Chi, h.
Moana (Lexington) NYC, h.
Moana Hawaiians (Shady Glen) East Durham, N. Y., h.
Mode, Jean (606) Chi, nc.
Modernotes (Vendome) Evansville, Ind., h.
Modie & Lemaux (Tic Toc) Milwaukee, nc.
Mona, Jean (Walton) Phila, h.
Montrose & Pearl (Glen Park Barn) Williamsville, N. Y., nc.
Moore, Bob (Martin Barlow's Tally-Ho Tavern) Atlantic City, c.
Morgan, Stuart, Dancers (Chez Paree) Chi, nc.
Morley & Gearhart (St. Regis) NYC, h.
Morton, Alvera (Club Minuet) Chi, nc.
Murphy Sisters, Four (Lexington Casino) Phila, nc.
Murray, Honey (Wivel) NYC, nc.
Murray, Kitty (Regal) Chi, t.
Murray, Charley (Mammy's Chicken Farm) NYC, nc.

N
Nagle, Bert (Capitol) Washington, D. C., t.
Nanego, El (Beachcomber) NYC, nc.

THE NONCHALANTS
6th WEEK with SAMMY KAYE
NEW ORPHEUM, OMAHA
Direction: MCA
Nelson, June & Kay (Ambassador West) Chi, h.
(See ROUTES on page 66)

ICE SHOWS ON TOUR
Icecapades (Produced by Arena Managers' Association) July 19, for the summer, Auditorium, Atlantic City.
Ice Frolics, A Night at Lake Placid (Sandy Johnson) May 25-Sept. 29, French Bldg., Golden Gate Int'l Expo, San Francisco.
Ice Frolics (Produced by Shipstad and Johnson) Winterland, San Francisco, until August 31.
Royal Ice Palace Revue: Superior, Wis., 12-17.

DRAMATIC AND MUSICAL
Jolson, Al, in Hold On to Your Hats: (Grand O. H.) Chi.
Lawrence, Gertrude, in Skylark: (Curran) San Francisco.
Ladies in Retirement: (Municipal Aud.) Long Beach, Calif., 15; (Russ Aud.) San Diego 16-17.
Meet the People: (Geary) San Francisco.

REPertoire-TENT SHOWS
Ginnivan Dramatic Co.: Woodburn, Ind., 12-17.
Miller, Al H., Show: Alapaha, Ga., 12-17.
Schaffner Players: Memphis, Mo., 12-17.
Stone, Hal, Players: (Fair) Avoca, Ia., 12-15; Treynor 16-18.
Tilton-Guthrie Players: Forest City, Ia., 12-17.

Vaude Progress

Vaude, Bands for Met., Providence

PROVIDENCE, Aug. 10.—William R. Brown, former manager of Albee Theater here for RKO, will manage the Metropolitan and Playhouse for Associated Theaters, Inc., this season.

Brown says Met will open about September 15, playing vaude and name bands for four-day week-ends. Playhouse will house legit attractions during season.

Three Weeks Set In Philly Area

PHILADELPHIA, Aug. 10.—Three weeks of vaude will be available in this territory this fall. Towers Theater in Camden, N. J., will re-light August 23. Fay's, here, returns to flesh September 7.

Carman Theater, here, which had a strike of the musicians' union over the privilege of dropping flesh for the summer, has carried on thru the entire season. House opens the fall season August 23 with a Major Bowes' unit. All three houses are booked by Eddie Sherman. Fate of vaude at Warner theaters in this territory is still hanging fire, as the musicians' union strike rounds out nine months.

Fay's will again use burly strip stars to bolster the bill, while the Towers will again emphasize names and semi-names.

Four RKO Houses Resume for Fall

NEW YORK, Aug. 10.—RKO is set to open four vaude houses beginning August 23. The Colonial, Dayton, will reopen with Charlie Barnet's Band, with the Palace, Cleveland, getting the same attraction on its opening bill August 30.

Orrin Tucker and Bonnie Baker open the RKO Boston, Boston, week of August 15, while the initial bill of the Strand, Syracuse, N. Y., August 30, has not been set.

Rialto, Louisville, Adds Vaude Sept. 30 Thru Golde

NEW YORK, Aug. 10.—Rialto, Louisville, will open with a vaudefilm policy September 30. The house will use name bands and vaude acts.

Lawrence Golde, of the William Morris Agency, will book. The opening talent is not yet set.

Fred Dolle is the operator of the Rialto.

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Next Issue!

Don't miss the second installment of *The Billboard's* Second Annual New York Night Club and Hotel Publicity Poll.

It will analyze night club publicity results, night club press agents, night club owners' personal publicity.

Dr. I. Q. Set for Cap

NEW YORK, Aug. 10.—Dr. I. Q. will do his broadcasts from the stage of the Capitol Theater for 11 consecutive Mondays, beginning August 19. The quizzer will continue to hand out silver dollars for the correct answers to queries.

Dr. I. Q., current at the Fox Theater, Billings, Mont., has made previous stands in theaters in St. Louis, Chicago, Pittsburgh, Philadelphia, Denver, Boston, Hollywood, Dallas and Louisville.

Fox, Detroit, Reopening

NEW YORK, Aug. 10.—The Fox, Detroit, will reopen Friday (16) provided repairs now under way are completed, according to its local booker Herman Citron. Seating capacity of the Fox is being reduced to give it added intimacy.

Citron has a five-act vaude bill set for the opening show. Fox closed late last month, due to union trouble and poor biz.

Film Names Not Too Eager for Vaude Dates Due to High Taxes; Para, Strand Still Want Them

NEW YORK, Aug. 10.—High income taxes on big salaries are playing havoc with the local Paramount and Strand, leading combo policy houses using film names. The managements of both houses admit that the names wanted as "added attractions" for band shows make too much money in pictures to be interested in personal appearance offers.

Film names refusing vaude offers point out that since the bulk of their salary goes to the U. S. treasury they might as well vacation when they're not on call at the studio.

However, Harry Kalcheim, booker for the Paramount, finds that most of those with previous theatrical experience welcome a chance to face an audience. It provides a change, particularly for those facing cameras month in and month out. And it enables those on top to prove to their Hollywood overlords that they can draw at the vaude box office.

Kalcheim points out that all Paramount contract players, except Bing Crosby, who can really sing and dance or do comedy have at one time or another appeared on the Paramount stage. Kenny Baker, who has been a holdout,

is set for early in October.

Strand, a Warner house, has been combing the Warner lot for names. Many names have braved the Strand footlights, booked by Harry Mayer, who has been supplying the Strand with name band and film name shows since it switched from straight films a couple of years ago. In many cases Warner contract players have turned down personal appearance offers because they have no set act and are afraid to face an audience with only a "glad-to-be-here" speech.

Theater Helps Film Names

It has been the duty of Harry Gourfain, Strand producer, to shape suitable acts for Hollywood personalities lacking them. Last week he developed a routine for George Raft, who appeared in conjunction with Warner's *They Drive by Night*, in which he is featured. Raft, having had stage experience, came thru nicely. Such is not always the case, however, with film players who have never faced the footlights. When the reaction of the press to their "acts" is unfavorable they usually blame it on agents or film executives who "high pressured" them to accept the engagement.

Both the Paramount and the Strand see a definite need for personalities today to augment the appeal of most band attractions. Both houses book months in advance when anything that looks like box office is available and also make room for anything hot that may show up the last minute.

Paramount gets Cab Calloway and Avis Andrews for two weeks, opening August 14, following the current combination of Allan Jones, Irene Hervey, Ray Bolger and Xavier Cugat's Band. Package show for a fortnight, beginning August 28, has Will Bradley's Band, with Ken Murray, Dinah Shore and Tito Guizar. Jan Savitt and the Andrews Sisters are scheduled to open a two to three-week run September 11. The Glenn Miller and Tommy Dorsey bands will be the final 1940 attractions.

Gourfain says, "audiences will not accept walk-on appearances of film names. Whatever the star does must have audience appeal. And it's better for personal appearances to be based on anecdotes than on thank-you speeches."

Played the Strand

A check-up on film names that played the Strand since it went into a vaudefilm policy:

Jane Bryan came in with an act written for her by Gourfain. Pat O'Brien did a talk routine with band leader Al Donahue. Hugh Herbert brought in the act he had been using in other vaude spots. Ann Sheridan's act was given a revamping for the Strand. Alan Hale, George Raft, John Payne and Maxie Rosenbloom made one-night appearances at the Strand last year, Raft coming back for his current two-week engagement to do an act arranged for him by Gourfain. Rosenbloom played a regular three-week engagement at the Strand in June and did so well that he has picked up another 12 weeks of vaude.

Wayne Morris' act was built for him at the Strand and the same applied to Johnny Davis. Each picked up several weeks of vaude after his Strand date. Harriet Hilliard did her usual turn with husband Ozzie Nelson. Chester Morris had a prepared vaude turn composed of magic and talk.

Vaude bookers point out that many film names are pleasantly surprised when they do well in vaude, thanks to good advice and handling from their agent, booker or house manager. After they gain confidence many continue picking up vaude dates right up until the time the studio calls them back.

In the case of fading film names, a successful vaude tour often brings them back into the limelight and sometimes gets them a new film contract.

turn trip to the Mikado Room of the Ft. Hayes Hotel, Columbus, O., next week. . . . GEORGES AND JO ANN open at the Oakes Club, Winona, Minn., beginning Monday (12). . . . JACKIE HELLER starts at the Beverly Hills Country Club, Newport, Ky., August 16. Others on the bill are the Honey Family, Benny Ross and Maxine Stone and the Di Vons. Miles Ingalls, of New York, booked.

Club Talent

New York:

SONYA AND FERNANDO ROMERO arrived here last week after 14 months in Europe. . . . ARCHIE ROBBINS has been signed for Leon and Eddie's for an early September date. . . . ETHEL WATERS, opening at the Ross Fenton Farms, Asbury Park, Friday (9), is the first sepiia entertainer ever to appear there. . . .

JULIAN ELTINGE, at the Diamond Horseshoe since May 5, claims receiving several offers for spots in musicals. . . . JUANITA JUAREZ, together with George Negrette and Lolita Cordoba, are set to open at El Chico August 29 or September 5. MCA booked. . . . FRED RONER closed at the Wivel after a series of 14 week-ends. . . . JERRY KRUEGER opens at the Hurricane Wednesday (14), with Moore and Revel and Romo Vincent on the bill.

JOHN BOLES clipped down to Rio to open at the Casino Atlantico for four weeks, with options for Santos and Buenos Aires. . . . PEG LEG BATES sailed on the S. S. Argentina Friday (9) to open at the Casino Urca in Rio de Janeiro August 23. He has a six-week contract with options. Hal Sands booked both deals. . . . CARMEN MIRANDA has reopened at the Urca. She recently closed after one night at that spot because of a poor reception brought on by the illness of the star and a repertoire of Spanish and American tunes. At her reopening she changed to Brazilian ditties, which were better received.

CHANDRA KALY Dancers, spending the summer at Ben Marden's Riviera, Fort Lee, N. J., set back their opening date at the Rainbow Room to January 8 so that they can fill a scheduled engagement at the Music Hall here and at the Chez Paree, Chicago. . . . JOE JACOBSON, co-owner of the Chez Paree, made a special trip to be present at the opening of Sophie Tucker, Harry Richman and Joe E. Lewis at the Riviera Thursday (8). . . . MILDRED CRAIG closed at Leon and Eddie's last week and moved into the Village Barn the following night.

Chicago:

SAMMY CLARK has high hopes for BETTY SHAYNE, West Coast tap dancer whom he has booked into the 606 for September 9. . . . ALYSE CERF, at the same club, will play the Fulton County Fair August 14-16. . . . TONY MARTIN comes to the Chicago Theater this week from a series of nearly 30 one-nighters after playing Paramount, New York, for the third time in one year. . . . THE INK SPOTS have been set into the Blackhawk for the new show August 24. . . . ISOBEL DEMARCO, singing accordionist, now in her fourth month at Teddy's L'Aiglon, will remain there indefinitely.

DICK BARSTOW closed in the Empire Room of the Palmer House Sunday (4) and is now en route to Hollywood to aid Merrie Abbott in dance productions for Paramount's Jack Benny-Fred

Allen film, *Love Thy Neighbor*. Dorothy Dale replaced Barston in the current Ray Noble show at the Palmer House.

Philadelphia:

JOHNNY DeVANT, originally skedded for a single week at Jack Lynch's, starts his third month. . . . JERRY TAPPS topping the Wilson's Cafe bill. . . . KELLER SISTERS into 1523 Club for an indefinite period. . . . INK SPOTS rounding out 20 weeks at the Little Rathkeller, with Johnny and George set to take over later in the month. . . . DELOYD MCKAYE is set at Club Bali for the next 52 weeks. . . . JACKIE GLEASON makes his local bow at the Bali this week. . . . KAY ALLEN, Evergreen Casino thrush, is sick, with Marguerite Howard filling. . . . OSCAR DAVIS, emcee, and Ramos and Nanette, tango twirlers, added at the same Casino.

Atlantic City:

JOE E. LEWIS heading the new bill at Phil Barr's 500 Club, which includes the Four Toppers and Renee and Ruth, with Ann Brandon and the Milray Girls holding over. . . . EARL AND JOSEPHINE LEACH take over the dance spot at the Stratosphere Room of the Traymore Hotel. . . . THOMAS BARRY brings his singing to the Mayfair Lounge of the Claridge Hotel, with the Guardsmen on the assist. . . . THE DeMAYOS, with a conga line, added to Renault Tavern.

Here and There:

SYLVIA FROOS begins at the Hollenden Hotel, Cleveland, August 12. . . . GRACIE BARRIE is doing a repeat at the Bath and Turf, Atlantic City. . . . CESAR AND ROSITA are booked for the Silver Beach Casino, Magnolia, Mass. . . . SARITA HERRERA is in her 11th week at the Lido Country Club, Long Beach, L. I., with the Enric Madriguera Band. . . . JUANITA JUAREZ is current at the Bath and Turf Club, Atlantic City. . . . TOM STOCKLEY is emceeding at the Old Harbor House, Boston. Show there includes Toni, Dottie Scott and Hoop Roller. . . . GARRON AND EDYTHE opened at the Nixon Cafe, Pittsburgh, Monday (5) for two weeks.

DELMAR AND DELANEE are current at the Quin-Se-Willa, Jacksonville, Fla. . . . BARBARA AND BARRY LESLIE, after winding up at the Hollenden Hotel, Cleveland, are en route to the Normandie Roof of the Mount Royal Hotel, Montreal, where they open August 16.

NORMAN LAZARR, who had a year at the Lobby in Juarez, Mexico, in as emcee at the Chez Paree, Denver. . . . JUAN FLORES, piano and vocal, back from California to the Embassy, Denver. . . . REEMS AND FANCHON, Johnny Romero and Bernard all set for the new show at the Lobby, Juarez, Mexico.

BARBARA AND LESLIE opened Monday (29) at the Hollenden Hotel, Cleveland. MARIA KARSON TRIO will make a re-

Strand, New York

(Reviewed Friday Evening, August 9)

Phil Spitalny's femme ork dispenses all the necessary entertainment during this 43-minute session. Length of pic, *The Sea Hawk*, forces a short stage bill. Both attractions are hefty helps to the b. o. At show caught there were many standees.

Individual band entertainers register big. First of the soloists is Mary McClanahan at the drums, who does a lengthy aria of trick poundings. She does much mugging and juggling of the sticks to net a big hand. The band swings into Voodoo at the conclusion of her solo.

Maxine, sultry voiced looker, sells a song nicely. Does *Tennessee Fish Fry* in company with the Murtagh Sisters and glee club background from the ork. *The Lost Chord* gets a similar treatment for a big response. Evelyn, at her violin, helps during the last number. Evelyn, fronting the string section, does *The Breeze and I* and *I'll Never Smile Again*.

June Lorraine scores a show-stop with impersonations. Does Edward G. Robinson, Gracie Allen, Charles Laughton and encores with Katharine Hepburn and Jimmy Durante. A good script helps her tremendously. Begged off.

A newcomer to the troupe is Manya, a juvenile coloratura who shows promise. She took the tricky runs of the *Bell Song* from Lakme like a veteran, and sold this difficult classic in no uncertain terms.

Murtagh Sisters mug their way thru *Boog It* and got a good hand.

The ork contributed *Dipsy Doodle* and Ravel's *Bolero*. The band existed with the entire troupe doing *God Bless America*, with Sylvia Barry soloing.

The vibraphone, which gave added roundness to the ork tone, is missed. No replacement has been made for Trudy Bogard, occupant of that spot, who died last Saturday (3).

Joe Cohen.

Post Street, Spokane

(Reviewed Friday Evening, August 2)

There is a good deal of talent represented in the Bert Levey circuit vaude playing the regular weekly three-day engagement here. But what the show needs is more originality.

The Richardson Twins start things off fast enough with smartly tailored taps. They are good-looking blondes and have snappy bellhop costumes.

Hughes and Green follow with singing and piano playing. Hughes has a clear tenor and pleasing presentation and impressed with a sketch from *Americana*.

Roy Rogers, inebriated comedian, could skip the breath-catching-on-fire and goldfish gulping, old bits. He gets big laughs with his drunken tumbling and has a gasp producer in his dive somersaults without use of hands. He lands on his shoulders.

Don Hooton does a cowboy lariat twirling single, mixing in taps. He is dressed like a collegian.

The Juggling Gregorys have the final spot. Jack Gregory is a hard-working old-timer, but presents practically the same hoop juggling tricks as he did when here two years ago.

Wafford Conrad.

Vaudeville Reviews

Chicago, Chicago

(Reviewed Friday Afternoon, August 9)

Despite the fact that the pic, *All This and Heaven Too*, is in its second week, Tony Martin should pull business. The climax of a small but fine stage show, Martin gives patrons all they want in quality and more than they expect in quantity. A romantic figure with a socko voice, he registers not only with pop tunes but even more so when handling the heavier *Punchinello*.

An ascending star in comedy ranks is Danny Kaye, who is dishing out masterpieces of comic singing. His forte is an expressive face and he knows exactly when to put on grimaces that win laughter.

The Readinger Twins, as usual, give a competent performance. Applauded heartily, they deserved it for their fine precise dancing. Their interpretation of *The Donkey Serenade* is worth a double watching.

Bobby May, juggler, is equally adept with balls, clubs and stove-pipe hat. His comic manner is good accompaniment to standardized tricks. Good novelty stunt is the one in which he stands on his head atop a table lamp and bounces three balls on a drum in time to music.

Norman Modell.

State, New York

(Reviewed Thursday Afternoon, Aug. 8)

Lou Holtz presides over the new vaude layout which has, in order named, the Lathrop Brothers and Virginia Lee, Little Jackie Heller, the Shyrettos and Diosa Costello. Instead of spilling all of his stories in one spot, Holtz delivers them one and two at a time while emceeing. Few of the tales are new, but that dialect is still part of Holtz and that is about all that matters as far as his fans are concerned. And for those who don't care for the comic's style, new material won't change their attitude. At second show opening day he went big, particularly in the final specialty, attempting to carry on a conversation in Spanish with Miss Costello. The laughs were strong and frequent.

Lathrop Brothers and Virginia Lee, a polished trio of soft-shoe strutters, open with some flashy tapping to a pop tune. Girl, a winning personality, singles with a deftly executed rhythm number and the boys follow with their familiar walking taps that have yet to fail to click.

Jackie Heller, dynamic singer of pop songs, stopped the show. He entertains from start to finish and that is quite an accomplishment for a singer. Peddled *I Can't Love You Anymore*, *Fools Rush In*, *The Woodpecker's Song* and *I'll Never Smile Again*. Had to beg off.

The Shyrettos, trio who closed at the Music Hall only last night, work on two-wheeled and unicycles with speed, polish and little apparent effort. Turn includes two men and an attractive blond.

Diosa Costello, a Latin Martha Raye, holds closing spot, which is bolstered no little by Holtz's nonsense. Vocally, Miss Costello is weak, but once she starts to rumba and conga everything is in her favor. Makes a striking appearance.

On screen, Metro's *Susan and God* (second run). Business fair.

Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, Aug. 8)

Florence Rogge's stage show for the current three-week run of *Pride and Prejudice* (MGM) is a surprise, novelty show that uses the stage's remarkable mechanical equipment to real effect. The result is a show that gets several bursts of applause because of its magnitude and trickiness. It's a much better show than most of the more recent ones here too.

Tabbed *Lights and Shadows*, with settings by Bruno Maine, it opens with a *Honeymoon Express* number that uses June Forrest, soprano, dueting with Robert Landrum, tenor, while the glee club sings and the ballet girls flounce around. The sock is reached from the observation platform of the train as it actually moves off stage realistically and its diminishing outlines are seen in the distance.

Ray and Trent, in convict suits, punch across a swell routine of trick dancing, hand-to-hand tricks and slow-motion lifts touched up with comedy effects. Drew plenty of applause. The next number is called *Backstage Silhouettes* and provides Georgie Tapps with a fancy entrance—he is brought down on elevator to stage level—and then clips off his ballet-style tap routines to pop, rumba and paso doble music. His sharply distinctive style, incidentally, looks better in theaters than in night clubs. The set dissolves into a woodland scene and Marie Grimaldi, backed by the ballet troupe, flits about in pictorial manner. Then the lights douse to reveal the ballet girls lighting up their dresses in musical tempo of *Glow Little Glowworm*.

The fourth scene is a towering light-house set, with Jan Peerce lending his soothing tenor to a duet with June Forrest. Applause-getter scene. And then the last scene has Jerome Andrews and two of the house dancers, Hilda Eckler and Rabana Hasburgh, slithering and stretching thru a cramped modern ballet routine atop a small elevated platform. The Rockettes then go to town with tap routines to *The Breeze and I*, the sight of 32 of them doing precision kicking clear across the huge stage drawing the usual burst of applause.

Again the show as a whole is a sure click and makes a fine complement to the strong film. Business, very good.

Paul Denis.

Oriental, Chicago

(Reviewed Friday Afternoon, August 9)

The applause that acclaimed Eddy Howard in his first stage appearance is a tribute to the power of radio. Howard offers four songs, all of which are or have been smash ballads. Caressing the microphone, practically wooing it, has become his style; presenting a picture that symbolizes the sentimentality of his crooning, it should be exploited thoroly in publicity pix.

Jackie Coogan doing a comedy act with the assistance of two stooges, Ken Leslie and Jimmy Cross, does middlin' well with his patter. But the highlight of the act aroused disapproval from patrons, who resent burlesque on sex (unless it is by a name like Milton Berle, who played here recently). The three did a fan dance to end fan dances, skipping about, their trouser legs rolled up and hiding imaginary nudity with newspaper fans.

Carol Hughes, pretty and a likeable personality, makes the most of a fair voice. Especially good is her swinging of *In a Little Spanish Town* and a take-off on Gilda Gray.

The Seror Twins, comedians, go over well with their synchronized dancing. Also scoring handily are Jean Carroll and Buddy Howe. Fast flowing quips and effective style put them over with a bang.

Norman Modell.

Roxy, New York

(Reviewed Friday Evening, August 9)

Roxy this week will likely lay an egg at the box office owing to weak picture, *Return of Frank James*. House, when caught, had more open spaces than the picture.

Vaude is topped by Johnny Woods, mimic who excels in radio satire. Woods did takeoffs on various radio commercials, then satires and imitations of personalities, including Cantor, Jolson, President Roosevelt, Bernie, Allen, Kate Smith and others. Lines are funny and mimicry exceptionally good. Turn almost

scored a show-stop, applause lasting well into the next number.

Alice Dudley and Kenneth Bostock, dance satirists, did two clever numbers. Team differs from others of the same general category in that their satires are really dances, not merely nonsense. Most other dance satirists, also, do turns of questionable taste. Dudley and Bostock are free of this charge, their turns relying on cleverness and true satiric interpretation. Closed well.

Sylvia Foursome is a sensational adagio turn. Act has three men and one girl, latter being thrown and passed expertly. Turn is a thriller, with plenty of grace and eye appeal. Act follows Gae Foster production number wherein the line girls do an Indian dance. Foursome carries out the theme. A classy act.

Ben Yost's New Yorkers are four mixed couples, costumed to fit in with the Foster line's conga number. Various of the femmes and men stepping forward to do solo bits. Nice voices, plus effective production aid via the costumes and previous work of the line girls. Yost singers did so well that they could very well have delivered one or more tunes.

Paul Ackerman.

Harper, Detroit

(Reviewed Thursday Evening, August 8)

With Detroit vaudeville now limited to a half week at the Harper, the six-act straight vaude bills booked by Sol Berns are drawing flesh lovers to this Eastside neighborhood. Show runs nearly an hour, with Adolph Hollander doing a first-class job with an abbreviated stage band, and Jack Richmond, as emcee, confining himself to introducing acts.

Ray and Arthur, hand-balancers, present a well-received routine. Novelties include one partner's doing a hand-stand while being raised on the other's upturned heels. Lads took an easy encore.

Winston and Lolette, in their *Cavalcade of Dance*, run from the Charleston to jitterbugging, varying act with rhymes introducing each new routine, uttered by one or both partners. Style is characterized by a light-footed rhythm.

Warner and Leigh, mixed singing team, rate near tops on appearance and harmony. Their repertory runs from popular ballads to semi-classics, including *If I Had My Way* and *Love Is So Sweet in the Springtime*.

Barbie and Gray, with a turn billed as *What's on Your Mind?*, open with a satisfactory exotic dance number played straight, swing into a phony mind-reading takeoff worked mid-house, a sketch of the Galento fight with the girl as announcer and a song number by the girl while her partner diverts attention by swallowing live goldfish—absurd non-sequiturs that rated a good hand.

Youmans Brothers, accordion, clarinet and violin trio, do well-orchestrated versions of various radio bands, plus a comedy version of *St. Louis Blues*, rating a double encore for the finale.

H. F. Reves.

Detroit Cruises Use Talent

DETROIT, Aug. 10.—Weekly show of six to eight acts is played to an audience of nearly 3,000 on the cruises staged every week-end by the Detroit and Cleveland Navigation Co., on its largest ships, out of this city. Shows are booked by the Monte Carlo Studios.

Talent Agencies

SYDNEY X. HARTMAN has left the Chicago office of General Amusement Corp.

JOLLY JOYCE, Philadelphia, adds Chateau-Monterey, Wildwood, N. J., and 'Round the World Room at Hotel President and T-K-9 Club, both in Atlantic City, to his books. . . . JACK FIELDS joins the Tony Phillips' booking office in Philadelphia. . . . BILL SMITH, Philadelphia, sets the Four Toppers at Phil Barr's 500 Club, Atlantic City. . . . NOEL SHERMAN, New York, will produce the line for the opening fall show at Club Bali, Philadelphia.

HARRY STONE, Rochester booker, escaped injury when his car was wrecked after being forced off the road recently.

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Chi AGVA Enlists Volunteers To Aid In Member Drive

CHICAGO, Aug. 10.—A volunteer organizer system has been established here by AGVA to supplement the regular corps of organizers. Union members will devote off nights to the job of contacting non-union clubs and artists in an effort to bolster AGVA's waning membership here. First volunteer organizer to serve the union will be Bill Talent, juggler. There will be a concerted drive, said Graham Dolan, to obtain more closed-shop agreements, collect dues and line up non-union acts.

Next week still another effort to strengthen AGVA will be made by Dolan with the help of Ford, Harris and Jones, colored act, now playing the State-Lake Theater. A drive will get under way to organize colored performers in Chicago, especially in the Southside niteries. There are said to be spots in Chicago which pay their chorus girls as little as \$4 a week.

CHICAGO, Aug. 10.—Two shows at Dutch's, Lansing, Ill., nitery, were stopped last Saturday night (3) by Graham Dolan, head of the local AGVA office, while an ultimatum was given Harry Covert, proprietor. Dickering for unpaid wages went on in the back room and a temporary agreement was arrived at in time for the third show after Covert paid over a good portion of back salaries owed artists.

An agreement between Dutch's and the actors' union was signed Tuesday (6) which provided for a nightly installment pay-off to all acts. As a test of strength, said Dolan, the agreement is important because it indicates the growing importance of the union in the night club field.

In the future Dutch's will abandon week-night shows, a steady loss, and depend on week-end shows for its draw.

Harry Carlin Drops Dead In Palace Bldg. Office

NEW YORK, Aug. 10.—Harry Carlin, local night club booker, dropped dead in his office in the Palace Theater Building late Wednesday afternoon (7). Carlin's death was attributed to a cerebral stroke brought on by high-blood pressure.

Carlin started as a page boy at the Union Square Theater at the turn of the century and after five years became a stenographer in the United Booking Office, which was later absorbed by Keith-Albee. At the time the circuit reorganized in 1930 he was booking the family time in New England. He opened his own agency and in 1935 Oscar Lloyd became his associate.

Carlin, who was 50, is survived by his widow, Edna, and a son and daughter. He was buried Friday (9) from a funeral parlor in Brooklyn. (For further details, see Final Curtain Department.)

Reviews Of Units

"Tattle Tales of 1940"

(Reviewed at the Paramount Theater, Los Angeles)

Lack of direction is the apparent reason Jack Laughlin's *Tattle Tales of 1940* just misses getting into the heavy-crown brackets. There is nothing wrong with the talent and the score isn't bad.

When the revue first opened at the Mayan Theater here it ran nearly two hours. To tailor it for vaude Laughlin had to whittle it down to an hour. The cut naturally hurt a bit. However, the show should get rolling after a few more performances of the streamlined version.

Show opens with a Hollywood casting office scene, which made an adequate curtain raiser. Patricia Jackson, a looker, delivered a conga-rumba routine with a finesse that is often lacking in dances of this kind. Got a nice response from the crowd. David Durand and Sonia Lawrence did a bit of romantic warbling that went well. They make a good combination both from appearance and delivery.

One of the best numbers in the show is the *Tattle Tales* routine, with David Durand, Joyce Reimer and Elena Berugo. Dressed as kids, the two femmes vie for the male's affection via the lyric route. The trio contributed a fresh, youthful note to the show, which compensated for its weak points. Highlight of the revue from the production angle was the number, *Roll Along, Okies*, a sort of *Grapes of Wrath* sequence done in music. Idea cast a somber note but was well done and is different.

Lee Murray did a knockabout routine that was good. Working as a drunk, he falls all over the stage, even landing in the orchestra pit. A femme stooge planted in the first row aids in getting the laughs.

Edith Wilson, sepia warbler, delivered a couple of her pet numbers, one having to do with wanting to find a two-fisted man. For this type of stuff she is as good as any in the business.

Don and Sally Jennings took the spotlight for some better-than-average dance routines. Working a straight ballroom number first, they followed with impressions of other dance teams. It was good stuff.

Blackouts as a whole were lacking in humor. A little time spent on whipping up some new material would aid the show in this department. Bob Freeman tried hard in a couple of bits but was handicapped with the material. Given adequate stuff, Freeman could do much to give the show punch.

Emsee job was handled by Lee Trent. He has a fair line of chatter but lacks the self assurance needed for this type of work. Score was done by Bob Carleton and Cliff Dixon. Several numbers in the show should be able to make the hit brackets with a little plugging.

Dean Owen.

"Midnight on Broadway"

(Reviewed Thursday Afternoon, August 1, at the James Theater, Newport News, Va.)

This undistinguished and uninspired production has virtually nothing to recommend it aside from a harmonica trio.

Show follows routine, with a top-hat and cane opening by a seven-girl chorus, muddling on looks and not even passing as to stepping. Opening features Bob Alexander, tapper, of whom more later.

Ross and Reita offer an acro dance number after being presented by an emcee in barely intelligible language. Next is Dotty Edwards, hotcha dancer, who doesn't make the grade either.

Emsee is back with Carl Mason in a crossfire which has its funny moments, even tho some of the stuff is old and pretty blue.

May Parrish, called the Georgia Songbird (wait till Georgia hears of this), warbles *Shake Down the Stars* and *Stardust*. Singing is something she should not attempt—or maybe she had a cold.

Dancing Debs are back in a waltz number, with Maurice and Andrea in a ballroom routine. Then the Three Harmonica Rogues do an excellent repertoire, including *Beer Barrel Polka* and *Song of India*. They got a rousing encore playing *Hungarian Dance No. 12*.

Pat Patterson, featured performer publicized by Ripley, goes thru an acro routine, climaxed by her picking up a cigarette in her teeth while turning a somersault. Bob Alexander is back in a routine eccentric dance, emsee and Mason

return for the old newspaper bit, and Maurice and Andrea, in their third change, do a reasonably good adagio turn. Show winds up swiftly and sloppily with a jitterbug finale.

Picture was *Courageous Dr. Christian*, and crowd, more than two-thirds of a house, was overly generous with applause. Warner Twyford.

Renfro Valley Barn Dance

(Reviewed at Columbia Theater, Alliance, O., Wednesday Night, July 31)

Newest edition of this typical hillbilly unit group, aired Saturday nights from Station WLW, Cincinnati, is a bit stronger on talent than the 1939 edition.

Unit is playing theaters and county fairs this summer and fall. It has about 20 people, carries its own stage setting this season. Popularity is on the wane in theaters, but troupe continues to wow 'em at the smaller county fairs.

Popular radio pair, Aunt Idy and Little Clifford, head the new unit. They have the audience in stitches. Little Clifford, who has never said anything on the air, is mistaken for anything from a dog to a cow. In reality he is a young man of 23, six feet tall and weighing around 270 pounds. Aunt Idy, possessor of a strong voice, does an excellent character of an old mountain country mother trying to rear her "little boy" and make a man of him. Clifford amuses with his boyish pranks and Idy's chatter is timely and original. She sings well, her best *He's Winkin' at Me*.

Probably next best known is Slim Miller, who does a lot of trick fiddling and who can really bow a mean fiddle when he gets serious. He's a good comic. Jokes are clean and he's a capable hooper but does too little of it. The Coon Creek girls, three good lookers, play and sing hillbilly music well. Bill Russell, who amazes with his harmonica, is about the best artist on this instrument seen here in years. Plays to his own uke accompaniment. He works dead pan and drew the top applause of the show. Granny Harper is in her 70s but gives the folks a bit of old-time fiddling and sings old-time songs. She also wins loud applause with her old-time steps. Gene Cobb does both black and white face monolog; some of his material is new and some as ancient as Joe Miller's joke book. He won favor with those who recalled the minstrel days. Six youthful musicians play both modern and old-time music most acceptably, *Little Girl* clicking best. Si and Fannie and their trick mule, a turn familiar to county fair patrons of this section, get a lot of laughs. Turn should be a natural when the unit hits the rural fair circuit.

Troupe did four shows the one day it played here. Business big.

On the screen, *Little Orvie* (RKO). Rex McConnell.

Party for Baby Yvonne

ATLANTIC CITY, Aug. 10.—Baby Yvonne, billed as the world's youngest mentalist, was given a party to celebrate her 10th birthday between shows at Hamid's Million-Dollar Pier here. She is the daughter of Princess Yvonne, mentalist, and Doc Irving and has been in show business for three years.

25-Act Show Set

PITTSBURGH, Aug. 10.—A 25-act vaude show will feature the National Turtle Derby September 11 in The Gardens by the Variety Club. The show, to also include bands, is being arranged by a committee comprising booker Joe Hiller, Nixon Cafe owner Tony Conforti, radio emcee Brian McDonald and orchestra leader Maurice Spitalny.

Camden Club Reopening

CAMDEN, N. J., Aug. 10.—Louis DiMattia reopens the New Lido Club, well-known nitery of some years back. Russell Murdock Band is set, with floor talent to be added in the fall.

Nut Club Expands Show

PITTSBURGH, Aug. 10.—Manager Al Mercur will add talent for his Nut House in suburban Millvale. His current cast includes Jim Buchanon, Joe Klein, Ted Blake and Harry Nossokoff, with Sid Dickler his press agent.

DOROTHY KAY has resigned her p. a. job on the Beachcomber night club, New York, and the Stamford, Conn., Playhouse, after seven years association with Monte Proser. Jack Diamond succeeded.

New Owners for Southland, Boston

BOSTON, Aug. 10.—The Southland, last local stronghold of the jive, was purchased this week by the management of the Coconut Grove. Formerly operated by the Warrenton Restaurant Co., Inc., the Southland featured jump bands last year, including Count Basie, Cab Calloway, Harry James and Teddy Powell. Spot also featured an all-colored revue. The new Southland will continue name swing bands, at least for the present.

McCastland, Wells Split

MIAMI BEACH, Fla., Aug. 10.—An amicable split has been effected at El Chico, year-round spot, with reins entirely in Paul McCastland's hands. Former half owner George Wells leaves for California shortly. Coincident with Wells' leaving is booking of new band after two years and discontinuing of "country store," which Wells put on. Makiki's band replaced Don Quintana.

ALIENS MUST REGISTER

(Continued from page 3)

the questions that will be asked.

Every registered alien will receive by mail a receipt card which serves as evidence of his registration. Following registration, the Act requires all aliens, as well as parents or guardians of alien children, to report changes of residence address within five days of the change.

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WATCH— In Fall Special

(Dated Aug. 31)

DESIGN FOR LATIN AMERICAN ENTERTAINMENT ON BROADWAY

By SERGIO ORTA

(Producer at the Havana-Madrid Night Club, New York)

HOW THE DE WITT HOTEL CHAIN SELECTS ITS TALENT

An interview with Richard F. March, vice-president of the hotel chain and manager of the Hollenden Hotel, Cleveland

CASTING CHORUS ENSEMBLES IS PASSE

By MERRIELL ABBOTT

(Producer of shows for the Palmer House, Chicago)

Dance Schools Dominating Line Producing and Training Girls From Teens Up to First Unit Job

Vaudefilm Grosses

Broadway Grosses Better; Richman 20G; Roxy 34G; Jones, Hervey, Cugat 51G

NEW YORK.—Broadway grosses showed definite improvement, with the Paramount, Strand, Roxy getting most of the coin. The Music Hall, however, fared badly with its one week attraction.

The Paramount made a nice comeback for the week ended Tuesday (6), getting a hefty \$51,000 with bill consisting of Allan Jones, Irene Hervey, Xavier Cugat Band and Raul and Eva Reyes. Pic, *Boys From Syracuse*, also helped at the gate. This layout will stay for three weeks. (Prior bill, one week of Louis Armstrong and Ethel Waters, pulled a low \$28,000. Pic was *Untamed*.)

Loew's State also showed an improvement, picking up \$20,000 for week ended Wednesday (7) with layout including Harry Richman and Georges and Jalna, with film *The Mortal Storm*. New bill which came in Thursday (8), including Lou Holtz, Diosa Costello and Jackie Heller, together with *Susan and God* on screen, is expected to do around \$19,000. (Previous bill, with Andy Kirk's Band, Dixie Dunbar and the Juvells, along with *21 Days Together*, pulled \$18,000.)

The saddest figures on Broadway come from the bill at the Music Hall for week ended Wednesday (7). Pic, *South of Pago Pago*, did a miserable \$58,000. Stage had Yoyo, Jan Peerce and the Shyretts. New bill which came in Thursday (8) with Georgie Tapps and Jan Peerce on stage, together with *Pride and Prejudice* on screen, is expected to put the MH gross back into the super brackets. First week of this three-week layout is likely to be around \$92,000. (Prior bill, with four weeks of *All This and Heaven Too*, Tiebor's Seals and Jan Peerce, totaled \$345,000.)

The Strand, with the second week of George Raft in person and on screen in *They Drive by Night*, came up to expectations with a gross of \$37,000 for week ended Thursday (8). Management would have liked layout to linger for another week, but were balked by Raft's Hollywood commitments. First week of

this layout did \$44,000. New show came in Friday (9), with Phil Spitalny's girl ork on stage and pic, *The Sea Hawk*, is expected to do around \$43,000 for its first week. This layout is scheduled to stay three or four weeks. Potency of both the stage crew and pic is expected to return good grosses during its entire stay. (Prior bill, with two weeks of Rudy Vallee and *My Love Came Back*, did a poor \$47,000.)

The Roxy did well week ended Thursday (8) with stage bill including Dick, Don and Dinah; Dennis Day, Coleman Clark and Val Setz, along with film, *The Man I Married*, getting a nice \$34,000. New bill which came in Friday (9) includes Johnny Woods, Alice Dudley and Kenneth Bostock and the Sylvia Four-some, together with *The Return of Frank James*, is expected to bring a gross of \$36,000 for the first week. (Prior bill with Dennis Day, along with him, *Turnabout*, pulled a meek \$23,000.)

"Pan-American" OK 88C in Milwaukee

MILWAUKEE.—*Pan-American* *Way* grossed a respectable \$8,800 take at the Riverside Theater for the week ended August 8.

Show included the La Playa Dancers, Fantasia Novaa, the Rhumbaleros, Bob and Grace Conrad, De Fleres Felipe, Vic Hyde, Fenwick and Cook, and Thelma Marlowe. Average biz is \$7,000.

Pic, *Out West With the Peppers* (Col.)

Sp'gfield Does Well

SPRINGFIELD, Mass.—A break in the weather gave the Court Square Theater a full house for the three days ended Saturday (3). It was the first good house in several weeks.

Featured were Billy Barty and company. Also appearing were Blake and Marie, Bob Flinch and his puppets, Denise and Forest, Fatty Lamon, and Audrey Dennison.

Movie, *Brother Orchid*.

"Scandals," Bernie Okeh in Buffalo

BUFFALO.—Despite the continued heat wave, the past week spelled fair enough at the downtown box offices. The Century opened good for the August 9 week with George White's *Scandals* unit. Richard Kemper, house manager, is counting on at least \$15,000. Average is around \$8,000. *Scandals* features Ella Logan, Ben Blue, Billy Rayes, Craig Mathues, Kim Loo Sisters, Ross Wyse Jr., Knight Sisters, June Mann, Christime Forsythe, Fred Manatt, Fran English, Leila Rayes, Olga Gorey, Elinor Counts and Alexis Dunlop. Picture is *Beyond Tomorrow*.

For August 8 week the *Crazy Show of 1940* came thru with a fair \$10,900 take. The screwy scramble featured Milt Britton and band, Samuel Brothers and Vivian, Helen Pammer, Dare and Yates, Mary Ann McCall, Tommy Rafferty and Joe Britton. Pic, *Scatterbrain*, was no help.

The Buffalo opened week of August 9 with a promising line-up of names, which is expected to garner at least \$16,000. Average is \$12,500. Ben Bernie and his lads and lassies are on tap, with Henry Armetta, screen comedian, another feature. Other talent includes the Bailey Sisters, Donald Saxon, Johnny Ryan, Johnny Barnes and the Three Arnolds. Picture, which also features Armetta, is *We Who Are Young*. D'Artega, house leader, leaves week of August 16 to form a band of his own. Ernie Florito has been signed to fill his place.

Week ended August 8 the Buffalo did well enough, considering the heat and picture attraction, *Pride and Prejudice*. Pulled an average \$12,500. This was slightly below anticipations, as the Adrian Rollini Trio, on a return performance, was expected to score heavily. Rollini Threesome, D'Artega's Ork, the Hansonettes and George Breckenridge complete the flesh line-up.

Chi Houses Going Well; Crooners Pull; State-Lake Average With Count Basie

CHICAGO, Aug. 10.—A big week ending August 8 was reflected in the b. o. at all vaudefilm theaters. The Chicago hit a solid \$46,000, which may be attributed in a 40-60 ratio to the swingomania of Gene Krupa and the widely publicized and not-too-over-rated pic, *All This and Heaven, Too*. At the State-Lake the *Bowery Music Hall Follies* drew better than expected, a well-above-average \$18,000, despite ordinary pic, *Wagons Westward*. Sammy Kaye clipped off around 17½G at the Oriental, supported by the pic *I Was an Adventuress*.

Current week promises to be a bonanza for the Oriental. Eddy Howard's radio and record fans are crowding around the ticket office. First two days indicate he might outdraw Sammy Kaye to the tune of about 19G.

With the Chicago pic playing its second week, the burden of drawing the crowd rests a little more heavily on the stage show, particularly Tony Martin, and from first observation it looks pretty

much as tho the gross will measure a very good 39G.

The State-Lake doesn't promise to do better than average, 14 or 15G, notwithstanding Count Basie in person and a Nick Carter pic, *Phantom Raiders*.

Vaude Bill Good 64C in Kaycee

KANSAS CITY.—Variety bill of Walton and O'Rourke, Ming and Toy and Wilfred DuBois scored a nice \$6,400 for week ended August 2. House average is around \$6,000.

Pic was *Cross Country Romance*.

Happy-Go-Lucky unit, at Barney Joffe's Tower Theater for week ended August 1, grossed better-than-average \$6,600, with accompanying pic, *Cross-Country Romance*. Stage show included Walton and O'Rourke, Ming and Toy, Wilfrid Dubois and Lester Harding.

Show, however, failed to equal Isham Jones' \$7,500 mark for week ended July 25, when Jones presented Connie Starr and a revue, with accompanying pic, *Lucky Cisco Kid*.

Spokane Improves

SPOKANE, Wash.—Vaude policy at the Post Street Theater began to shake off its summer doldrums two weeks ago and last week got within respectable distance of the winter house average of \$1,750, Manager Bill Evans said. Bargain bills may have been responsible for better grosses.

Palomar Gets 55C With Strip Unit

SEATTLE.—Return of night baseball after a three-week absence, took much coin away from the theaters. An alleviating factor, however, was the return of cooler weather. The Palomar, with the *How to Undress With Finesse* act on stage, pulled \$5,500 for week ended August 2.

Films were *Wagons Westward* and *Tomboy*. House average gross is around \$5,000.

Vaudeville Notes

JACK POWELL tops the bill at Steel Pier, Atlantic City, which opened Saturday (10), along with Burke and Masters, the Three Samuels and Harriet Hayes, and Goodrich and Nelson. . . . HERMAN TIMBERG SR., with SUE CALVERT, opened Sunday (11) at Hamid's Million-Dollar Pier, Atlantic City, along with the Kitaros, Frank and Pete Trado, Billy Wells and Four Fays. . . . TOM MIX starts at Hamid's August 25.

PRINCESS PASHA, one of the featured dancers in the *New York Penthouse Follies* unit, is visiting her parents, Mr. and Mrs. Charles Raphael, of Natchez, Miss.

BOB ROSEN'S Americanization Rally at the Kingsbridge Theater, Bronx, N. Y., held in connection with the showing of *Waterloo Bridge*, drew 400. Speakers included the Hon. James Lyons, boro president of the Bronx; Major Gustav Lamm, commander of the Veterans of Foreign Wars; A. H. Roemer, commander of the Ochs Post, American Legion, and Edna Keller, Girl Scout rep. . . . CLARK ROBINSON, stage designer, has filed a voluntary petition in bankruptcy in New York, listing \$31,433 in liabilities and no assets. . . . HENRY YOUNGMAN, comedian, has cut two sides for Victor, the numbers being a mixture of fiddling and comedy talk. . . . ANDREWS SISTERS go into the Hippodrome, Baltimore, after a five-day vacation in Atlantic City.

FRANKIE SCHLUTH completes 10 years as director and emcee of Sunday stage shows at Willow Grove Amusement Park, Philadelphia. . . . THE GUARDSMEN, current at Hamid's Pier, Atlantic City, will play vaude until September 16, when they start six weeks at Lexington Casino, Philadelphia.

BEN DOVA, now at the New York World's Fair in the *Gay New Orleans* show, is already set for a six-week engagement at the Club Urca, Rio de Janeiro, opening January 24, 1941. He will sail January 11.

WILLIAM SEABURY, veteran vaude dancer, is organizing a new flash act for vaude. To be known as William Seabury and his Pompadorables.

PAUL REMOS has been booked into the Ed Sullivan unit for the Harvest Moon program, two weeks beginning August 29. . . . THE RITZ BROTHERS start another vaude tour at the Lyric, Indianapolis, August 23, with the Chicago, Chicago, following. MCA is lining up other dates for them. . . . MITZI GREEN, late with *Walk With Music*, is set for the State-Lake, Chicago, week of August 23. . . . BETTY HUTTON will do a return at the State, New York, week of August 22. . . . ADRIAN ROLLINI TRIO go to the

Chicago, Chicago, week of August 22. . . . THE BRYANTS are set for Loew's State, New York, week of September 6, and the Capitol, Washington, October 4. Jack Davies and Milton Berger booked. . . . JOHNNY WOODS will be at the Chicago, Chicago, week beginning August 30. . . . JAMES BARTON starts August 19 in *Shepherd of the Hills* for Paramount studios.

Morris Wants To Book Vaude Direct

CHICAGO, Aug. 10.—After 13 months, Leo Salkin, vaude booker for the William Morris Office, is giving up the Tower, Kansas City, Mo. Effective September 6, booking switches to the Billy Diamond Office, handled by Dick Hoffman.

Morris Silver, manager of the local Morris office, explained the change as the result of the agency's decision to handle all bookings direct without having to clear thru another agency. In the case of the Tower Theater, it was the desire of the management to have Morris office acts clear thru Frank Tracy, a local Kansas City agent who also produces the shows.

"Our relationship with E. Bernard Joffe, operator of the Tower and also talent and band buyer for the Muehlebach Hotel," said Silver, "will still continue friendly. However, any Morris acts that may play the Tower will be booked direct."

Special Nights Draw Customers

WILDWOOD, N. J., Aug. 10.—Local niteries make sure they don't miss a single prospective patron by dedicating each night of the week to a definite cause.

Jordon's Cafe puts up a sign calling it "Old-Fashioned Dance Night" on Monday; Tuesday is "Bag Night;" Wednesday gives "Amateur Night;" Thursday it's "Table Number Night;" Friday finds "Party Night;" it's "Get-Together Night" Saturday, and "Country Store Night" Sunday.

Inlet Cafe, letting the week-end nights take care of themselves, has "Jitterbug Night" Monday, "Amateur Night" Tuesday, "Potato Novelty" Wednesday, "Country Store" Thursday and "Prize Waltz Night" Friday.

And Shamrock Cafe has set aside Thursday as "A Night in Ireland."

D. C. Stands See Just So-So Biz

WASHINGTON.—Film fare being what it is the two local houses will do well on moderate business for week ending August 15.

Warner's Earle, holding over a successful sleeper, *My Love Came Back*, adds a new stage for a second week, expecting a modest \$12,500. Red Skelton and Edna Stillwell, holdovers, are supported by return engagement of popular Rita and Ed Oehman, La Lage, Tommy Trent and the Roxettes. Last week the pic did a good \$18,000.

Loew's Capitol, showing *Great McGinty*, will be lucky to do \$16,000 for week ending August 15. On stage are the Bricklayers, Jimmy Edmundston, Bert Nagle and Company, Zynda Glenn and the Rhythm Rockets. Last week Nazi-baiting *Man I Married* did \$14,000, slipping from expected 18Gs.

Red Nichols Big 10G in Indianapolis

INDIANAPOLIS.—A variety bill with Red Nichols' Band, Cass Daley, Three Arnolds and Fenwick and Cook brought a hefty \$10,000 to the Lyric for week ended August 3. The b. o. was affected by five days of terrific heat. Despite the torridity the Lyric licked the house average of \$8,000.

Pic was *Wagons Westward*.

Tucker, Baker Hit 24G in Baltimore

BALTIMORE.—Orrin Tucker and Bonnie Baker brought a considerable increase to the Hippodrome average for the week ended August 1. The crew tallied a tremendous \$24,500, as against the house average of \$14,000.

Pic, *Cross Country Romance*, drew little.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

FLORETTA AND BOYETTE, after a week's vacation at their home in Andalusia, Ala., returned to New Orleans to open in the Blue Room of the Hotel Roosevelt August 8 for a four-weeker with the Hal Kemp Orchestra. . . . **LA FOLLETTE** closes his Show of Thrills at Revere Beach, Mass., on Labor Day, after which he plans to hit the road with his *Unbelievables of 1940*. He is entertaining an offer to take the unit to South America. . . . **TUCKER KEY**, after a theater swing thru Kentucky and Indiana, has begun a similar trek thru Illinois and Tennessee. He contemplates closing about August 25 to augment his show for fall dates. Key reports that this summer, despite the terrific heat, has been the best in several years for him. . . . **PROFESSOR LEROY**, the "man with the X-ray eyes," has moved into the Merry-Go-Round Room of the Ritz-Carlton Hotel, Atlantic City, for an indefinite engagement. . . . **JUDITH JOHNSON**, mentalist, and her partner, Harold Laughon, have closed a return engagement at White House Inn, Warren, Pa., and are now on a theater-niterity tour thru Ohio and Pennsylvania. . . . **MELISO** has been making one-night stands thru Indiana and Northern Ohio with his platform show the last two months. He now has under construction a new trailer, which he plans to equip with illusions and tour it as a walk-thru show, opening around September 1. . . . **THE GREAT JAXON**, ventriloquist, after a fortnight's stand at Stevens Point Hotel, Whiting, Ind., journeyed to Eagle River, Wis., to attend the annual conclave of the Houdini Club. After the shindig he decided to hang around and combine a vacation with business, and on his first day out demonstrated his prowess with the rod and reel by landing a mammoth muskie. Mike Zens, Houdini Club president; Murdock, Mahendra, Dr. Berche and several other magi also remained over after the convention for a few days' vacation in the Land o' Lakes country. Judge Carter, club treasurer, was host to the convention. . . . **MARVELLE** is an added starter in the floor show at the 'Round the World Room at the Hotel President, Atlantic City. . . . **BOB NELSON** takes his Nelson Enterprises into new and larger quarters at South High street and South Pearl street, Columbus, O., September 1.

PAUL ROSINI again proved to us last week that it isn't how much magic equipment you tote but how you present your stuff that counts. When we caught the suave Paul at Jimmy Brink's Look-out House, Covington, Ky., where he's now winding up a fortnight's stand, he took his place on the floor armed only with the venerable egg-bag, the torn-card-in-the-cigarette trick, the thumb-tie with rings and a few decks of cards and for 20 minutes regaled the patrons for a fare thee well. In fact, they actually hollered for more when he bowed out. Put those same tricks in the hands of a less capable magish and they would have likely fallen as flat as a new bride's *bundkuchen*. However, Rosini's showmanship, augmented by his delightful dialect, his witty ad libbing and his deft handling of audience stooges, made them appear like miracles. As has long been said: "It's not the magic, it's who's doing it." . . . **AL DELAGE AND CO.** will head westward after the conclusion of their current engagement in the Aladdin Room of the New Bedford Hotel, New Bedford, Mass. . . . **JOAN BRANDON**, the magical lovely, posts that she's had a marvelous month in Atlantic City. She's current at the 500 Club there. . . . **LANDRUS THE MAGICIAN**, of Harrisburg, Pa., launches his two-hour magic and novelty show late in September. He will play two-night stands, changing programs nightly. He says he's set thru November. . . . **ELMER (SKIMP) MORRIS** is vacationing for three weeks in Chicago, dividing his time between the magic emporiums and the city's beaches. Says he has lined up a five-piece hillbilly band and will open in the South next month, featuring his rube magic turn. . . . **THE NEMARS**, active in Ohio theaters since last December, spent several days in Cincinnati last week, visiting friends and arranging for more playing time. When presenting their midnight spook show, the Nemars use their regular billing, but when presenting their magic routine they are known as Shirley and Spencer, the "mad magicians." Nemar stopped off at the magic desk during his Cincy sojourn.

Gateway Casino Reopening Under Deighan Operation

ATLANTIC CITY, Aug. 10.—Gateway Casino at Somers Point, which closed early in the season, reopens under management of Neil F. Deighan, operator of the Old Mill Inn at Pennsauken, N. J. Spot started with name bands and Bobby Sanford floor shows, but couldn't stand the gaff after a slow start. The policy of the Old Mill will be used here, calling for Joe Kraft's music, a large show, pop prices, no cover or minimums.

Another late starter here is the Boardwalk's Breakers Hotel, which opens a Russian Casino. Policy calls for native talent, opening bill heading Michal Michalesko, Yiddish star, along with Maria Hallen, Mania Tomara, Leon Katzowsky and Teva Gorodetsky's Gypsy Orchestra.

Meanwhile Mayor Thomas D. Taggart continues his anti-gambling crusade, which threatens to ruin the resort's night life. Hizzoner knocked off one of the fanciest casinos in town last week. At least two other gambling spots folded following the raid, but the "domestic" establishments along the Boardwalk are still operating.

Arcadia Bankruptcy Tangled in Court; Anchorage Reopens

PHILADELPHIA, Aug. 10.—Judge Francis Brown has postponed bankruptcy proceedings involving operators of the Arcadia International Cafe, halting a move to appoint a permanent receiver for the niterity. Last week Mrs. Anna Kugler Derham, a majority stockholder in the corporation operating the cafe, filed a bill in equity enjoining stockholders Harry R. Tully and John Roberts from trying to oust her. Judge Brown ordered the postponement pending a decision in the Federal Court, where creditors have asked that the cafe be adjudged in involuntary bankruptcy. Meanwhile niterity is being operated by G. Ruhland Rebmann Jr., temporary receiver.

It was disclosed that the Arcadia lost \$11,503 in the six months ending in June and also owes \$28,000 in rent. Mrs. Derham is daughter of the late William Boothby Kugler, who took the spot over after Arthur Padula gave it up.

Padula last month lost his Anchorage Inn when federal men took over for failure to pay Social Security taxes. Anchorage is due for a new lease under management of Harry Drob, formerly of the local 21 Club, and Sam Ottenberg, local realtor, and Isabel Hackett, treasurer of the group. Sale must be approved by Federal Judge Harry A. Kalodner. Drob will reopen as a class niterity, with Marjorie Gainsworth set for the inaugural show.

Philly Niteries New Assn. Prefers Out-of-Town Agents

PHILADELPHIA, Aug. 10.—The new association of niterity owners took permanent form this week at a meeting attended by 25 cafe owners representing spots thruout Eastern Pennsylvania. It was decided to call the group the Pennsylvania Cafe Cabaret Association. Charlie Solit, legal advisor, will file application for a charter this week. Max Kaliner, operating Club Bali and Little Rathskeller here, was made treasurer, with Charlie Hopkins, of Hopkins Rathskeller here, acting as chairman.

A committee will be appointed to go to Washington on the Social Security problem.

PCCA is also going on record on the side of the New York agents in the fight of the State Department of Labor to make outside bookers procure a Pennsylvania license. Niterity owners feel that if they can't buy the acts they require from home-town agents they should be free to shop around in New York.

Revere Beach Burly Cleaned

BOSTON, Aug. 10.—As the result of complaints from Revere Beach residents and visitors, operators of the open-air burlesque show on the beach were warned to clean up or shut up, and obeyed the order within a few hours. Operators of the show promised Chief Tappan to clean up, and on that promise were permitted to continue.

Dog Act Impromptu Show Saves Refunds for Theater

WILKES-BARRE, Pa., Aug. 10.—Resourceful Fred Hermann, manager of the Irving Theater here, expects to see some additional dog acts making the rounds in the near future. And it's all because an electrical storm put the theater's generator out of commission recently.

During the storm the regular conduit was put out of commission, but the emergency lighting plant was pressed into service, with Hermann going up on the stage and assuring the near-capacity audience there was nothing to worry about.

Upon spying Gil and Bernie Maison, whose dog act was in the vaude bill in the wings, Hermann called them on the stage and they entertained for about half an hour, showing how they train their dogs to go thru their stunts on the stage.

When they finished, Hermann then called upon local talent and staged a community songfest until the regular light system was repaired.

Net result was the Maisons made a big hit, and Hermann didn't have to make a single refund.

Somerby May Reopen Casino, Boston, as Old Howard Resumes

BOSTON, Aug. 10.—Al Somerby, manager of the Old Howard, may head a new group planning to reopen the dark Casino with burly this fall. Somerby has been running the Old Howard for over 30 years. He is on vacation and could not be reached for comment.

Meanwhile, the Old Howard announced it would begin its season August 24. Ann Corio, Zorita, Mary Lane, Diana Rowland, Georgia Sothern, Margie Hart and Hinda Wassau already have been set.

Burlesque returns to the Globe Theater August 30, according to Manager Max Michaels.

The third burly house, Gayety, is still featuring vice racket pictures.

Two Philly Spots Hit

PHILADELPHIA, Aug. 10.—Sunday sales of liquor after midnight curfew has put two night spots on the spot before the State Liquor Board, the Colonial Inn at near-by Bridgeport, operated by Rocco Laudato, and Joseph F. Simone's Open Door Cafe here.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

KID KOSTER, advance man, formerly of burly shows and for a long time in legit, is assisting Emmett Callahan at Billy Rose's Aquacade at the San Francisco Fair. . . . **JIM HOWELL**, former Columbia wheel straight man, is a member of a singing quartet with *The Drunkard* at the National Boulevard Theater, Long Beach, L. I. Other quartet members are Norvin Mack, Buck Williams and Banjo Wallace. All play parts in play and entertain afterward. . . . **WALTER OWENS**, Jack Konig, Jack Railey, Jack Hayes and Jeane Eugene comprise the cast at the Liberty, San Francisco. . . . **ALFRED WICKS**, spotlight man at the Star, Brooklyn, last season, is now movie machine operator in the U. S. Steel building exhibit at the local fair, and John Quigg plays an Irish cop without his accordion in the electrical utilities spot. . . . **HARRY CORNELL**, former straight, is now connected with Station KSN in San Francisco. . . . **PARKER GEE**, straight man, closed at the Follies, Los Angeles last week. So did Johnny Barker, at the Capitol, San Francisco. . . . **DAVE ROSEN** will reopen the Triboro in Harlem latter part of this month. Patsy Ginger Johnstone first stripper signed.

ELAYNE, new stripper at the Eltinge, was all of last season on the Midwest Circuit. Signed for next season on the Hirst Wheel. Her terp routines include taps, toe and veil. . . . **JULIA BRYAN** is featured stripper at the Gaiety. Opened August 16. . . . **EDDIE (NUTS) KAPLIN**, comic, closed at the Rifton Hotel, Rifton, N. Y., and opened last week at the Palace, Buffalo. . . . **MARCELLA MANN**, former burly and night club principal, became an Allen Gilbert showgirl August 12 at the Republic. . . . **LARRY NATHAN**, former house manager, is handling the fair and show program and publicity for a celebration in behalf of the Polish Veterans of America, August 19 to 24 in Baltimore. . . . **HIRST CIRCUIT** starts its 1940-41 season August 31. One of the first shows to open at the Gayety, Baltimore, will feature Dorothy DeHaven, Bert Saunders and Stinky and Shorty. . . . **MIDGE TODD**, singer, back after three years in Western houses, opened at the Gaiety August 2. . . . **MICKEY MILLER** moved from *Streets of Paris* at the fair to the Eltinge July 26 join Ida Rose's showgirls.

CHICAGO:

SAMMY CLARK has booked Olive Sharon for a 12-week engagement at the Follies Theater, Los Angeles. . . . **OPENING** August 17 for a similar period at the same theater is Jeanne Lewis. . . . **MIDWESTERN Managers' Association** has postponed its meeting one week. . . . **CHARLEY COUNTRY** is leaving the Rialto for a short while for a vacation. . . . **GLADYS CLARK** is booked into Toronto for two weeks. Opened Friday (9). . . . **OPENING** the same day at the Rialto were Jimmy Pinto, Johnny De Arca, Barbara Doane and Marlene. Miss Doane will also be doubling at the 606 Club. . . . **OTHERS SIGNED** for the 606 are Maxine De Shon, Jai Lita and Marlene.

FROM ALL AROUND:

BOBBY MORRIS holds over at the Globe Theater, Atlantic City, with Jean Carroll and Gay Knight added starters. . . . **HARRY (HELLO JAKE) FIELDS** comes in to head the new Jack Montgomery revue at the Troc Theater, Philadelphia, with Leonard (Greek) Kramer, Myrna, Jean Carter, Ann Smith and Alyne Payne, a holdover.

DICK DIXON (Dick Parrish) and his new bride, Sally Walker, have closed with Calvert's *Egyptian Follies* unit and are now in Chicago, working different houses on State street, Dick on drums and Sally in line.

GIRLS WANTED

One of America's oldest and most reliable Road Shows has a limited number of openings for young and attractive Chorus Girls. Also Specialty Dancers, and those doing Hawaiian, Mexican and Rumba numbers. Would like to hear from Rumba Team. Openings for one or two girls for an elaborate Water Revue. Good salary guaranteed and best accommodations. Send photo and state qualifications and experience. Address: "ROAD SHOW," care Stanton Theatre, 511 C St., N. E., Washington, D. C.

BURLESQUE PEOPLE

All Lines, Stock, Youngstown, Ohio Opening Aug. 23

Also People for Milwaukee, open about middle Sept. Chorus Girls, salary \$25.00, if you do numbers. Rehearsals start Youngstown August 19th. Wire or write

JACK KANE

Grand Theatre, Youngstown, Ohio

CHORUS GIRLS WANTED

Salary \$15 weekly. Write or wire **JOE ALLEN**, Empress Theatre, Detroit, Mich.

WANTED

Experienced Chorus Girls. Top salary. Extra for specialties. Long and pleasant season. One day off every two weeks. Short rehearsal. Wire or write **GEORGE YOUNG**, Roxy Theater, Cleveland, Ohio.

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Want apparatus to dissolve a woman out of sight on large stage in full view of audience, or Illusion Man to build same.

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KRINOG, 536 Sixth Ave., New York, N. Y.

Wolcott Tenter Gets Under Way

NATCHEZ, Miss., Aug. 10.—F. S. Wolcott, Port Gibson, Miss., showman and veteran owner of Wolcott's Rabbit Foot Minstrels and *High Brown Follies*, presented his 1940 edition here Monday night (5) before a capacity crowd under his new tented theater.

Carrying 65 people, Wolcott's show travels on 14 pieces of rolling stock, most of which is new. Troupe came here from its initial performance, August 3, before a packed house in Port Gibson. From here troupe went to Woodville, Miss., with Brookhaven, Utica, Edwards, Gloster and Vicksburg, all in Mississippi, to follow. From Mississippi moves into Alabama, then Arkansas, Louisiana and Florida.

With the show are Mr. and Mrs. Wolcott, their son-in-law and daughter, Mr. and Mrs. Bob Manus, who handle concessions and seats; Mr. and Mrs. J. C. Goddard, p.-a. system; Ed Gentry, boss canvasser, and M. L. Frisbie, publicity and advance.

Company features "Jazz-Lips" Richardson and Freddie Jones, comics; Ann Bailey (Tosca), rumba dancer; Helen Williams, soloist; Bob Link, crooner, and emcee Bobby Marshall's eight-gal line, the Brownettes, and Earl Reed tap dancer. Doug Wright directs the 15-piece pit orchestra and leads the 25-piece street band. Afterpiece features Mid and Gene World, dancers; Tosca, and the comics.

McLaughlin Units Find Mont. Spotty

ROUNDUP, Mont., Aug. 10.—Hollywood Movie Shows, talkie units playing one-nighters under canvas thru Central Montana, are meeting with spotty business, according to Manager Tom McLaughlin. Hailstorms and hot winds the last several weeks have played havoc with the crops in North Dakota and Montana, McLaughlin reports. The numerous small tents shows and carnivals in this territory are reporting business anywhere from nil to good, he says.

After a few more stands in this section both McLaughlin units will jump into Colorado. Roster of the No. 1 unit has Lou O'Connell, manager; Elizabeth McLaughlin, treasurer; John Marcun, operator and electrician; Glenn Guffy, mechanic; Dick and Don McLaughlin, concessions; Tom McLaughlin, owner and agent.

On the No. 2 unit are Stewart Pennington, manager; Slim Walker, operator and electrician; Fred Stewart, mechanic; Neil Van Gordon, advance. Both units have covered four States so far this season and have found conditions practically the same all along the route, McLaughlin says.

At Wanblee, S. D., recently the No. 1 unit was the victim of a cyclone, the big wind wrecking the tent. It was replaced with new canvas.

No. 1 show has three trucks and two trailers, with the No. 2 unit moving on two trucks.

WANTED WANTED COLORED PERFORMERS

A-1 Bass Drummer and Comedian, High-Brown Chorus Girls, A-1 Dancing Act, A-1 Billposter that can contract. Enlarging show. Out all winter. You pay your wires and I'll pay mine. No advance money until after joining. Will place tickets. State salary. Eat on lot. Week of 12th, Wilmington, N. C.

JIMMIE SIMPSON'S MODERN MINSTRELS

NEW THEATRE WANTED

Unusual opportunity is offered to the individual or chain operator to build a small 600-Seat Theatre in Jacksonville, Illinois. Only 2 theatres here, 20,000 population, fine college town, home of large state institutions, exclusive location in best part of town. Priced very low. Profit possibilities extremely good. GEO. F. SALBY, 233 West State St., Jacksonville, Illinois.

OLLIE HAMILTON'S COMEDIANS

Want Trumpet and Trombone. Join on wire if possible. Tifton, August 15; Ocilla 16th, Omega 17th, Adel 19th, Habira 20th, Douglas 21st, Hazlehurst 22nd, Baxley 23rd; all Georgia.

Rep Ripples

H. A. THOMAS, whose *Mandy Green* from New Orleans tent show is reported getting a good play this season in the Dixie country, is planning on launching a theater unit, *Harlem Club Revue*, in October. . . . DIKE'S VAUDE and Trained Animal Show, making small Oklahoma towns under canvas, has had its business crabbled by the recent hot weather. Dike will add a pic outfit to play schools and halls in that section in the fall. . . . GATES' STROLLING PLAYERS, three-people vaude and novelty trick, are keeping busy in small towns thru Eastern Maine. They are set for several fairs in that State a little later on. . . . MERTON CRAIG posts from Rossburg, N. Y., that the Craig Show is playing its old established stands in that State to fair returns. He says the Finger Lakes section of the State is overrun with shows this season. . . . KRELL'S TENT SHOW, pic-vaude trick, is playing to good returns in the Huntsville, Ala., sector. Krell is playing almost entirely under merchant auspices, using 35mm. film and short dramatic bills. The outfit will make some of the fairs in that section. . . . THE CRAWFORDS, four-people dramatic unit, report fair business in Western Canada. They have been having difficulty recently in landing halls to show in, due to war preparations. . . . LOWERY'S TENT SHOW, showing vaude and pictures, is enjoying satisfactory business thru Central Texas.

THE LITTLES, operators of a small dramatic trick, are in New Orleans readying for the school season. . . . FORREST COBB, who has been operating a vaude-picture combination in Maine, is set for a string of fairs in that section. He will give a free show, taking up a collection after the performance has started. Cobb says he tried the idea last year and got more money than he would have with an admission charge. . . . GEORGE B. HILL, comedian, last season with the George Roberson Players under canvas, has returned to Chicago after being released from the U. S. Veterans' Hospital at Hines, Ill., where he spent several weeks with a back ailment. . . . CLYDE J. WHITE, former trouper now in commercial lines in South Boston, Va., is entering the Veterans' Hospital at Kecoughton, Va., this week for a check-up on the operation he underwent last year. He'll be there two weeks. White scribbles that Dick Royster and his talkie and vaude unit played Scottsburg, Va., last week to good business. "Dick has plenty show for the money," writes Clyde. . . . JOHN STRUNK pencils from Tecumseh, Neb., that the Hazel McOwen tent show equipment, which has been stored there since the paraphernalia was turned over to the U. S. Printing Co., of Kansas City, Mo., was moved recently to the Missouri city. When the

Wehle Judgment Still on Books

MOBILE, Ala., Aug. 10.—The \$7,804.14 judgment obtained by Billy and Marion Wehle, owners of Billroy's Comedians, tent show, from Gene Austin, singer and tent show operator, some months ago is still on the books of the Circuit Court of Mobile County today, bearing the label "No property."

This means that the Wehles up to now have been unable to collect from Austin and will not do so unless they discover the hiding place of the treasure chest. Court costs to the amount of \$59 are also unpaid and can be collected from the Wehles.

The judgment was obtained by the Wehles after a hard legal fight here on a proven claim that Austin owed them the money for the purchase of a tent show, the one which folded suddenly at Newport News, Va., July 30.

The Wehles are at present playing with their show in New York State.

Ellis "Rip" Finds Resort Hotels Good

GRAND RAPIDS, Mich., Aug. 10.—Playing its first string of hotel engagements, the John Ellis Co., presenting *Rip Van Winkle*, is finding things much to its liking in a business way in this State's vast resort section.

The company receives its compensation from a collection taken up among the audience at the conclusion of each performance. In addition, company members are provided meals and lodging by the hotel. Treatment and co-operation accorded the troupe all along the line has been tops, Ellis reports. In most cases, the company has been asked to return within four weeks, which gives the unit a new clientele to play to, he says.

Ellis begins his regular season in schools with *Rip* around the middle of September.

"Ice-Capades" Back to N. O.

NEW ORLEANS, Aug. 10.—*Ice-Capades* of 1940, which preemed here in June, will return for another engagement, opening September 5 at the Municipal Auditorium, according to Prieur Leary, local manager. He said also that the Sonja Henie revue was booked tentatively for Sugar Bowl week (Christmas).

printing company officials came for the show stuff, Strunk says, they found an attachment on the equipment for back salary owing to the agent of last season. The claim was paid by the printing company and the goods allowed to be taken to Kansas City, Strunk says.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Ross Winding Up in D. C.; Montana Contest Is Next

WASHINGTON, Aug. 10.—Hal J. Ross contest here has hit the home stretch, with positive elimination sprints in effect to pull the winner out of the six teams still going at the 800-hour mark.

This is the third consecutive show here for Ross in as many years and attendance has been better than usual, altho a 10-day heat wave took a small toll in attendance. However, ideal weather for the wind-up has brought out near-capacity houses the past two weeks. All passes have been canceled and the evening price of 25 cents seems to have found favor with the fans.

Bill Stein, Monte Hall and Art Wolfe hold on as emcees. Jimmie Passo is head judge and Tex Smith and Jimmie Smith relieving. Don King and his Californians furnish the music, with Jane Shannon holding down the vocal end. Contest is aired three times daily over Station WOL.

Ross has already lined up his next stand in Montana with two other spots in the Northwest slated to follow.

One Year Ago

ZEKE YOUNGBLOOD'S Terry Haute, Ind., contest, which opened July 6 with

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week

By The Billboard Publishing Co.

E. W. EVANS, President, Treasurer & General Manager.

R. S. LITTLEFORD JR., Vice-President.

W. D. LITTLEFORD, Secretary.

A. C. HARTMANN, Editor

Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works: The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. PHONES, MEADLION 3-1618, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Graves, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 52 AUGUST 17, 1940 No. 33

Rajah Bergman, Jimmy Bittner and other emcees and kids with whom he has worked.

MR. AND MRS. MICKEY THAYER SR., celebrating their 21st anniversary, journeyed from Detroit to Washington to see their kiddies, Eileen and Mickey Jr., who are in the Hal J. Ross show there. They say the show is a dandy.

MARGARET AND WHITEY HELM, who now reside in Indianapolis, letter that they are definitely out of the endurance field and would like to read notes here on Duffy and Tillie, Joe and Gloris Wears, Sid Cohen, Harry Hamby, Clyde and Angie Oger and Ralph Ellis or any of the old gang. They add that they visited the Joliet, Ill., contest and that it looks like a winner.

BOBBY DUNIGAN, former contestant, cards from Waterbury, Conn., that he is now doing female impersonations with a night club revue, *Vanities on Parade*, which recently finished a tour of the West Coast.

HAVE YOU LOOKED in the Letter List for your name recently?

BUTTE, MONT.
24 HOURS PER DAY
DERBY SHOW
STARTS THURSDAY,
AUGUST 29th
UP TO
\$1500.00 IN CASH PRIZES

To the Five Winning Teams
NOTE—Butte and its suburbs have 65,000 people with a million-dollar payroll per month and is considered the liveliest town in America today. This is a strictly virgin spot. Our publicity man has twelve sponsors already lined up. Couples selected to be held over for two contests already booked to follow in vicinity. Couples near Washington, write air mail special delivery to HAL J. ROSS, care Annapolis Hotel, until Friday, Aug. 16th; after Aug. 20th, Hotel Finlen, Butte, Mont.
Under the Direction of
HAL J. ROSS

Operator Attributes Success Of Circuit to Distribution Of Effective Handbills

PATCHOQUE, N. Y., Aug. 10.—That the success of a roadshow circuit depends greatly upon the manner in which a movie program is exploited was emphasized this week when Ernest Romeo, circuit operator, made known the results of a two months' experiment. It showed that attendances at 16mm. shows can be increased by the generous use of heralds or handbills. Speaking of his experiment, Romeo said: "While some operators may find other types of ballying to their advantage, I selected handbills for my exploitation."

Community Hall Shows

Romeo, who has a circuit of six towns, shows in community halls, with the sponsoring organization getting a share of the grosses. One show a week is booked and this is moved from spot to spot, he said. The films are reserved over a week in advance and the circular distribution campaign starts exactly one week before the scheduled show. Two weeks before the film is scheduled to start on the circuit, Romeo has approximately 5,000 circulars printed, which allows about 800 for each town. His campaign starts when he hits the first town on Monday night. Advertising for the next week's program is distributed following the program and a number of circulars left for distribution by youths in that section. In this case, the operator must be certain that the boys he has selected to help him will distribute the handbills where they will do the most good. While Romeo has never run into any trouble in this respect, the boys are cautioned against putting them in mail boxes.

One of the policies Romeo follows in getting out circulars is to use the same 4x8-inch size each week, but in

a different color. Since heralds are sometimes similar in copy, the color distinguishes one week from the next.

Benefit Played Up

An important point in writing copy for handbills, this operator says, is to emphasize that the show is sponsored and name the benefit for which the money will be used. Closely related are the time and place. These facts do not play as important a part as that of the sponsor and benefit, but are important enough to get more than average consideration.

The next thing is to attract attention to the feature that is to be shown. This is done by using a mat of some character in the film. If it is a Western film, the picture must display action. In writing copy on the picture, the star's name is played up if he or she is well known. If the stars are less important than the story, the story takes head billing. While mats were not used at the start of this experiment, they are invariably used now. The short subjects and serial are also listed.

Last is the admission. Romeo contends that people are interested in aiding worth-while benefits and will continue to read the herald once they know the show is for a fund with which they are familiar.

Each point listed has been carefully studied and tested, Romeo says, and he feels that a great deal of his success in the roadshow business can be attributed to handbills that get attention and put across the proper message. Results of his experiment are of special interest to roadshowmen operating in out-of-the-way places who are unable to secure handbills already printed on their shows, he said.

Questions and Answers

Is the birthday party field a profitable one? L. V. H., Mass.

There are several roadshowmen who have been called to put on movie programs at children's birthday parties, and it is a profitable sideline. The demand for this type of show is greater in urban areas where birthdays are celebrated in small apartments, making it impractical to entertain with the usual children's games. Programs must not be too long and generally short subjects, which are selected to please children of the age at the party, are used. Since the showings run 30 minutes or an hour, there is possibility to work in several parties or other shows a night.

How can I make shots under water? K. L., Pa.

If you plan to go very deep, a diving bell is necessary. However, if the plan is to take shots right under the surface, the matter is much easier. This can be done by putting the camera in a waterproof container, such as a square fish tank. This can be partly submerged to a depth that will put the camera lens below the water surface. In addition to this, the lens would not be submerged deep enough to offer any serious lighting problems on a bright day.

Is the demand for films with colored casts increasing? C. J., Texas.

A number of roadshowmen are playing to colored audiences and use films with colored casts. Reports from these operators show there is demand for such films. Religious films are also a big factor in this field.

In signing merchants for free shows how do you get them to sign on the dotted line? R. V. C., Ga.

While this is a problem that must be solved by the individual roadshowman, there are several points that apply generally. When a merchant is approached with the proposition of merchant-sponsored free shows, the operator must convince him that a good program is to be offered. This is comparatively easy, for information on the show can be shown and the program talked up at this time. Next

point is to show the merchant how he will benefit by joining other merchants in giving the show. Since this particular storekeeper will get advertising at the show, he should be willing to contribute to the fund. These shows build good will and keep the trade at home, points in which every merchant is interested no matter what lines he is selling.

What are the advantages of a double catalog? K. H. H., New Jersey.

A double catalog is an invaluable help to roadshowmen who play several different fields. Those who specialize in general entertainment shows and also play schools will find that this type of catalog saves much time by offering the customer only subjects that are suitable for his field. This means that if a school superintendent is approached, the catalog he is shown contains a list of films that will appeal to his audience. If there are films on the other list that may appeal to him, show both lists. When the shows are presented in this form, it points out that the operator has studied and understands the fields he is serving. Those in charge of movie arrangements are always glad to do business with progressive roadshowmen.

Grill Adds Talkies

SYRACUSE, N. Y., Aug. 10.—A policy of 16mm. sound movies has been inaugurated at McCarthy's Grill as part of a campaign to increase business. Spot offers a two-hour show twice nightly. Grill seats approximately 225 and started showing movies about a year ago when old-time silents were featured.

ORCHESTRA ROUTES

Continued from page 14

Rudolph, Jack: (Jungle) Youngstown, O., nc.
Russell, Cordy: (Hollywood Hill) Old Forge, N. Y., h.

S

Sabin Paul: (Henry Grady) Atlanta, h.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sandler, Bernie: (Glen Casino) Glen Park, Williamsville, N. Y., nc.

Sands, Phil: (Atlantic Beach) Atlantic Beach, L. I., h.
Saunders, Red: (Club Delisa) Chi, nc.
Saunders, Hal: (St. Regis) NYC, h.
Savitt, Jan: (Sandy Beach Park) Russells Point, O., 15; (Lake Breeze Pier) Buckeye Lake, O., 16; (Lakeside Park) Dayton, O., 17; (Crystal Beach) Vermillion, O., 18; (Casino) Stratford, Ont., 19; (Crystal Beach) Ontario 20.
Schröder, Gene: (The Pirates Den) NYC, nc.
Scott, Raymond (Sherman) Chi, h.
Shand, Terry: (Coney Island) Cincinnati, p.
Sharky, Bill: (Troc) NYC, nc.
Shelton, Jerry: (Ambassador) Chi, h.
Shepard, Les: (Forest Park Casino) Toledo, O., nc.
Shevlin, Pat: (Evergreen Casino) Phila, nc.
Shilling, Bud: (Terrace Gardens) Port Clinton, O., nc.
Silva, Romeo: (Brazilian Pavilion) World's Fair, N. Y., re.
Sissle, Nobel: (Diamond Horseshoe) NYC, nc.
Small, Wilson: (Hillside Tavern) Albany, N. Y., nc.
Smith, Stuff: (Old Vienna) Cincinnati, re.
Snider, Billy: (Lookout House) Covington, Ky., nc.
Snyder, Mel: (Gibson) Cincinnati, h.
Sousa III, John Philip: (Paxton) Omaha, h.
South, Eddie: (Capitol Cocktail Lounge) Chi., c.
Spor, Paul: (Villa Supper Club) Toledo, O., nc.
Spitalny, Maurice: (Mission Inn) Latrobe, Pa., re.
Spitalny, Phil: (Strand) NYC, t.
Stanley, Roger: (London Chop House) Detroit, nc.
Stevens, Bert: (Governor Clinton) NYC, h.
Stoefler, Wally: (Belvedere) Baltimore, h.
Storey, Lew: (Graemere) Chi, h.
Stuart, Gene: (Club Rhumba) Keansburg, N. J., nc.
Suns, Three: (Stuyvesant) Buffalo, h.
Sylvio, Don: (Bertolotti's) NYC, nc.

T

Tan, Jimmie: (Kaufman's) Buffalo, nc.
Terry, Frank: (McVan's) Buffalo, nc.
Tisdale Trio: (Coq Rouge) NYC, nc.
Tisen, Paul: (Commodore) NYC, h.
Tomlin, Pinky: (State Line) Lake Tahoe, Calif., cc.
Tovaro, Pedro: (Henry) Pittsburgh, h.
Travers, Ted: (Idora Park) Youngstown, O., p.
Tucker, Tommy: (West End Casino) West End, N. J., nc.
Turk, Al: (Oriental Gardens) Chi, re.

U

Unell, Dave: (Alabam) Chi, nc.

V

Van, Billy: (Music Bar) Atlantic City, nc.
Varell, Tommy: (Barrel of Fun) NYC, re.
Varzos, Eddie: (St. Moritz) NYC, h.
Versatillians, The: (Syracuse) Syracuse, h.
Vierra, Al: (Ivanhoe) Chi, re.

W

Walker, Johnny: (Riverside) Phoenix, Ariz., b.
Waller, Fats: (Regal) Chi, t.
Walley's: (Gay '90s) Albany, N. Y., nc.
Walters, Lee: (Blue Lantern) Detroit, nc.
Wardlaw, Jack: (Terrace Beach Club) Virginia Beach, Va., nc.
Warren, Arthur: (Village Barn) NYC, nc.
Watkins, Sammy: (500 Club) Atlantic City, nc.
Watson, Leo: (Onyx) NYC, nc.
Weber, Jack: (Libby's) Chi, nc.
Weeks, Ranny: (Rice) Houston, h.
Weems, Ted: (Edgewater Beach) Chi, h.
Welk, Lawrence: (Peabody) Memphis, h.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
Williams, Glen: (Hi-Lo Gardens) Bay City, Mich., nc.
Williams, Earl: (Glass Hat) Shreveport, La., nc.
Williams, Chick: (Gay '90s Cafe) Phila, nc.
Williams, Lee: (The Pershing) Chi, h.
Willis, Forrest: (Emerald Inn) Albany, N. Y., nc.
Wilson, Teddy: (Cafe Society) NYC, nc.
Windsor Trio: (Jefferson) St. Louis, h.
Woods, Howard: (Tantilla Gardens) Richmond, Va., b.
Wright, Charlie: (Stork Club) NYC, nc.

Yates, Billy: (Grey Wolf Tavern) Sharon, Pa., nc.
Young, Roland: (Lombard's) Bridgeport, Young, Eddie: (Buena Vista) Biloxi, Miss., h.

Z

Zahler, Al: (Log Cabin) Trenton, N. J., nc.
Zarin, Michael: (Tavern on the Green) NYC, re.
Zikes, Leslie: (Chez Ami) Buffalo, nc.
Zinder, Max: (Del Rio) Peach Cross, Bladensburg, Md.
Zinn, Arthur: (St. George) Brooklyn, h.
Zito, Horacio: (Belmont Plaza) NYC, h.

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old-timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write Today!

THE ROADSHOWMAN
25 Opera Place, CINCINNATI, OHIO

16MM SOUND PROJECTORS

BARGAIN CHEAPER THAN RENTING
BRAND NEW WELL KNOWN MAKE
Complete Cash Price **\$159.00** Liberal Terms
AUDITORIUM SIZE — GUARANTEED
Write BOX D-24, The Billboard, Cincinnati, O.

ROADMEN, ONLY TEN DOLLARS Attention!

per WEEK for a complete 16mm sound movie show. Large selection. Perfect Prints. Send for our Roadshowmen's Special today. Also sales. INSTITUTIONAL CINEMA SERVICE, Inc. 1560 BROADWAY, NEW YORK CITY

16MM. ROAD SHOWMEN! 35MM.

Our New 1940 Catalogue in Sound is Ready! Brand-New Laboratory Prints for Outright Sales at Prices You Can Afford to Pay! Features, Shorts, Etc.

OTTO MARBACH, 630 9th Ave., New York City

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by KEVIN BRENNAN, 198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

NOTICE

Notice is hereby given that the Board of Park Commissioners of the City of Hammond, Indiana, at its regular meeting to be held on Tuesday, September 10th, 1940, at 8:00 o'clock P.M., will receive bids for the purchase of the following equipment, to-wit:
E Super Simplex 35mm. Projectors with R.O.A. Photophone Sound Attachment complete.
Two (2) Peerless Magnarc High Intensity Lamp Houses. Two (2) General Electric Copper Oxide Rectifiers complete.
Each bid must be enclosed in a sealed envelope addressed to the Board of Park Commissioners, City of Hammond, Indiana, and deposited with the Secretary of the Board of Park Commissioners prior to Eight (8:00) o'clock P.M. on the date stated above and have endorsed thereon the name and address of the bidder.
Arrangement for the inspection of the equipment mentioned above may be made with the Director of Recreation.
Each bid must be accompanied by a certified check drawn on a solvent bank for 2 1/2% of the amount of the bid as a guarantee that the successful bidder will enter into and properly secure the performance of the contract within ten (10) days after the award is made to him. Certified checks of the unsuccessful bidders will be returned to them immediately after the award is made, and to the successful bidder after he executes and properly secures the performance of the condition of the contract; it being understood that the certified check of the successful bidder shall be forfeited to the Board of Park Commissioners of the City of Hammond, Indiana, as liquidation damages if the said successful bidder withdraws or cancels his bid, or fails to execute his contract, within the period stated, in case the contract is awarded to such bidder.
The Board of Park Commissioners of the City of Hammond, Indiana, expressly reserves the right to reject any or all bids.

BOARD OF PARK COMMISSIONERS, CITY OF HAMMOND, INDIANA

Attest: Irving H. Hill, President
Anne Charles, Secretary R. S. McCloughry, Member
John M. Hestenes, Member
Irving Chayken, Member



REMEMBER THE BIRTHDAYS OF YOUR FRIENDS WITH COLORFUL TELEGRAMS. THEY BRING SO MUCH PLEASURE AND ARE NEVER FORGOTTEN. COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

The Final Curtain

ADLER—Mrs. Sarah P., 71, mother of Francine Larimore, actress, August 5 at her home in Atlantic Beach, L. I., N. Y. She leaves three other daughters and three sons.

ANGELOTY—Mrs. Mabel Burrill LeFavor, contralto soloist and pianist, July 29 in Hahnemann Hospital, Philadelphia, after a three years' illness. She was a member of the American Federation of Musicians and of the Handel and Haydn Society in Philadelphia. Her only immediate survivor is her husband, Louis, for 20 years first violinist with the Philadelphia Orchestra and conductor of the Old York Road Symphony, Philadelphia.

BERG—David, theatrical designer and builder, suddenly August 2 at the home of his niece in Philadelphia. He built the Shubert Theater in Philadelphia. A brother survives.

BOGARD—Gertude (Trudie), 23, xylophonist in Phil Spitalny's all-girl orchestra, in New York Medical Center August 3 of pneumonia. Deceased, who was to have been married to Dr. Thomas Bridges, an interne in the Medical Center, had been a member of the band five years. Survived by her parents.

BRADNER—Curtis C., 61, credited with originating the first radio news broadcast, known as *The Town Crier*, in 1925 over Station WWJ, in Alexander Blain Hospital, Detroit, August 7 after a three-day illness. He continued with his daily broadcasts until the past week. Deceased was connected as a reporter, feature writer and columnist with Detroit newspapers about 40 years and was closely connected with theatrical and show business in Detroit for years prior to his death. Two children survive. Interment in Woodlawn Cemetery, Detroit.

BRIGHTON—Alexander F., 40, salesman for the National Theater Supply Co., Milwaukee, for seven years, July 26 in that city. Survived by his widow, his mother, a sister and two brothers.

BRODY—Lydia M., 50, wife of Milton K. Brody, of the M. K. Brody Supply House, August 4 in Chicago. The Brodys have been in the carnival supply business the past 29 years. Survived by her husband and a daughter. Services from Matz Chapel, Chicago, August 7, with burial in West Lawn Cemetery there.

BURKE—David, 76, champion bicycle rider, suddenly at Inglewood, Calif., July 27. Services in Los Angeles July 31, with interment in Inglewood Park Cemetery.

In Sincere Remembrance of My Late Partner
HARRY CARLIN
I wish to thank his many friends, in particular members of the A. A. A., for their thoughtfulness in my hour of grief.
OSCAR H. LLOYD

CAMPBELL—Mrs. George (Ann Sutton), midget actress of the legitimate stage and vaudeville, at her home in Blairsville, Pa., August 2 after several months' illness. She was a member of the Campbell Midgets, comprised of her husband, Mr. George Campbell and sister-in-law, Virginia Campbell, who survive her. She appeared at the Chicago Century of Progress with the Nate Eagles Co., and toured in vaude from Coast to Coast with the Charles Hart Co. Her last appearance was last fall when she played a number of theater and night club engagements. Deceased also leaves her parents, Dr. and Mrs. E. M. Bushnell, of Blairsville, and one brother, Emerson.

CARLIN—Harry, 50, New York booker, August 7 of a stroke. Survived by his

Bird Millman

Bird Millman O'Day, 52, better known in show business as Bird Millman, died at her ranch home near Canon City, Colo., August 5 after a long illness.

Miss Millman was one of the greatest of tight-wire walkers and dancers and won international renown as a performer. A star with the Ringling Bros. Circus and later with the Ringling Bros. and Barnum & Bailey Circus, she also appeared in the Ziegfeld's *Midnight Frolic* at the New Amsterdam roof, New York. In two editions of the *Greenwich Village Follies* and also on the major vaudeville circuits. She gave command performances for British royalty and for Kaiser Wilhelm and his court.

While with the Ringling show she was married to Tommy Thomas, who also was with the show. Wed several times, her last husband was Joseph O'Day, of Boston. When he died she returned home to be with her mother.

Survived by her parents. Interment in Canon City.

widow, a son and daughter. Details in Night Club-Vaude Section.

DE BATHE—Sir Hugo Gerald, 68, second husband of the late Lily Langtry, prominent actress of the early 1900s, in Cannes, France, June 30 of pneumonia. He leaves his second wife, Mme. Heinius, the former Deborah Warschowsky.

DE VREY—Mrs. Elizabeth, radio copywriter, August 6 in New York. She was the head copywriter for the LUX radio account for J. Walter Thompson agency.

DEERMAN—Isaac, 60, operator of Cass Park dance hall near Pontiac, Mich., found dead in the ballroom August 7, apparently a suicide. His widow survives.

DICKINSON—Mrs. Zora D., 75, wife of Governor Luren D. Dickinson of Michigan, August 8 at her home at Charlotte, Mich. She was known as a singer and organist in her younger years. Interment at Charlotte.

DRURY—Harry, 74, old-time circus billposter, in Indianapolis August 2. Drury went east with the original Sells Bros. Circus and settled in Cincinnati, where he worked at the Heuck Opera House, later going to Indianapolis as advertising agent of the old Empire Theater, which the Heuck company operated there. Subsequently he was made manager of the theater. Drury was one of the Indianapolis delegates in the organizing of the International Alliance of Bill Posters, Billers and Distributors in Chicago 40 years ago. Since leaving the theater he had been employed with various advertising companies, his last connection being with the General Outdoor Advertising of Indianapolis.

ETHERINGTON—Charles, balloonist, killed August 4 at Lansing, Mich., in an ascension when his balloon split.

FISHER—Hiram F., 74, recently at the Ohio Masonic Home, Springfield, O. Burial in Wilmington, O.

FRASER—Elijah E., 87, former cornetist in military bands, August 7 in Alexander Blain Hospital, Detroit. He was in charge of the Railway Mail Service Exhibit in the Chicago Columbian Exposition in 1893. Survived by his widow and three children. Interment in Acadia Park Cemetery, Detroit.

FULLER—Mrs. Isabelle Pearson, 56, organist, July 30 at her summer home at Mt. Pocono, Pa. She was a life member of the Royal College of Organists, London, as well as the American Guild of Organists and was associated with the Bach Choral Society, Bethlehem, Pa., for 22 years. Her husband, Floyd M., survives.

GARRINGER—Bob, 36, auto-race driver of Dayton, O., July 28 in a Columbus, O., hospital of injuries sustained in a crash during a practice run on the Columbus dirt track. Services and burial in Dayton.

GILMORE—John, 88, singer professionally known as the Welsh Nightingale, suddenly July 31 at his home in Lansford, Pa. He came to this country 37 years ago. Five children survive.

HATCH—Fred E., for many years proprietor of the Old Bijou Theater, Wilkes-Barre, Pa., at Mercy Hospital, that city, July 28 after a few days' illness. Buried in Wyoming Cemetery, Wilkes-Barre.

JEPSON—Charles Henry, 61, father of Helen Jepson, Metropolitan Opera star, in Cleveland August 5 after a six-week illness. Survived by his widow, another daughter and a stepson. Burial in Cleveland August 7.

KNOBEL—Frank, 82, yodeler and one of Cleveland's oldest cafe proprietors, at the home of his son in Willowick, O., August 8 after a three-week illness. He had operated various cafes in Cleveland. Survived by two sons. Burial in East Cleveland August 10.

KOMER—Rachel, 78, mother of Charles and Harry Komer and grandmother of Adolph and Irving Goldberg, owners of the Komer & Goldberg circuit of theaters in Southeastern Michigan, recently in Detroit. Seven children survive. Interment in Clover Hill Cemetery, Detroit.

LIEBOLD—Michael, 49, manager of the Chutes and the Mill on the Floss at Riverview Park, Chicago, in that city August 6. He was a member of Victory Post No. 7, American Legion. Survived by his widow.

LIND—Mrs. Martin, 80, mother of the Lind Brothers, with the Campbell Bros. Circus during the 1900's, August 1 in Fairbury, Neb. Survived by two sons, Arthur and Gus; two daughters, Lillian and Minnie, and a grandson, Art Lind Jr. Burial in Scandia, Kan., August 3.

MCLEOD—George C., 49, projectionist at the Metropolitan Theater, Regina, Sask., the past 24 years, in a Regina hospital August 1 of double pneumonia

after an operation. Survived by his widow, a son, two daughters, three brothers and three sisters. Burial in the soldiers' plot of Regina Cemetery August 3.

IN LOVING MEMORY OF MY PARTNER
HARVEY MILLS
Who passed away August 14, 1939
GRACE MILLS

MACKIEWICZ—Mrs. Fannie, wife of Frank (Mack) Mackiewicz, chief of service at the Ace Theater, Wilmington, Del., July 15.

MEINS—Gus, 47, film director, in Los Angeles recently. His body was found in his car, August 4, apparently a suicide. Meins was a former painter, astronomer and newspaper cartoonist and became a scenarist and gag-writer at the old Fox studios in 1919.

MOORE—Mrs. Eva G., 44, sister of El Brendel, stage and screen dialect comedian, August 1 in Philadelphia of a heart attack.

IN MEMORY OF MY DEAR PARTNER
HARVEY MILLS
Who Passed Away Aug. 14, 1939
MILLS TROUPE

MONKS—John, 72, father of John Monks Jr., co-author of *Brother Rat*, August 6 in Springtown, Pa., after a long illness. He also leaves his widow, a daughter and another son.

MUNDY—Talbot, 61, prominent pulp story writer and author of the radio serial *Jack Armstrong*, at his Anna Maria Island home in Bradenton, Fla., August 4.

MURDOCK—Clyde M. (Teck), 48, vaudeville performer, August 1 in Champaign County Hospital, Urbana, O., after a long illness. Born in Columbus, O., he attended Ohio State University there and played his first professional engagement at Loew's Theater, Cleveland, when 18. Shortly afterward he went to New York and became a prominent vaude trouper. For a season he was with Eddie Cantor and later Al Joison. With the waning of vaudeville he settled in Urbana, home of his wife and partner, Iris Kennedy. Survived by his widow; a son, John Milton; his parents; two brothers, Lou, of New York, and Paul, currently with the Bob Hope unit show, and two sisters. Services and burial in Urbana August 3.

OFFITT—Prof. Julius, Sr., conductor of the Citizens' Concert Band of Gallatin, Tenn., and an employee of the United States custom house there for 22 years, July 23 in a Nashville, Tenn., hospital after an illness of several weeks. He had given band concerts in some 20 States and in principal cities in the Midwest and South. Services and burial in Gallatin.

O'LEARY—James (George W. Hussey), 68, ventriloquist and mimic, August 3 in St. Louis of peritonitis. He was in vaudeville some 50 years, playing the major circuits. The past few years he had played night clubs in St. Louis and vicinity. Survived by his widow, Catherine, known professionally as Catherine Carol, a stock actress for many years, and two daughters, Catherine and Patricia. Services in Old Cathedral Church, St. Louis, August 5, with burial in Calvary Cemetery there.

PAIGE—Edwin, 28, employee of the Ellman Shows the past year and a half, electrocuted August 3 while attempting to correct a short circuit in the carnival's penny arcade devices at Oshkosh, Wis. Survived by his parents, a sister and a brother.

PARKER—Richard F., 48, for 15 years operator of the popular Parker Dance Pavilion, on Everett Highway, north of Seattle, August 3 in Lake City, Wash., of heart disease. He leaves his wife, a daughter, a son, two sisters and a brother.

PATTERSON—C. C. Robert, 57, geek show operator with Barfield's Cosmopolitan Shows, in a hospital in Harlan, Ky., July 31 of a paralytic stroke. Survived by a brother and a sister, known as Mom Stevens, cookhouse operator. Remains were shipped to Ionia, Mich., for interment.

PERRY—A. Lois, 20, in a train wreck in Cuyahoga Falls, O., recently. She originated for dances for the Karamu Dance Group, which were recently pre-

sented at the New York World's Fair. Survived by her parents and four sisters.

REYNOLDS—Henry, 44, driver for Film Truck Service, Detroit, July 28 in that city after a long illness. He was a brother of Howard Reynolds, owner of the Family and Vogue theaters, Grand Rapids, Mich. His widow and two children survive. Interment in Roselawn Cemetery, Detroit.

ROYSTER—C. S., father of Dick Royster, performer, well known in tent-show circles, at his home in Forest City, N. C., July 21. Survived by his widow, two daughters and a son.

SHIVERS—William A. (Doc), for many years on the road with the freak known as Japalack, in Columbus, O., July 26. Deceased had tramped over 40 years. Survived by his widow and two sons who were also in show business.

SILOCK—William, 53, former owner of the Geneva and Delavan theaters, Lake Geneva, Wis., August 5 at his home in that city. Silock sold the houses several years ago to Standard Theaters Co. Survived by his widow, four sons and a sister.

SMITH—Abraham, father of Edward E. Smith and Tyler Mason, New York agents, at Kings County Hospital, Brooklyn, July 31 after a long illness.

SNYDER—Augustus K., 84, former leader of the Turbotville Band of Reading, Pa., suddenly July 31 at the home of his daughter in that city. He was also a violinist and maintained a music studio in Reading. Survived by two daughters.

STAHL—Frank S., 65, of Quincy, Ill., who had an acquaintance with hundreds of showfolk thruout the nation, in that city July 29. He contacted many stage and circus people during the time that he conducted a cafe known as the Uneda. One of his greatest pleasures was the taking of orphan or underprivileged children to circuses. He was known as Quincy's Circus Santa Claus.

STARCK—Mrs. Alma, 55, former slack-wire performer, August 5 at her home in Milwaukee after a long illness. After retiring from vaudeville she was cashier at the Layton Park Theater, Milwaukee. Survived by her husband, mother, two brothers and a sister.

SUMMERS—Mrs. Frank, aunt of Mrs. Sarah Buley, of Byer Bros.' Shows, July 16 in Wood River, Ill.

TAYLOR—Robert Rough, 53, actor, musician and composer, August 4 at Chipewake Lake, Mich., after a long illness. He directed numerous musical and dramatic productions produced under the sponsorship of the Ford Motor Co., and was head of the Sociological Department of the Ford organization. Taylor was a 32d degree Mason and Shriner. His widow and a daughter survive. Interment in Ann Arbor, Mich.

THOMPSON—Edward (Mutt), 64, usher with the Ringling-Barnum circus, Burial in Detroit August 6. Survived by his widow, 11 children and a half brother in Portland, Me.

TOKAN—Joseph, 28, Hamtramck, Mich., auto-race driver, in a crash July 28 at Davison, Mich.

TRAMBLE—Mrs. Donnie, mother of Hezekiah Tramble, professionally known as Congo, African torture act, now at Ripley's Odditorium at the Golden Gate International Exposition, San Francisco, in Tallahassee, Fla., July 28. She had tramped with P. T. Barnum 35 years ago, known in the side show as Bulla Bulla, and with John Robinson and Hagenbeck-Wallace. Survived by five children.

WRIGHT—Thomas William (Will), 64, well-known showman and general agent of World's Fair Shows and Coe Bros.' Circus, of a heart attack in Bozeman, Mont., August 3. A descendant of a long line of English showfolk, Wright also appeared in vaudeville in this country and in England. For several years he was with J. W. (Patty) Conklin's Shows in an executive capacity. Leaving Conklin, he went to California where he became manager of Crafts Golden State Shows and later took out his own shows. Last year he was associated in promotion of amusement enterprises at Golden Gate International Exposition, San Francisco. A past president of Pacific Coast Showmen's Association, Los Angeles, he was active in affairs of the club many years. A daughter, Mrs. William D. Pink, and a son, William H. Wright, survive. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, August 9.

Marriages

BARBE-LEE—Harold Barbe, concession operator at the Golden Gate International Exposition, San Francisco, and Celia Lee, (See MARRIAGES on page 69)

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

13th Week Brings Gate Gain; Spending Up on Attractions

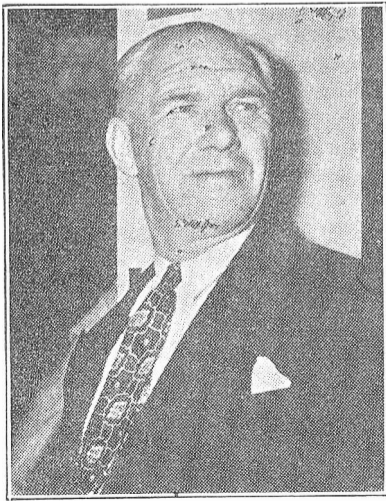
NEW YORK, Aug. 10.—The first week of the second half of the 1940 World's Fair got off to a good start with attendance for the 13th week of the season showing an increase of 180,615 people over the previous one and announcement that Gimbel Bros., large New York department store, had affected a tie-up with concessioners of Children's World, which in the future will be known as Gimbel Town. Per capita reports for the fair revealed that visitors are spending more money than last year for rides, shows and games. Since attendance is lagging about 30 per cent below 1939, total revenue is also behind.

According to Charles Cagney, operator of Gimbel Town Trip Around the World and president of the Gateway to the Midway Concessioners Association, free acts are being signed to promote business in the area. Capt. Duncan Fairlie, high diver, opened today for a week and other attractions will follow. To make space for these, several changes were made in the vicinity of the world trip, Flying Scooters and Ferris Wheels. Gimbel's will figure in the publicity and banners, and the new name will be strung about the area. In addition to this the store plans to promote special events, including freckle face contests. (See GAIN IN 13TH WEEK on page 69)

\$23,848.43 Is 13-Week Take for Mag Covers

NEW YORK, Aug. 10.—Living Magazine Covers, top artist Jack Sheridan's smart fem poser, drew a gross of \$23,848.43 since opening on May 11 to August 7, a period of 13 weeks less two days. Last year's take for more than 26 weeks was about \$40,000, hence current box office is in front.

It's a two-bit attraction with Stanley Richards managing. However, tariff was cut to 20 cents Monday for a week's trial. With several days to run on this basis, Richards said he believed the price would be returned to 25 cents. A 28-cent tab, a quarter plus tax, over a week-end brought the take above the three preceding periods, he said.



JOE DRAMBOUR, superintendent of operations of the Giant Cyclone, topping the rides at the New York World's Fair with a gross of 61,744.95 during a stretch of 85 days from opening on May 11 to August 5. This is about 25 per cent off last year's take pace, but the fair's paid attendance is close to 30 per cent behind. Ride drew \$141,000 during the '39 run of 185 days. Second edition is a 170-day stand.

Paid Attendance	
(13th Week)	
Saturday, August 3.....	140,819
Sunday, August 4.....	136,111
Monday, August 5.....	66,399
Tuesday, August 6.....	64,935
Wednesday, August 7.....	81,667
Thursday, August 8.....	85,818
Friday, August 9.....	64,584
Total	640,333
Previously reported....	7,558,151
Grand total, first 13 weeks	8,198,484*
First 13 weeks, 1939.....	11,612,824**
1940 decrease.....	3,414,340
*Daily average.....	90,093
Weekly average.....	630,649
**The period May 11- August 9 of last year drew	12,024,408

Wright To Succeed Casey as Pub Chief

NEW YORK, Aug. 10.—Resignation of Leo Casey, the expo's publicity chief since midstream of last year, to become national press boss of the Democrats for Willkie Committee, adds up with his department's consistent plugging of the Republican standard bearer via the cheer meter in the fair-fathered *American Jubilee*.

The move, announced today, also fits in with the fair's known dissatisfaction with the almost complete absence of the type of exploitation and ballyhoo required by any world's fair—not to mention the biggest one in history.

Casey's successor, Hamilton Wright Jr., former tub-beater for the city of Miami, Fla., and member of his father's publicity firm specializing in travel and foreign government accounts, said he would introduce a "blitzkrieg of promotion" in co-operation with the special events department.

On the Flushing Front

By SAM ABBOTT

NEW YORK, Aug. 10.—About this time every year activity for the winter gets consideration. This fact is attested by the recent opening of the Toffenetti restaurant in Times Square and announcement that Al Shaffer, of Winter Wonderland, will present World's Fair Highlights in Cleveland in November and later in Detroit. There are undoubtedly others who have something lined up but waiting the completion of final details before revealing their plans. Shaffer returned to the fair tonight after flying to these cities to put the proposed events under way. Jungletown will be among the shows and Frank Buck will make a personal appearance. * * *

Red Marcus, bally at Living Magazine Covers, passed one of the milestones along life's highway and marked the occasion with a supper. Since this memorable event, Red is bragging that "today I am a man." While on the subject of Living Magazine Covers, this show recently added a new turn, Bride of Tomorrow. Grace Corwin, a Peter Arno model, has joined the Jack Sheridan attractions. Korn Koblbers continue to hold forth at Ballantine's Inn and go to town on *The Billboard March*. * * *

Doc Shean probably will return to the Toronto Exhibition this season, altho no definite plans have been made. The European situation has to be considered. He is to have a conference with Toronto directors on Monday to discuss this matter. * * *

At the recent midget dance staged at Midget Town for midwayites, \$288.50 (See FLUSHING FRONT on page 69)

Second Nickel Day Down; Pick-Up Seen In Special Events

SAN FRANCISCO, Aug. 10.—Nearly all concessioners reported business only fair on Wednesday, the second Nickel Day. Attendance was 41,965, more than 20,000 below previous Nickel Day, when spending was good all around.

Attendance was normal all week, but a pick-up is expected by the more optimistic with the scheduling of a number of "big" days.

Neil Hamilton, actor, whose Hollywood Show closed several weeks ago, is reported ready to reopen the attraction as Hollywood-Movies-in-the-Making.

Lite-a-Line, game managed by Walter K. Sibley, was aided considerably this week by a move from the lower end of the midway to a spot formerly occupied by Singer's Midgets in center of the fun area.

Louis Goebel, who lost a number of animals when his training farm at Thousand Oaks was recently destroyed by fire, was a visitor on Wednesday. He said he plans to rebuild and restock.

Cliff McDougall, circus press agent, is exploiting Terrell Jacobs' Jungletown.

Mel Smith, manager for a time last year of the Nude Ranch, passed thru en route from Salt Lake City to his home in Oregon.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 10.—Ever with an eye to the front gates, fair officials booked this free circus thru Ken Daily, of the Levey offices: Swinging ladders, Miss Clark, Miss Olivers and Kay Banks; Ruby Eleanore, heel and toe trapeze; Tony Bell, loop the loop; Maude's bucking mule; Two Johnsons, trampoline; Babette, slack wire; Manuel, slack wire; Ralla, bounding wire; O'Neil Sisters, tight wire; Olivera Troupe, perch act; the Clarks, principal riding act; Irene McAfee and her Hollywood Movie Dogs; Marie and Pals, dog and pony act; the Wizards, acrobatic novelty; Juggling Uniques; Anita Sisters, head-to-head and hand-to-hand balancing; Mack Brothers, revolving ladders; Velarde Troupe, aerial bars; Two Bobs, revolving ladders; Clark Family, riders. Show presented on the Avenue of Olives circus lot has been viewed daily by many thousands. Jerry Whitney, who has been singing in a night club in Sacramento, has taken a front job on the Elysium show. Mrs. Alberta Dawson, daughter of Fred Hutchinson, of circus note, seen on the amusement stem. Jack Manns, found dead in bed in a local hotel, was buried on August 8. No relatives have been found and the boys on the Gayway purchased a grave in a local cemetery. There is talk that name bands will be engaged to make a grand finish to the fair, starting early in September. There are thousands of unused low-price tickets still in circulation and there should be a great rush the last few weeks. * * *

My info on the standing of takings of riding devices was not correct, I found on rechecking. Instead of the Cyclone being in the lead, the Miller-Melville Scooter is ahead by quite a margin. Bob Ellis, former manager of the defunct Hollywood show, says there is strong probability that this attraction will reopen soon. All difficulties have been adjusted and new capital has been secured. Ray Smith, one of the promoters of the company that is operating the hot dogs, Pantheon, Jungletown, Lost World and Dinty's Corned Beef and Cabbage restaurant, has resigned as general manager. Senor Fernandez, impresario of amusements of Honolulu, is here booking shows and other attractions for a number of

Paid Attendance	
Thursday, August 1.....	31,777
Friday, August 2.....	30,243
Saturday, August 3.....	47,831
Sunday, August 4.....	69,158
Monday, August 5.....	37,153
Tuesday, August 6.....	35,084
Wednesday, August 7.....	41,965
Eleventh week total.....	293,211
Previously reported.....	3,046,759
Grand total, 75 days.....	3,339,970
First 75 days, 1939.....	2,554,425
1940 increase.....	785,545

fairs to start on the islands in October. Milt Russell, assistant to Eddie Brown, gave a dinner at his home to Jake Murray, assistant to General Manager Monahan and a number of other prominent attendees. Micky Davis, from up Washington way, visited Eddie Brown. It had been a number of years since they have seen each other. Kids' Day, August 7, brought out about 41,000 of them and it was the first time that kiddies were allowed to enter the front gate for a nickel. It is thought that if this had been done earlier in the season it would have been much better. The restaurants are getting a wallop. Bender's Cafeteria is closed three days weekly to reduce the nut. George Haley has transformed his Ronda Voo into a cocktail lounge. Casa Mexicana would be pleased to operate only on Saturdays and Sundays but can't get permission from the expo. * * *

Benny Rogers, who left the Lost World, has returned from a trip south. Dan Cross has returned from a flying trip with Orville Crafts, during which they stopped at Pasco, Wash., to visit the Patrick shows; then on to Missoula, Mont., where they visited Crafts World's Fair Shows and Coe Bros' Circus. They hopped to the Rubin & Cherry Exposition at Butte, Mont. All of the shows reported satisfactory business. Everett Hinz, operator of the Flying Scooter, is entertaining his mother and father, who are visiting California. Add-Em-Up game in the Fred Salih building on the Avenue of Olive opened and closed almost in one minute; game, okeh; location, very poor. Red Kearns, who has been handling the pass photography, is now with Candid Camera Models show. Val Stone, formerly of Lite-a-Line, is now manageress of the electric gun gallery of Oswald & Sarkisian. Cyclone Coaster, now at 15 cents, formerly 25, is doing much better business. Walter Stutz, one of the owners of the Funhouse on the Gayway, in from San Diego for a day. Attraction is under management of brother, Lou Stutz. Nate Miller, back from Florida and New York, reports Mrs. Bertha Melville recovering from a recent illness and that business at their Florida Beach resort is good. On a recent midnight a big truck pulled up in front of one end of the Lost World and unloaded a crew who started digging a great hole and by 6 a.m. they had an opening big enough for the foundation of a small house. Then a fair official came along and asked for their permit. They had none and no one seemed to know much about the job. It developed that a couple of the boys were going to put on a Buried Alive show, but as they didn't have any contract with the expo, they were compelled to fill the hole again. Elmer Smith and wife off on a vacation. He is interested with Herman Zapf in the Penny Arcade and other concessions. Sid Wolfe's hoopla is another surprise to the smart boys, as it is topping all similar concessions on the Gayway. Maury Goldstein is still the No. 1 free-show giver of the Gayway, always has a laughing crowd in front of him and sells plenty of whistles. * * *

Deserving of mention—Sid Wolfe, because of his never-say-die spirit, exempted by his Musee Mechanique, Swiss Village, nail game and other concessions that were flops which he turned into (See GGIE GLEANINGS on page 69)



TO THE

On Tuesday, August 13, 1940, at the Petroleum Industry Exhibit Restaurant on the P.I.E. Roof, the Concessioners' Association of the New York World's Fair is sponsoring a testimonial dinner to

HARVEY D. GIBSON

Chairman of the Board of Directors of the New York World's Fair

HARRY H. HARGRAVE

**GATEWAY
to the
MIDWAY**

**CONCESSIONERS
Children's World Site**

Flying Scooters
Gimbel's Trip Around the World
1940 Carousel, Inc.
Johnny Johnson's Enterprises
J. Gilbert Noon's Shooting Gallery
Nathan's Famous Frankfurters
Mayflower's 5 & 10c Restaurant
Ballantine's 3 Ring Inn
Sodacade
Buitoni's Spaghetti Bar
Pirate's Cave
Magic Mountain and Porter's
Playground
Ganger's Pop-Chips
Exposition Souvenirs

DE-BUNK-HER

*"Knock the Girl Out
of Bed"*

JOHN KRIMSKY

**KAPLAN
& BLOOM**

Canes
and
Umbrellas

**RIPLEY'S
BELIEVE IT OR NOT
ODDITORIUM**

**FRANK ZAMBRENO
Gen'l. Mgr.**

**WILLIAM
McCLOSKEY
ZORIMA GARDENS**

**THEARLE-DUFFIELD
FIREWORKS**

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Art Briese, Supervisor
Nightly Displays On Liberty Lake

**MAGIC CARPET
and
CENTURY FERRIS
WHEELS, INC.
HARRY ILLIONS**

FAR-FLUNG REALM OF SHOW BUSINESS . . .

It is fitting that on the occasion of this dinner, we, the owners, operators and concessioners of the New York World's Fair, address the world of amusements in paying profoundly-felt tribute to

HARVEY D. GIBSON

the man without whose vision, executive skill and support the Great White Way of the New York World's Fair 1940 would have been impossible of the attainment it has reached.

DUFOUR and ROGERS'

RONDEVOO

PALACE OF WONDERS
SCROLL OF LIFE
CRIMSON TOWER
NATURE'S MISTAKES

ROLL OUT THE BARREL
SPILL THE MILK
WEIGHING SCALES
GUESS YOUR AGE

FRANK BUCK'S JUNGLELAND

GLASS BLOWERS OF THE WORLD

AMUSEMENT ATTRACTIONS Inc.

Philadelphia

ROBERT F. IRWIN, JR.
ELMER F. STRUNK
JOHN H. WHELEN, JR.
NORMAN S. ALEXANDER

ALMON R. SHAFFER'S WINTER WONDERLAND and His All Star Ice Show

MILLER BROS.' CONCESSIONS

FRANK MILLER
PAUL MILLER

CLIF WILSON

LIVE MONSTERS
CRYSTAL MAZE

CYCLONE COASTER
CENTIPEDE
OVER THE TOP
WHIP
AUTO RACE
LAFF IN THE DARK
SNAPPER
SKYRIDE
COMET

WILLIAM RABKIN, Pres. INTERNATIONAL MUTOSCOPE REEL CO.

FAIR RIDES, INC.

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R. H. McINTOSH
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JAMES H. DICKSON

MORRIS GEST'S MIDGET TOWN

MORRIS GEST
IRVING FRIEDMAN
DAVID R. BROWN

INTERNATIONAL PARACHUTING, INC.

JORDAN L. MOTT, Vice-Pres.
operating
LIFE SAVERS'
PARACHUTE JUMP

WORKERS' UNION HALTS B-G

Whole Week Lost at Muskegon Where Whitehead Org Pickets

Trouble follows protest by Labor Council—Teamsters' Union refuses to go thru picket line—picketing is enjoined but drivers still refuse to work

MUSKEGON, Mich., Aug. 10.—Beckmann & Gerety Shows lost this week here because the Teamsters' Union, affiliated with the American Federation of Labor, would not aid in unloading the show train, refusing to cross a picket line established by Ralph Whitehead, president of the Circus, Carnival, Fairs and Rodeo International Union, with the backing of Greater Muskegon Trades and Labor Council. The show train pulled out late Thursday night for Ionia, Mich., to play Ionia Free Fair next week. A temporary road yards and obtained by the show on Wednesday was vacated in Circuit Court on Thursday, when the Amusement Corp. of America, of which the show is a unit, asked that the bill of complaint be dismissed. This action was taken when union teamsters still refused to work, altho pickets had been removed by the injunction.

Greater Muskegon Trades and Labor Council last Saturday adopted a resolution protesting against appearance here this week of the Beckmann & Gerety Shows under auspices of the Veterans of Foreign Wars Post, claiming that the show was non-union. Whitehead, who came here last week, was quoted as saying that until a contract with the union was signed the shows would be picketed here and wherever they may go.

No Jurisdictional Dispute

When the train arrived Sunday afternoon a picket line of six men bearing "unfair" cards marched back and forth and no attempt was made to unload. Union officials said that no refusal to unload had been made by teamsters but that they declined to cross a picket line. Altho some 50 members of the show are said to belong to the American Guild of Variety Artists, AFL affiliate, it was declared that Whitehead, Veto Melfi, AGVA agent, and an executive of the show agreed there was no jurisdictional union dispute involved.

Difficulty was said to hinge on whether the carnival would permit Whitehead to sign with its management a union contract covering the shows' laborers, said to be as yet members of no union. Whitehead was quoted as having turned down offers of Co-Manager Barney S. Gerety, of the shows, to erect a tent and permit Whitehead to proceed with organization efforts. It was pointed out that Muskegon Post 446, VFW, had been put in the middle, having paid rent and other charges on the showgrounds, expecting, according to agreement with the carnival, to receive \$1,200 as its share (See UNION HALTS B-G on page 34)



THOMAS W. (WILL) WRIGHT, well-known West Coast general agent and showman, who died of a heart attack in Bozeman, Mont., on August 3 while general-agenting World's Fair Shows and Coe Bros.' Circus. He was a past president of Pacific Coast Showmen's Association and had been active in affairs of the organization many years. Details in the Final Curtain in this issue.

Crafts' Personnel Frolics at Annual Korte-Kanthe Party

FRESNO, Calif., Aug. 10.—Sixth annual birthday anniversary party, picnic and frolic tendered by members of Crafts' 20 Big Shows each year to Roberta (Babette) Korte and Edna Kanthe was celebrated recently at Lanes Bridge picnic grounds on the San Joaquin River below Yosemite National Park while shows were exhibiting here. Event also was attended by members of Crafts' Golden State Shows, which were playing Sanger, Calif., some 20 miles distant.

Chief diversions were swimming, games, dancing among the young folk, while the elders found enjoyment in jackpot cutting and reminiscences. Promptly at 3 p.m. Uncle John (Spot) Ragland, host, sounded the call for lunch, and the rush was on for a sumptuous spread of beef, duck and lamb barbecue with all the trimmings. Two large birthday cakes were then cut, the first with 10 candles indicating the anniversaries of Miss Korte, and the other with 15 candles for Miss Kanthe. Both received numerous gifts from their many friends, most of whom attended former parties given in their honor. All reported an enjoyable time.

Among guests were Mrs. Bertie Kanthe, Mr. and Mrs. Louis Korte, John (Spot) Ragland, Mr. and Mrs. Johnny Gilland and Bettie, Mr. and Mrs. Elmer L. Hanscom, Mr. and Mrs. Roy E. Ludington, Mr. and Mrs. Dick Kanthe, Mrs. Margarite Ragland, Mr. and Mrs. Benjamin Franklin Dobbert, Mrs. Rosana Denos, Arthur Hockwald, Mrs. Grace Fisher Asher, Mrs. Phil Williams, Mrs. Evelyn Harms, Louis Cechenni, Johnny Lavagii, Mr. and Mrs. Babe Collins, Mr. and Mrs. Charles Prosser, Mr. and Mrs. Charles M. Miller, Mr. and Mrs. Gene Willard, Mr. and Mrs. Ray Reddig, A. W. (Doc) Cosby, John Carrico, Bud Callahan, James Lynch, Richard Mansfield, Gordon H. Prescott, Roy Barnett, Louis Van Cody, Charles Taylor, A. T. Jewell, Pat Brice, Jack Ward, R. M. (Dutch) Favenger, Ronald Lee, (See PARTY ON CRAFTS on page 47)



TAKING TIME OFF from their numerous picnic activities, while guests of Irving and Jack Rosenthal, of Palisades (N. J.) Amusement Park, to pose for this snapshot were these jovial members of the Ladies' Auxiliary of the National Showmen's Association. Pictured extending thanks to Jack Rosenthal are, left to right, Dolly Udowitz, Irene Green and Dorothy Packman, past president and present chairman of board of governors. Seated is Ethel Grossman.

Oddities Cancel Ohio Fair Trek; To Play Ind. Spots

MANSFIELD, O., Aug. 10.—International Congress of Oddities has abandoned its Ohio county fair tour and instead will continue to play independently, resuming its tour of Indiana after several weeks on the midways of Ohio amusement parks and resorts, officials of the show said this week. Decision to quit the fair circuit came after the second day of the annual Richland County Fair here when inspectors of the State Department of Agriculture made such unreasonable demands of censorship that officials of the show said it would be impossible to continue at fairs and operate profitably.

Inspectors, a representative of the shows said, even objected to a Hawaiian trio's routine which has been playing theaters and clubs for years. Other eliminations ordered, he said, would deprive the attraction of so much revenue that the management and many of the attractions would be unable to meet expenses. Lengthy conferences between representatives of the show and inspectors in an effort to have certain restrictions lifted were unsuccessful and show management decided to cancel the tour. Plans to play Ohio State Fair, Columbus, also have been canceled.

Show had been contracted to play Richwood (O.) Fair this week and more (See ODDITIES CANCEL on page 47)

Lawrence Closes Still Date Tour To Fair Results

WAYNESBURG, Pa., Aug. 10.—Management of Lawrence Greater Shows announced here last week that the tour of 15 still dates resulted in fair business when weather permitted. Opening the season in Greenville, S. C., on April 6, shows encountered inclement weather the early part of the tour and on three occasions found snow on the midway. Stand at the fair here, July 31-August 2, marked the first of a string of 16 fairs to be played by the organization.

Prior to starting the fair trek, shows were repainted and reconditioned thru-out. Bill Goll, of the Aquacade, was rushed to a local hospital for an appendectomy. His condition is reported fair. He was stricken after completing a long swimming exhibition before some 3,000 on July 28.

"How To Keep Show Fronts to the Fore"

What are the main requirements in building a show front? Can material be used over from one season to the next in such a way that the public will consider it new? These and other questions will be discussed in an article under this title

By H. C. LANDAKER

in the

FALL SPECIAL OF THE BILLBOARD

Watch for This Issue Bearing Date of August 31

Trades Council Tricked?

This newspaper holds no briefs for carnivals, but the Greater Muskegon Trades and Labor Council apparently was made the victim of a trick when it adopted a resolution, at the request of an outside organizer, declaring the Beckmann & Gerety Shows unfair to labor. The council based its action on the unsupported statement of an outside labor organizer who has no interest in Muskegon or Muskegon workers.

As a result, a large amusement company is tied up here, and its 500 employees are idle. Muskegon has a labor dispute tossed in its lap, tho no local interests are involved. With pickets, hired by an outside labor organizer, on one side and several hundred idle carnival employees, mostly union men, on the other, a serious situation might develop.

Both sides agree the carnival management offered facilities so that the outside organizer could sign up the laborers with the company if they desired to sign. The organizer insists that the company sign for the laborers, which it rightly refused to do. The carnival workers would proceed with their jobs if the show were unloaded. This is impossible because transfer company workers refuse to go thru the picket lines, which, considering the kind of picket line it is, is going a long way.

There are two sides to every controversy. It seems unfair that the local council should aid in throwing 500 persons out of employment without first trying to obtain all the facts.—Muskegon (Mich.) Chronicle, August 7.

CONCESSION CARNIVAL TENTS
 Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
 701 North Sangamon Street, Chicago, Ill.

SHOW TENTS AND CONCESSION
Fulton Bag & Cotton Mills
 Manufacturers Since 1870
 ATLANTA ST. LOUIS DALLAS NEW YORK
 MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

TENTS-BANNERS
 24x80 Off Center Khaki Side Show Top, practically new, \$220.00.
 CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
 4611 North Clark Street, CHICAGO, ILL.

WARNING
 All indications point to a substantial increase in PRICES OF TRUCKS and PASSENGER CARS. Take advantage of the existing LOW PRICES—MOTORIZED.
 Write **CHAS. T. GOSS**
 With—Standard Chevrolet Company
 East St. Louis, Ill.

GIRLS WANTED
 For our enlarged "Follies of 1940" we can place a limited number of attractive young girls with dancing ability. Specialty Dancers also wanted. Good accommodations and salary paid from office. Address:
JOHNNY J. JONES
EXPOSITION
 Lansing, Mich., Aug. 12 to 17
 Toledo, Ohio, Aug. 19 to 25

WANTED UPPER MICHIGAN
 Marquette, Norway, Houghton, Escanaba
 Rides: Loop, Octopus, Skooter, Roll-o-Plane, Rocket. Shows: Dope, Snake, Gek, Girl Show, Posing. Legitimate Concessions only. The iron ore country better than ever.
HENKE SHOWS
 2314 W. State, MILWAUKEE, WIS.

RALPH NOBLE
 WANTS TO JOIN ON WIRE
 MAGICIAN, PUNCH AND JUDY, MIND READING AND OTHER ENTERTAINING ACTS. No Drunks tolerated.
ELITE EXPOSITION SHOWS
 Deshler, Nebr., this week; then per route

WANT--WANT--WANT
 For Mississippi's biggest Oil Exposition at Yazoo City week of Aug. 26, also in the heart of the Cotton, the biggest Celebration in the south. Shows and Concessions of all kinds. No exclusive. **NINA H. REEVES**, 505 Grand Ave., Yazoo City, Miss.

WANT AGENTS
 For Slum Stores. Nine continuous big Fairs. Write or wire at once.
J. L. O'STEEN
 Care Sol's Liberty Shows, Davenport, Iowa, this week

WANTED—PEACH STATE SHOW—WANTED
 Kiddie Ride or Ferris Wheel. Chainplane Foreman at once. Sharty Johnson, answer: Forest Siegman, come on. Bobby Bloom, come on. Grind Concessions wanted. Second Man for Merry-Go-Round. Answer to Vidalia, week of August 12. Following: Lyons, Glennville, Mt. Vernon, McRae. Have exclusive on all these towns. All Celebrations.
PETE SMITH, Peach State Show

WANTED
 Enlarging Show for Fairs and Winter Museum. Midgets, Fat Boy and useful Side Show People. Address:
M. E. ARTHUR, Care Carnival
 Dodson, Mont., Aug. 15th to 17th; Havre, 20 to 22; Glasgow, 23 to 25; Sidney, 26 to 28; all Montana.

H. W. JONES
WANTS
 at once a first-class Bingo Caller. Address:
 Care of the Strates Show, Batavia, N. Y.

Prell's Early Tour Business Satisfies

ALTOONA, Pa., Aug. 10.—With shows' still date season nearing its end, management of Prell's World's Fair Shows, playing a week's stand here this week, announced that since opening at Elizabeth, N. J., on May 2 business on the trek has been more than satisfactory. Personnel, reports Thomas W. Rice, is of the opinion that they have been more fortunate than some of their carnival brothers in that they experienced less rain and inclement weather than their carnival brothers. Spots played in New Jersey lived up to expectations, and Contracting Agent Charlie Powell booked several good New York stands.

Organization's stand at Albany, N. Y., during July 4th week proved the banner one of the season thus far and Manager Prell reports if the current trend of business is an indication the fair tour should be a successful one. He has been investing considerable money expanding the organization, and three new fronts were constructed recently and a new Rolloplane added.

Leo Bistany, general agent, has completed a tour of shows' contracted fairs and reports conditions much better than when he made the same trip last winter. Bistany also reports that the Florida tour is complete and this year will mark the first one that the show will remain out all winter. Staff remains about the same as the start of the season, with S. E. Prell as general manager; Abe Prell, assistant manager; Leo Bistany, general representative; Charles Powell, contracting agent; Thomas W. Rice, in charge of advertising cars; Harry Homes and Roy Gable, lithographers; Herman Jacobson, office; James T. Price, electrician; Ben Prell, lot superintendent; S. Caruso, master builder; Patrick Finerty, concession manager, and Harry J. (Dad) Ward, mail man and *The Billboard* sales agent. C. Jack Shafer continues as manager of the major shows, with Charles Tashy handling the girl revues.

West Gets Winner At Beardstown, Ill.

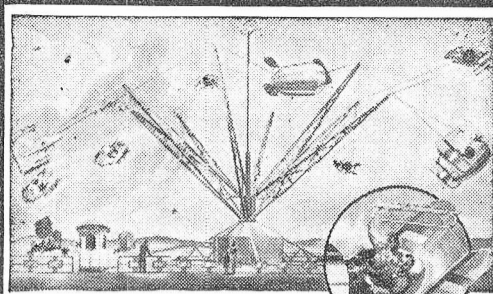
BEARDSTOWN, Ill., Aug. 10.—With the 50th annual Free Fish Fry here running about 20 per cent above the last three years, West's World's Wonder Shows wound up their stand at the event last Saturday to successful results, reports George Hirschberg. Located on the streets, shows did little business in daytime because of excessive heat, but night business, with cooler weather, proved exceptionally good. Attendance on Friday, best night, was 15,000.

Lee Sullivan and party from Eli Bridge Co. visited on Friday. In the party were 20 employees who were guests of the shows that night. Summer Follies, Motordrome and French Casino were best among shows, with Whip, Caterpillar and Ferris Wheels leading rides. L. P. (Red) Brady just returned from a trip to the East. Neil Berk, general agent, spent a few days here but returned to the South in interest of the show. Scrap Iron Singletery has completed the new outside scenery and cretings for the Caterpillar and has all indirect and lumiline lighting effects. Art Courtney finished two new wagons, and train crew, under Ed Peyton, is going over all equipment. New electric cable has been purchased to replace some of the old. Franco Sisters, added three weeks ago, have been clicking. Jack Conway's Midway Cafe is doing well.

Four Star Launched in Ohio; W. E. Lamb Is General Agent

PESBLES, O., Aug. 10.—B. H. Nye's Four Star Shows, which launched the season here with a nine-day stand ending last Saturday, have signed William E. Lamb, well-known showman, as general agent. He began his duties here. Shows which were formed early in July, carry four rides, five shows and about 20 concessions and will remain out until Thanksgiving, playing Ohio, West Virginia and North Carolina, it is said.

Shows have been booked at a number of street celebrations in Ohio, which will keep them in the State until September, when they enter West Virginia for a string of fair dates. Organization played here under Disabled American Veterans' Post auspices.



AERIAL JOY RIDE
 Featuring the new steering wheel control with China Clipper type rudders. Either rider can zoom, dive or side slip with perfect ease. No snapping or jerking—cars and rudders are all aluminum. Free running cantilever center. Vee belt drive, oversize clutch and brake—ornamental quick-up fence—light ring with six powerful flood lights—modern, colorful, chromium-trimmed ticket office, definitely portable—Owner F. E. Gooding says: "It's a Revelation."
 U. S. Pat. No. 2,168,403
 Portable Stages — Ridee-O — Auto Speedway — Carouselles — Light Towers — Aerial Joy Ride — Hi-De-Ho Fun Houses — Dodgem and Skooter Bldgs. — Silver Streak.
SPILLMAN ENGINEERING CORP.
 NORTH TONAWANDA, N. Y.
 World's Largest Builder of Amusement Devices

Want for the Greater Cortland County Fair
 CORTLAND, NEW YORK, AUGUST 19 TO AUGUST 24, and Balance of Our Fair Season.
WANT LEGITIMATE CONCESSIONS OF ALL KINDS.
WANT SHOWS THAT WILL NOT CONFLICT AND WILL FINANCE RELIABLE SHOWMAN. WHAT HAVE YOU?
WANT RIDING DEVICES THAT WILL NOT CONFLICT. Also Ridee-O and Rocket.
 WIRE
Endy Bros.' Expositions Shows, Inc.
 WEEK AUGUST 12, NEW BRITAIN, CONN.

WANTED
 BEST STRING OF "B" FAIRS NORTH, SOUTH CAROLINA AND FLORIDA
 Lincoln, N. C., Fair week Sept. 2
 SPRUCE PINE, N. C., Fair week Sept. 9
 Franklinton, N. C., Fair week Sept. 16
 Hertford, N. C., Fair week Sept. 23
 Georgetown, S. C., Fair week Sept. 30
 Central, S. C., Fair week Oct. 7
 Milton, Fla., Fair week Oct. 14
 All Fairs closing Armistice Day
CONCESSIONS that work for stock and not over 10c. Will book two straight Wheels that will work for stock and No "G." No Percentage or Coupons. Especially want Lead Gallery. Mitt Camp, will give X. (No Gypsies.) Ball Games, Dart Games, Watch-La, Hoop-La, PENNY ARCADE, Snow Ball, Candy Apples, Novelties, Jewelry. No exclusive except Bingo, Diggers, Popcorn and Photos. SHOWS with own outfits and transportation: Illusion, Big Snake, Mechanical City, GLASS HOUSE, Midget, Crime. Want complete Side Show. Will give winter's work; join now or Sept. 9. NO GIRL SHOWS WANTED.
RIDES: OCTOPUS and ROLL-O-PLANE, Kiddie Airplane and Miniature Train. Want Foreman for new 7-Car Tilt. Must be single, sober and drive semi trailer. NO Second Men wanted. We have 12 Rides and 10 Shows. Will play FLORIDA this winter. We played more bona fide Fairs in Florida last year than any one organization and have them contracted this year. Will furnish FREE winter quarters. Have secured auto and truck permits, you DO NOT HAVE TO BUY FLORIDA TAGS to play our route. All address:
CRESCENT AMUSEMENT COMPANY
 L. C. McHenry, Genl. Mgr., Siler City, N. C., this week; Burlington, N. C., week Aug. 26th. Free Gate.

MILLER BROS.' SHOWS
 Can place for the following Fairs starting at Meyersdale, Pa., August 19, followed by Jennerstown, Pa., Fair; Warsaw, Va., Fair; Spring Hope, N. C., Fair; Enfield, N. C., Fair; Warrenton, N. C., Fair; Mullins, S. C., Fair; Kingstree, S. C., Fair; Bishopville, S. C., Fair; Manning, S. C., Fair.
 Rides: Octopus; Dick Smith, Al Westcott, wire. Pony Ride. Want Ride Help that can drive semi-trailers.
 Shows: Organized Girl Show. Will furnish complete outfit. Want Manager for Side Show, also Freaks, Acts and Annex Attraction. Want Monkey Show, Motor Drome and Glass House, Manager for Athletic Show, Musicians to strengthen Minstrel Band.
 Concessions: Place Concessions of all kinds.
OIL CITY, PA., THIS WEEK; MEYERSDALE, PA., FAIR NEXT WEEK

WORLD FAMOUS SHOWS, INC.
PLAYING 12 WEEKS OF FAIRS—WANT
 Rides: Octopus, Tilt-a-Whirl or Whip. Want Cook House, join at once; will sell exclusive at all our fairs. Will sell exclusive on Peanuts, Popcorn and Candy Apples. Want eight Girls for French Casino, no experience necessary. Salary paid from office. Want Concessions of all kinds, Wheels and Coupons, Ball Games, Penny Pitch or any other Grind Stores. Want Legal Adjuster with carnival experience, positively sober and reliable. Want Free Act for balance of season. Price must be reasonable. Experienced Publicity Man, join at once.
 Wire **MAX CRUBERG**, Mgr., Firemen's Convention, Shamokin, Penna., week August 12

LAWRENCE GREATER SHOWS, INC.
Attractions of Merit
 Want for the following Fairs: Kutztown, Flemington, Hatfield and 9 bona fide Fairs in North and South Carolina. Closing Nov. 16th.
 Showman, Side Show, Fun House, Motordrome, Arcade. Rides—Octopus, Roll-o-Plane. Have complete outfits for Fat Show and Monster Show for reliable people. Concessions—Custard, Diggers, Scales, Lead Galleries, Photos and all legit. Grind Concessions. Scenic Artist and Builder. Girls for Posing and Dope Shows. Performers for office Plant Show and Musicians. Ride Help and Mechanic. Write or wire
TYRONE, PA., THIS WEEK; KUTZTOWN, PA., NEXT WEEK

CONCESSIONS WANTED
READING'S SHOWS
 LEXINGTON, KY., COLORED FAIR, AUG. 19
 Concessions: Want Diggers to join at Liberty, Ky., this week. Want for balance of Fairs: Photo, Diggers, Bowling Alley, Snow, Candy Apples, Candy Floss, Palmistry, Ball Games, String Game, any kind of Stock or Straight Sale Joints. No X except Bingo. Want Grab Joints, Pop Corn, Ice Cream, other Concessions if not too strong and a prize every time. Shows want Midget, Fat, Big Snake, Freak or Illusion. Want Ride Help and Concession Agents. All address: **W. J. WILLIAMS**, Liberty, Ky., this week, or come on to Lexington Colored Fair next week.
SHOWS WANTED

Southland Amusement Co. WANTS

Grind Store Agents and legitimate Concessions of all kinds. Will exchange privilege for Sound Car. FOR SALE—36-Foot 3-Abreast Spillman Merry-Go-Round, good shape, new top. Also 12x16 Cook House, new canvas, ready to operate. Can use first-class Wheel Foreman.

TONY MARTINI, Mascot, Tenn., this week

PENN STATE SHOWS

Want for Montrose, Pa., Fair, August 21-23, and Susquehanna County Firemen's Convention, Great Bend, Pa., on the Streets, August 23-24. Shows and legitimate Concessions. Good proposition for Bingo. All Concessions open except Refreshments. Can use Ride Foreman for balance of season. McConnellsburg and Oriental Fairs following. STEWART WACHTER, week of Aug. 12-17, Lock Haven, Pa.

WANTED

BUSHAY AMUSEMENT CO.

For 3 weeks for Churches in Big Cities, starting Aug. 26 to Sept. 14. Merry-Go-Round and Venetian Swings, a few Grind Stores; also Free Act, prefer Flying Act.

HENRY BUSHAY

American House, Fitchburg, Mass.

Dodson's in Click Bridgeport Stand; Cleveland Is Okeh

BRIDGEPORT, O., Aug. 10.—Coming into this Tri-State mining area unheralded by advance billing because of a change in route, Dodson's World's Fair Shows opened on July 29 to a midway crowd estimated at 3,000. Newspapers in Wheeling, W. Va., and Martins Ferry and Bellaire, O., gave generous co-operation, as did Wheeling Radio Station WWVA, and attendance increased nightly. Shows were located in Aetnaville, under auspices of the Aetnaville Playground Association.

Ted Grace premiered his Facts attraction on Friday night and the exhibit got off to a good start. One of Mrs. Catherine Taylor's monkey stars from her European Monkey Circus broke loose from his chain and escaped. It was located by show attaches and local children, however, and returned to its post. Jessie Clark, manager of the Gay Paree Revue, has equipped her cast with new costumes. Ray Cramer's Illusion and side shows have been undergoing constant improvements. Eddie

Hagen, former talker on the Illusion Show, has assumed his new duties as first opener on World's Fair Freaks side show.

Mr. and Mrs. Leonard Smith, concessioners, left to play independent bookings. Harlem Hot-Shots, managed by Charles Taylor, with Thad Rising handling the front, has been doing splendid business the past few weeks. Five-year-old June Taylor, daughter of Charlie Taylor, has been clicking with her acrobatic dancing. Lucille Dodson's Chez La Femme is doing good business. Show's front has been redecorated and presents a striking appearance. Her son, Docky, returned to Savannah, Ga., with his grandparents, Mr. and Mrs. Guy Dodson, who visited shows for a few days.

CLEVELAND, Aug. 10.—Satisfactory business resulted for Dodson's World's Fair Shows at the second week of their local stand, altho intensely hot days and the waning public interest resulted in a somewhat smaller attendance than shows attracted the first week. Length of the local run enabled shop department and paint crew to accomplish considerable construction and redecorating work in preparation for shows' circuit of fairs. General Manager Mel G. Dodson purchased six new semis which are to be converted into baggage wagons. A number of new reflectors were purchased for the light towers and variegated colorings of enamels are being applied to rides and show fronts.

Former talker on the side show, Ted Grace resigned to build and operate a new Life exhibit. Members of Gay Paree Revue, which is managed by Jessie Clark; Ray Cramer's Side Show and Illusion Show and cast of Charles Taylor's Hot Shots, accompanied by Capt. Charles Clark's Dodson's show band, presented special shows at Rainbow Hospital for crippled children on Monday, July 22, and at Cuyahoga County American Legion Post camp, where 160 underprivileged and disabled children were being cared for, on July 24. Arrangements were made by Publicity Director Roland W. Richards.

Prof. J. C. Wells, rice writer, who sustained serious injuries in an auto accident in Mansfield, O., July 1; returned to his post in the side show here. Kay Bozza, Gay Paree Revue dancer, left for Chicago, and Pat Kelley, of the same attraction, returned from her home, where she was called to attend her mother's funeral.

UNION HALTS B-G

(Continued from page 32)

from the engagement, once the show had been set up. Thousands of people visited Laketon avenue yards, where the show train was parked, as well as the grounds. Police were kept on duty but no disorder was reported.

A temporary restraining order halting picketing was signed by Circuit Judge Joseph F. Sanford on petition of the ACA on Wednesday. Named defendants were the Circus, Carnival, Fairs and Rodeo International Union; Whitehead, its president, and Guy Magley and Stroud Hester, officers. Union and officials were restrained from picketing or maintaining pickets at the railroad yards or where the plaintiff company might exhibit and from exhibiting placards designating the carnival as non-union or unfair to organized labor. It was also set forth that Whitehead sought to have laborers of the carnival enrolled in his union and that he asked B. S. Gerety to sign a closed-shop agreement and then force employees to join. Petition contended that such coercion would be illegal.

Show Tells Its Side

With granting of the injunction, it was planned to unload and to open the show Wednesday night, according to newspaper advertisements. When it was found impossible to secure truck drivers to move equipment, plans were altered. Three tractors and a wagon were taken from cars. Altho pickets had been disbanded, truck drivers declined to move equipment, holding the carnival was still termed unfair and that violence might be precipitated.

In its answer to the bill of complaint the defendants set forth that the carnival company was not authorized to do business in Michigan and so could not maintain an action for injunctive relief. Before leaving the city the show ran this newspaper advertisement: "To the public of Muskegon: Beckmann & Gerety Shows announce with regret that they will be unable to exhibit their shows in your city and wish to give you the reason therefor. Arrangements had been made with one of your veteran associates to exhibit six days, beginning Monday, August 5. When the shows arrived in Muskegon they found that persons, not

residents of Muskegon or connected in any way with any of the local unions of your city, had misrepresented to the local unions that the shows were unfair to labor, and in consequence the shows were not able to make arrangements to have a local cartage company furnish men to unload the railroad cars. Negotiations were entered into and conferences held, but due to the big delays the matter dragged out until it became too late as a practical matter to unload the equipment and set up the shows, since they must appear at another place next Monday. The show regrets exceedingly the foregoing and appreciates the attitude of the people of Muskegon and hopes that the show may be exhibited at a later date, without the influence of these outsiders."

Whitehead Asks Recognition

CINCINNATI, Aug. 10.—Ralph Whitehead, in a long-distance call to *The Billboard* from Muskegon this morning, said that the picketing of the Beckmann & Gerety Shows by his union there resulted when his men, Stroud Hester and Guy Magley, after several weeks' efforts, failed to negotiate a closed-shop agreement covering the working men employed by the show.

When asked what the terms of the demands of the union were, Whitehead said he merely wanted recognition of the union by the show, and that the question of hours, wages, etc., on carnivals would be decided later by locals of the union to be established in various sections of the country.

Whitehead branded as unfair to organized labor the editorial about the trouble published in *The Muskegon Chronicle* and reprinted here.

Showfolk Honor Memory Of Orville W. Hennies

CHIPPEWA FALLS, Wis., Aug. 10.—Personnel of Hennies Bros.' Shows, playing Northern Wisconsin District Fair here, August 6-11, paid homage to the memory of the late Orville W. Hennies, former co-owner of the shows, at memorial services on the fairgrounds on August 8.

Midway stopped operation at 11 a.m. and more than 20 members of the organization sent floral offerings to Kansas City, Mo., to be placed upon his grave there.

Richards Leaves Dodson's

FAIRMONT, W. Va., Aug. 10.—Roland W. Richards announced here this week that he had resigned as publicity director of Dodson's World's Fair Shows. He said he is considering several offers in radio and motion picture fields, but will take a brief vacation before resuming business activities.

GREAT LAKES EXPOSITION SHOWS, INC. CAN PLACE

Neat Cookhouse catering to showfolks, capable Operator for Girl Shows, Concessions of all kinds, Penny Pitch, Wheels, Coupon Stores, Ball Games, Long season of Fairs. This show will positively play string of southern fairs. Route to interested parties. Want Shows with own outfits. Address: AL WAGNER, Brownstown Fair this week; Linton, Ind., Fair next week.

RIDES WANTED

Starting Sept. 1 for 4 weeks in Virginia, then south for winter. Will book or lease. Will book Shows with own outfits, especially Minstrel Show; a few Clean Concessions.

H. L. WRIGHT, Colonial Beach, Va.

McMAHON SHOWS WANT

Pit Show, Grab Joint, Pop Corn, Candy Floss, Shooting Gallery, Cigarette Gallery, Ride Help, Avoca, Iowa (Fair); Merville (Fair), Aug. 20 to 24.

WANTED

OCTOPUS FOREMAN to join at once.

J. C. WEER

Bremen, Ind.

W. E. WEST MOTORIZED CARNIVAL

Want Ferris Wheel Foreman. Must be sober, dependable and can drive truck. Also Loop-o-Plane Operator, Concession Agent for Bingo, Stock and Coupon Stores, Girls for Dancing Show. Playing only fairs. Greenfield now, then Coming, all in Iowa. Ragah Rodah wants Acts. Leo Palmer, come on.

WANTED

INDIANA, PENNSYLVANIA, FAIR, August 27-30 Inc.

Day and Night.

EBENSBURG, PENNSYLVANIA, FAIR, September 2-7 Inc.

Day and Night.

Legitimate Concessions all kinds, including Eating and Drinking Privileges. Bingo sold.

Can also use some good Shows. No Girls. No Geeks. No Sex. Address inquiries

THE F. E. GOODING AMUSEMENT CO.

1300 Norton Rd., Columbus, Ohio.

CONVENTION SHOWS

LAST CALL FOR STATE FIREMEN'S CONVENTION

DUNKIRK, N. Y., NEXT WEEK

With Little Valley Fair and United Polish Charities, Broadway and Bailey, Buffalo, N. Y., to follow.

WANT NON-CONFLICTING RIDES, SHOWS AND CONCESSIONS.

Write or wire Waterloo, N. Y., Fair this week.

FIREMEN'S FAIR AND HOME WEEK

SPRING VALLEY, N. Y., WEEK JULY 19

Want Rides of all kinds except Merry-Go-Round and Ferris Wheel. Can place money-getting Shows. Tom Fallon and Stack Hubbard, contact. Will place legitimate Concessions of all kinds. Will sell exclusives on Bingo, Photos, Lead and Cigarette Galleries. First show in Spring Valley in seven years. Parades, contests, cash awards, exhibits, fireworks, public wedding. One of best eastern dates to follow. All address: JACK JACKSON, Secretary, Spring Valley, N. Y.

FAIRS --- SCOTT BROS.' SHOWS ---- FAIRS

Want one more big Ride; will book or buy for cash. Also good Kiddie Auto Ride. Want Drome and Pit Show, Musicians for colored Minstrel. Custard open, also 10-Cent Stock Concessions. Ten fairs in Tennessee, Alabama and Georgia. Princeton, Ky., this week; Clarksville, Tenn., next week.

WANTED OUTSTANDING FREAK

For feature. No sex. Wire

PETER KORTES

Beckmann & Gerety Shows, Ionia, Mich., this week; La Porte, Ind., 20 to 25; then Detroit.

WANT MANAGER AND PEOPLE

For complete Side Show, Girls for Posing and Dancing, Geek and Talker for Jungle Show, Kiddy Rides. Want Concessions of all kinds. Have 110-Ft. Top, complete for Illusion Show. Can use good Free Act. All address:

HELLER'S ACME SHOWS

Peekskill, N. Y.; next week, Haverstraw Home Week; then Keller, Ga., Fair

W. C. KAUS SHOWS, Inc.

WANT FOR RED LION GALA WEEK, RED LION, PA., NEXT WEEK

Long Range Shooting Gallery, Ball Games, Bowling Alley, Pitch-Til-U-Win, American Palmistry, Custard, Candy Apples, Waffles or any Eating or Drink Stand. Legitimate Concessions of all kinds. All Concessions open except Bingo. Any Show with own outfit that is new or novel. One Freak or Working Act for Side Show. Rides: Will book Octopus or Eight-Car Whip. Write or wire

W. C. KAUS, MANAGER, ITHACA, N. Y.

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Aug. 10.—President Frank P. Duffield, back in town for a spell, plans to call a meeting soon to take action on applications and place in action several ideas for furtherance of the league before he leaves for his circuit of fairs. Late applications were received from Jerome Steier, Frank J. Mayer, Mack Bybee and John A. F. Johnson. V. Hill, of Streator, Ill., came in for a few days and while here paid his 1941 dues. Sam Aldrich left the hospital and returned to the shows. A welcome message came from Beverly White with inclosure for dues. Al Hock has been giving a few of the boys some Saturday and Sunday work this summer. Brother Harry Ross, back from a Michigan vacation, stopped over before returning east. Ginger Nye left for Detroit, where he will assume his duties as a jewelry salesman. Joe Archer visited.

Lou Leonard and Lew Keller left on a trip to Indiana and visited Elwood, Anderson and Fort Wayne. Orville Harris came in for a farewell before he left with Beckmann & Gerety Shows. Mr. and Mrs. C. D. Odom are still here and visit frequently. A number of brothers visited Mighty Sheesley Midway at Hammond, Ind. Jack Hawthorne advises he has contracted for a scale location at Illinois State Fair. John Lempart is still in Arkansas with the T.-D. fireworks exhibit. Jack Duffield planned to New York to relieve Frank P. Duffield for a spell. Julius Wagner is handling the American Legion Post celebration for M. J. Doolan Amusements at Geneva, Ill.

Larry Hogan is still among the regulars at the rooms. Hospital list now includes Harry Siegal, Lynn McFarland and R. F. Trevelick, with the last named seeming to grow weaker each day. President Duffield and Secretary Joe Streibich left on a trip for a visit with the Johnny J. Jones Exposition at Fort Wayne, Ind. Regular callers at the rooms were Jack Pritchard, Fred Donnelly, William Young, L. S. (Larry) Hogan, Lou Leonard, Lew Keller, William Carsky, Morris Haft, M. J. Doolan, Ginger Nye, Irving Malitz, Max Brantman, Nate Hirsch, Jack Hawthorne, Jack Benjamin, Sam Levine, Sam Bloom, J. C. McCaffery, Frank P. Duffield, Harry H. Hancock, Larry O'Keefe, Whitey Lehrter, David Goldfen, John O'Shea, Bob Revolt, Joe Murphy, Harry Price, Maurice Hanauer and Joe Murphy.

Club received the sad news of the serious illness of Brother Walter Hale, of Fairly & Little Shows, and efforts will be made to bring him to Chicago for attention from Rochester, Minn. Late news brought the report of the passing of Mrs. Brody, wife of Brother M. K. Brody, and club extended its sincere sympathies. Al Latto has his rides playing a location at 15th and Lawndale streets. From December 1, 1939, to August 1, 1940, the league has expended \$344.67 for relief, \$951.97 for cemetery and burials, \$1,981.01 for hospital and \$115.35 for flowers for funeral and illness.

Club Activities



NATIONAL SHOWMEN'S ASSOCIATION INC.

Palace Theater Building
New York, N. Y.

NEW YORK, Aug. 10.—Ben Williams Shows held a jamboree for club last week in Bangor, Me. Squire Riley officiated as the judge and among the levies handed out were \$5 fines for John Henlin, president of the fair, and Frank Wirth. Jamboree was held in Wirth's Grand Imperial Review and he sent the following acts for entertainment: Bill Brown, Tony Strube, Varsity Eight, with Bill McNally as pianist. Organization extends its thanks to everyone active in promoting the event, including Billy Ritchey and Danny Mayer, official photographer for *The Bangor Daily News*. With the fines and the 15-cent gate the organization benefited very nicely.

Secretary Sam Rothstein has left for Detroit with his wife, Helen, and may make his permanent residence there. We are glad to hear that the Brothers Endy have the Danbury Fair and that Brother Ben Williams has the Mineola Fair. Seemed like everyone in the East was traveling to Flourtown, Pa., this week. From all indications the celebration was a success. A welcome visitor to the clubrooms was Adolph Schwartz, who, after a prolonged stay in the hospital, is up and around once more.

Ross Manning, of the M. & M. Shows, dropped into town on business and visited with friends at the clubrooms before leaving to join the show at Nassau, N. Y. He reports business has been fair and they are looking forward to their fair dates for bigger and better business. Dave Epstein is basking in the glory of being a grandfather again. Neal Carr stopped off at the clubrooms on his way to Flourtown, Pa.

This is the time of the year when it is worth your while to have a paid-up membership card. Do you have the new green card? Eventually, why not now? Jump up on the band wagon with all the others who are rushing their dues in. Fred Phillips dropped in to say hello and says that business is good.

Birthday congratulations to Walter Stebbins, August 14; William Heiman, Harry Schwartz, Will Morris, William D. Gottlieb, George Rector, James Kennedy Bozeman, August 15; Lindley Harvey Cann, Paul Spitzer, Michael Sohmer, Pete Benway, August 16; David E. Brown, August 17; Maurice Elk, Jacob Reiben, O. E. Bittler, August 18; Sol Waxman, August 19.

Ladies' Auxiliary

A party including President Midge Cohen; her niece, Mitzie Cohen; Ethel Gross, Irene Greene and Blanche Henderson drove to Flourtown, Pa., to visit the Cetlin & Wilson Shows. Altho it was a busy night, Sisters Margie Cetlin and Sadie Wilson made the visit a memorable one. Visitors were surprised and happy to see Sisters Stella Feldberg, Jean Waller and Ada Conan with the show. Sister Ethel Gross visited Sister Mildred Vilarde Lasures and found her recovering from injuries received in a recent accident. Sister Fanny Linderman is working hard to secure more members. Hot weather put Chairlady Leah Greenspoon among the missing, but she is busy now on the boat ride for the benefit of the Auxiliary. Members are wishing a speedy recovery for Sister Bea Cohen and her sister, who were recently injured in an automobile accident.

There are many acts of kindness done by our auxiliary girls for the less fortunate ones in the profession. Have you a paid-up card? If not, get it from the secretary immediately.

Pacific Coast Showmen's Assn



623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Aug. 10.—There was no meeting this week, but clubrooms were visited by all the regulars and a few occasionals daily. Preparations are under way for the forthcoming PCSA Day, August 23, when member shows will donate liberal percentages in all departments to the Sick and Relief and the Cemetery funds. Chairman Pat Armstrong has organized a strong appeal campaign. If your route for the week of August 19 is not published in this issue please advise the office promptly so that publicity may reach you in time. Brother Bert Chipman returned from an Eastern vacation on which he visited his son, Harry, who is in advance of the Hamid-Morton-Wallace Circus.

Frank Sweeney and F. A. McNabb, of Chicago, visited last week. Sweeney plans to remain in Southern California for the winter.

Moxie Miller entertained his father, F. E. Miller, of San Francisco, over the week-end, and Frank D. (Cy) Perkins, of Atlanta, reunited with Jack Pollitt and others while en route to the Golden Gate International Exposition, San Francisco. Charlie Soderberg came in from the Archie Clark Shows and is playing some local engagements. His wife is still very ill. Leonard Wilson and wife, expositionists, visited on Monday. Eddie O'Connell, almost totally recovered, came in from Seattle and will be in the South some time. Louie Morgan visited the rooms and Harry LeMack. Bill and Jewel Hobday are getting ready to trek north for the fair dates.

Next week is expected to see an invasion of Treasure Island by club members. Among those planning to go are the Hobdays, Joe Glacy, Doc Smith,

Heart of America Showmen's Club



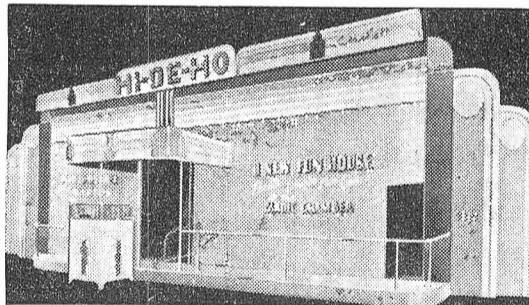
Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Aug. 10.—Brother Frank Capp of Baker-Lockwood Co., left on a six-weeks' trip thru California. Brothers George Howk, Pete Callender and George Elser, have a store show on 12th street, off Grand avenue. Brother Sam Benjamin, general agent, Fairly and Little Shows, arrived last week-end. Mr. and Mrs. Billie Edwards visited briefly en route to Dallas. George Kellar, ride owner came in from St. Joseph, Mo., on business and Mr. Lacy, State Fair Shows, visited here briefly while en route to Oskaloosa, Ia., where he will have three corn games at the fair.

Mrs. Frank E. Layman, formerly of Reid Hotel, is seriously ill following a severe heart attack. Brother Whitey Ivan closed with Al Baysinger Shows and is playing picnics in Missouri. Mrs. Marie Brunk, State Fair Shows, who was ill in a local hospital, has sufficiently recovered to return to the shows. C. G. Buton, general agent, State Fair Shows, accompanied by Mrs. Buton and son and Mrs. Buton's two sisters visited en route to Oskaloosa, Ia. Tom Walters, brother of Neal Walters of U. S. Printing Co., is confined at a local hospital. Banquet and Ball Committee reports much interest in the annual event, which will be held as usual on New Year's Eve. Membership committee is setting a new mark for membership this year despite bad business the early part of the season. Special Events Committee is making preparations for a large gathering of manufacturers, fair secretaries, wholesalers and outdoor showmen the week preceding the banquet and ball.

John M. Miller, Norman Peel, Pop Ludwig, Mel Smith and John Ward. Joe Krug has gone over to the Rubin & Cherry Exposition. Club suffered an irreparable loss in the sudden death of Past President Will Wright. He was everything that a good member should be and had the respect and admiration of all who knew him.

A SUPER STREAMLINED FUN HOUSE



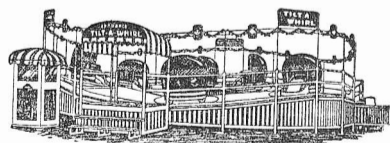
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Write today for full information.

Portable Stages — Ride-O — Auto Speedway — Carouselles — Light Towers — Aerial Joy Ride — Silver Streak — Dodgem and Scooter Bldgs.

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WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE

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The popular favorite of America's Midway Public—Consistent Top Money Winner for owners — Modern streamlined — superior construction — economical operation — Priced right — terms reasonable. Wire, phone or write about earliest delivery dates.

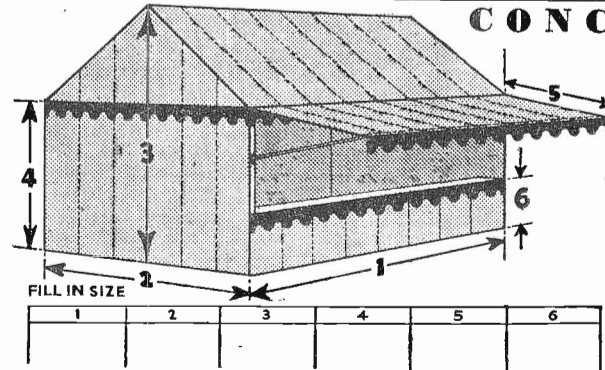
Sellner Mfg. Co., Inc.

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SQUOITS

Thrillingly Different

CONCESSION TENTS



Give Measurements as Indicated BUY from Factory SAVE Money POWERS & CO., INC. 26th and Reed Sts., Phila., Pa.

SNOW CONE AND SOFT DRINK FLAVORS

GOLD MEDAL FLAVORS ARE THE BEST BUY, FOR THEY

—taste better —cost less —go farther —easier to prepare

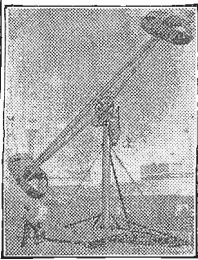
You're losing money if you don't use GOLD MEDAL FLAVORS this year. Write for new price list and details about our special deal on a new Echols Ice Shaver.

GOLD MEDAL PRODUCTS CO.

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Leading All Sales for 1940

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PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.
SLACK MFG. CO.
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Ouija Bottle, Answers All Questions. Each \$.25
Single Sheets, 8 1/2 x 14, Typewritten, Per M. 5.00
Analysis, 3-p., with Blue Cover. Each .03
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Forecast and Analysis, 9-p., Fancy Covers, Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
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NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples 25c.
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"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant Delivery. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS
MANY SIZES Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripes stops the crowds. Circular and canvas samples free. **THE MONROE CO., 35 Bridge St., COLFAX, IA.**

POP CORN
SKY-HIGH Brand MINN-HYBRID 250 Dwarf Hull-less, a GENUINE HYBRID produced by us assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cans, Cones, Bags, Salt, also Salted in the Shell Peanuts. Write for latest price list.
MIDLAND POP CORN CO.
Minneapolis, Minn.

25-FT. HI-STRIKERS—CLOSE OUT SALE
\$80 outfits, 3 sec., 25 ft., single Red Machines all the same with two-color trimmings, 2 mauls, steel chaser, gong, guylines, etc., all brand-new 1940 outfits, to go at \$55 each. Can ship at once (be sure and state how), or we ship by express. You can WIRE order from this ad, or write or WIRE for details. REMEMBER, first orders in are the first to be shipped out until all 1940 machines are sold. They are all alike and weigh approx. 260. Our 1941 machines will be ready October 1st. Rush order to be sure of getting an outfit.
LAPEER HI-STRIKER WKS., Lapeer, Mich.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

SHARPENED up for the long grind?
WORKING his string of concessions to good results on Miller Bros.' Shows is James H. (Georgie) Drew Jr.
FRIEDA PUSHNIK, living torso, joined T. W. Kelly's Side Show on World of Mirth Shows in Waterville, Me.
NEW BILLPOSTER on John H. Marks Shows is Max Hollinsworth, reports Walter D. Nealand.
MAURICE, Ossified Man, joined W. C. Kaus Shows recently at Lancaster, N. Y.
MIDWAYITES who asked for work sure'll find it at the fairs.
JO FONTAINE, formerly with Johnny J. Jones Exposition, has retired from the road and is settled in Auburn, Me., reports Mark Kelly.
AFTER seven and one-half years on Gruberg's World Famous Shows, J. C. (Jimmy) Robson closed with the organization recently to join Art Lewis Shows.
AFTER A VISIT with relatives in Salt Lake City, Mrs. Marshall Brown rejoined Hilderbrand's United Shows at Brigham, Utah.

eighth consecutive year recently to good results was John Galligan, with corn game and concessions, reports Jack Galuppo. He has signed to play the stand again in 1941.

SOME of the bloomers of yesteryear would be considered knockovers today.—Whitey Cooks.

MRS. ARTHUR SCOTT and daughter, Charleen Louise, of Scott Bros.' Shows, are expected to return to the shows soon from a visit with Mrs. Scott's parents, Mr. and Mrs. L. K. Soul, of Ellisville, Miss., reports B. M. Scott.

"VISITED Cetlin & Wilson Shows at Greater Flourtown (Pa.) Fair on August 3 and they have a large and attractive midway," pens Bill Boyd from West Chester, Pa. "We found their employees very courteous."

PERSONNEL of International Club on Sims Greater Shows; Cherie, Sex Oddity, and Peggy Finbow visited the home of the Dionne Quintuplets while shows were playing Ferris, Ont., recently, reports Bobby Kork.

MRS. J. F. MURPHY, of Gooding Greater Shows, is in Memorial Hospital, Piqua, O., where she recently underwent an operation for gallstones. Her condition is reported as good at this writing.

I'VE found it no trouble this season to keep on with that light diet that was no kiddin' last winter.—Muggin' Machine Mazie.

WHILE playing Indianola (Ia.) Fair All-American Exposition Shows presented the new Aerial Joy Ride for the first time on their midway. Manager H. V. Petersen reports that the ride made a hit with Iowans.

PINKY PEPPER, of C. D. Scott Shows, writes from Madisonville, Ky.: "Just took delivery on a new life-size photo for my new Single Show, featuring Mona, the Monkey Girl, and we're ready for the fairs. My Harem Show continues to do well."

WELL-KNOWN vet carnival and circus trouper, Texas Pat Williams (Fire King), who has been confined in East Louisiana State Hospital, Jackson, since 1937 from injuries sustained while with Seils-Sterling Circus, advises that he'd like to read letters from friends.

YEAH, our general agent has left. The boss wouldn't hold still for any more of his still dates.—Cat Rack Annie.

AFTER BEING ILL in an Evansville, Ind., hospital for five months, Mrs. Harry Graff, wife of Happy Graff, well-known lot superintendent and builder, was released last week, but will remain off the road for the remainder of the season.



WHILE CETLIN & WILSON SHOWS were in Hammonton, N. J., Mr. and Mrs. Edmondo Zacchini and Mr. and Mrs. Vittorio Zacchini played hosts to Mr. and Mrs. I. J. Cetlin and Mr. and Mrs. John W. Wilson and Harry Dunkel at a delicious spaghetti dinner in this open-air setting beside their new trailer. The Zacchimis are presenting two free attractions on the C. & W. organization this season.

SOUND TECHNICIAN on Silver State Shows, Ted Dow completed construction of a new marquee for the organization during the stand in Downey, Idaho.
WHILE Hilderbrand's United Shows were playing Brigham, Utah, Ralph Balcom spent the week commuting to Ogden, Utah, where his wife, Margaret, is recuperating from a recent illness.

THE balloon went up on some midways that didn't even have a free act.—Milo McGoff.
CONCESSION MANAGER on Byers Bros.' Shows, Jack Conners took delivery on a new car during shows' stand in Farmer City, Ill., recently, reports Mrs. Sarah Buley.

MRS. C. D. SCOTT, of Scott Bros.' Shows, infos from Madisonville, Ky., that she took delivery on a new trailer while playing Glasgow, Ky., recently.

AMONG attractions on Pryor's All-State Shows at recent West Union (O.) Fair was Clyde Ferguson's Animal Show of dogs, monkeys and a pig.
JOHNNY LANTZ, with several well-framed concessions, joined John H. Marks Shows at Bluefield, Va., recently, as did E. Mansfield, with his puppy concessions.

HARRY DAVENPORT cards from Waterville, Me., that he is doing the talking in the front of Harlem Paradise on World of Mirth Shows.
MOM BIRCHMAN, of Cumberland Valley Shows, is mourning the loss of Jocko, pet monkey, who was killed recently while shows were playing a date in Ohio.

HAVING closed with Tom Rankine's freak show on Rubin & Cherry Exposition, Mike Salerno joined Milo Anthony's Side Show on Frank Burke Shows as inside lecturer.
FOR THE PAST few years with Jake Faust on West's World's Wonder Shows, Max Gruberg's and other carnivals, Frank Flynn has given up the road temporarily in favor of lecturing at Musa Isle Indian Village in Miami, Fla.

THIS is positively the last season that I'll go out without a rain check.—Oscar the Ham.

MRS. BILLY SELLS, wife of Capt. Billy Sells, lion trainer, has joined William Gilck's Ideal Exposition Shows
PLAYING Boonville, Ind., for the

FIVE BIG ELI WHEELS
Are kept busy by Mutual Amusement Company in Chicago territory. Recently they bought two 1940 Model No. 5s. Follow the example set by experienced Ride-Men. Put your money in BIG ELI Wheels for positive, long-term profits.
ELI BRIDGE COMPANY
Builders of Dependable Products.
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Your Attention, Please
CONCESSION ("ANCHOR" TENTS) SHOW "Anchor'dry" Green or Khaki Army Duck
THE ARISTOCRAT'S
We Offer Attractive Prices FAST, DEPENDABLE SERVICE Everyone Knows
EVERY LOT
"ANCHOR" TENTS ARE RIGHT
WE WILL CONSIDER IT A PRIVILEGE TO FIGURE FOR YOU. MAY WE?
ANCHOR SUPPLY CO., INC.
EVANSVILLE, INDIANA

RECENT ADDITIONS to Fuzzell's United Shows in Central City, Ia., included Guy McKee, Mechanical City; Mr. and Mrs. Wise, jewelry stand; Mr. and Mrs. Marks, palmistry stand; Mr. and Mrs. Rose, Joe Lewis and Mr. and Mrs. Logan, grind store.

WALTER HALE, press representative and show operator on Fairly & Little Shows, who was released from Mahnomon (Minn.) Hospital recently, sustained a relapse and is now in St. Mary's Hospital, Rochester, Minn., suffering from a serious leg infection.

AFTER a satisfactory two-week stand in Idora Park, Youngstown, O., Army and Helen Chandler have their guess-your-age stand in Buckeye Lake Park, Buckeye Lake, O. They report they plan to go back to working horoscopes next winter.

FAMOUS last words: "Sure, she 'came back home' because she couldn't light any other place."

J. W. (DIESEL) CLEMENTS and Jack Bell, of Lewis Supply Co., stopped over at Lambert Airport, St. Louis, recently while en route to Memphis from the Northwest, where they visited a number of midways. The Diesel power experts are using Clements' private plane on their trips.

SECRETARY of Greater United Shows, C. N. Hill and wife and Mr. and Mrs. Jack Edwards recently visited Mr. and Mrs. Otto Gray at their ranch home near Stillwater, Okla., while shows were playing Yale, Okla., recently. Edwards was a member of Gray's former stage and radio troupe.

MOE FISHMAN, former carnival troupier of Detroit, now totally blind, is residing at 839 Commerce street, Miami Beach, Fla. He says he recently obtained his "Seeing Eye Dog," which is a great aid in helping him get about. Moe adds that he'd like to hear from his friends.

WHO remembers the old-fashioned fair manager, busy with the whitewash brush just before fair time, and who was his own PWA and WPA?

"AFTER A FEW WEEKS in Pennsylvania, where I exhibited my Oriental dancing show on Beams Attractions, I rejoined the Pinky Pepper Unit with C. D. Scott Shows," pens Linda Lopez from Madisonville, Ky. Stopped at my home in Louisville after an absence of four years."

CHARLES TRIEBEL, of Maysville, Ky., who has been playing celebration dates with his photo gallery this season, is making plans to return to the stage next winter with his vent and magic acts. He formerly was with Howard Bros.' Shows, F. E. Gooding Amusement Co., and Latlip's Family Shows.

E. (SLIM) JOHNSON, of Midwest Merchandise Co., is visiting carnivals playing Nebraska, Kansas, Iowa and Missouri and reports good business for the past two weeks. C. I. (Heavy) Levin, co-owner of the business with Johnson, holds down the fort in Kansas City, Mo., while Slim is on the road.

JUDGING from that play T. W. (Slim) Kelly got himself in The New York Daily Mirror last week he can give most p. a.'s a liberal education.—Six-Syllable Webster.

WOMEN MEMBERS of Silver State Attractions recently formed a social club, which they have named the Sisters of the Knitting Circle. Alice Blash, is president and instructor, with Billie Cohen as treasurer, and May Castell, secretary. Initiated recently were Thelma Close and Mrs. Clyde McGahn.

MRS. G. R. HOESCHEN and Mrs. E. J. Kulenkamp, of Frisk Greater Shows, recently made a trip to Minneapolis and St. Paul, where they spent considerable time on a shopping tour before returning to the organization. Mrs. Kulenkamp also left her daughter, Donna Mae, with her grandmother in St. Paul for the remainder of the season.

AMONG VISITORS to Hilderbrand's United Shows at Brigham, Utah, were Mr. and Mrs. Pierre Ouelette, Tip Top Shows; Mr. and Mrs. Clarence Alton, Silver State Shows; Mr. and Mrs. Henry Sucker and family, Monte Young Shows, Mr. and Mrs. Johnnie Cardwell, Silver State Shows, and Mr. and Mrs. Mickey Wilson.

WHEN the boss has to use a compass to find the next town, the g. a. should be notified

to use some route markers.—Nervous Nellie, assistant ball game manager.

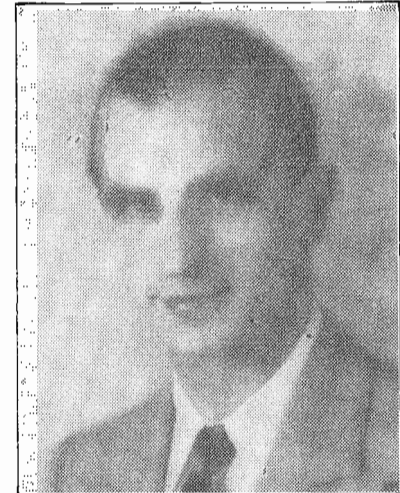
MR. AND MRS. GEORGE W. PETERSON letter from Monticello, Minn.: "Our sister-in-law, Mrs. G. E. Peterson, joined shows here with a grab stand, with her brother, Louis Lee, assisting her. She recently took delivery on a new car. This is our fourth season with H. L. Hines Amusement Co., where we have our photo gallery and pop-corn stand."

PRESS AGENT of the Charles Siegrist Society Circus, Frankie Bland and Harry Logan, formerly with Johnny J. Jones Exposition and now on Siegrist's staff, visited James E. Strates Shows at Rochester, N. Y., recently and report the organization has been doing well and has not been hampered by rain as most other shows have this season.

TAKING it easy this season, the Great Sweet Potato Shows are making only short moves and holding down the nut, even though they ARE third and fourth in.—Cousin Peleg.

CONCESSIONER of note, J. C. Tobias has opened a new eating establishment six miles West of Lewistown, Pa., to be known as Toby's Top. Advertising of the eatery will be done via a sound truck handled by H. Tobias Jr., a former bandsman with Johnny J. Jones and Rubin & Cherry Expositions and Parker & Watts Circus. Another brother and father will assist Tobias at the diner.

WHILE Motor City Shows were exhibiting in Peru, Ind., recently, Mrs. H. H. Roop played hostess to Wilma, Betty



ONE OF THE MOST VERSATILE members of E. J. Casey's All-Canadian Shows is Frankie Meyers, press representative and The Billboard sales agent, who also finds time to operate his cigaret shooting gallery on the shows and write short stories and verse. Born in New York, Meyers has spent much of his life vagabonding and writing. A pianist, he has promoted traveling dance bands and road shows and once owned a night club. He also numbers press reporting, photography and accounting among his accomplishments.

and Aileen Ross, of the shows, at a dinner and theater party. A picnic lunch was served in Mrs. Roop's apartment and favors were small American flags. Out-of-town guests included Maxine and Rex Fligg, of South Bend, Ind. Gertrude Ellis also was among guests.

COOKHOUSE Gossip: "Yeah, we will positively play 12 or 14 good fairs this season but the boss is keeping our route secret for good reasons."

"WE'RE WAY DOWN here in Rogers, Ark.," writes Capt. Jack O'Diamonds, of Death's Holiday Thrill Shows. "I'd suggest that troupers remain out of Arkansas unless they own a gasoline refinery and cigaret factory. Gas is selling at from 21 to 26 cents per gallon and some cigarets are priced at 21 cents per package. Meals are high and labor and entertainment is cheap. We're heading for Illinois. Attraction lost four men when they enlisted in the army."

DURING A RECENT engagement in Cicero, Ill., Knoll, high-trapeze worker also known as Jack Hamilton, enjoyed visits with Ben Mouton, Leo (Suicide) Simons and The Milos. Knoll, during a two-day engagement in Cincinnati last week, paid The Billboard a call, accompanied by his wife. He is playing

celebration and fair dates for Charles Zumater, of Chicago, and from the Queen City departed for Mount Sterling, (Ill.) Fair. Knoll was loud in his praise of the high acts presented by the lads mention above.

THE reason that tarpaulin is often pronounced tar-POL-eon is probably the same one that makes a CAL-i-ope out of calliope.—Mrs. Uphaw.

SHOWFOLK on Zacchini Bros.' Shows are still mourning the loss of "Old Sam," colored utility worker on the organization, who died in Ambridge, Pa., on July 27. Funds furnished by members of shows' Good Fellowship Club gave Old Sam a burial spot in the cemetery at Ambridge. Among the personnel, Sam's presence on shows' midway was just as important as the sight of the Merry-Go-Round or Ferris Wheel. They can't believe they'll never again see him and his small dog making their nightly inspection of the midway.

"AM DEEPLY GRIEVED over the death of H. L. (Sheeney) Bush," letters Doc Waddell from Ohio Masonic Home, Springfield, O. "I tramped with Harry over 50 years ago and a world of wisdom was locked in his breast. He will be missed greatly by all who knew him. Elizabeth (Mother) Johnson, mother-in-law of Roy Gray, owner Texas Longhorn Shows, also will be missed by outdoor showfolk. She walked humbly and lovingly thru all her days, whether it was around the office wagon of the Texas Longhorn Shows, on show lot or at home."

DURING the last war some showmen keenly felt the embargo on steel. And some are still feeling a ban on another kind—spelled differently.—Colonel Patch.

MONTE NOVARRO, of the Paradise Revue attraction on Ben Williams Shows, pens from Bangor, Me., that he was pleasantly surprised by a visit from his old friend Tex Ritter, of motion picture note, while shows were in Hallowell, Me. Novarro adds that his and Arthur King's Glamour Girls and Paradise revues played to par results there and that Jean Gannon finished all new wardrobe for both shows in time for opening in Bangor. Recent additions to the attractions include Laurel Turner, Hope Daniles, Victor Le Claire, Linda Brent and Anne Harriss.

DOC AND MA KELLEY, and Ray and Irene Wilcox, of the Doc & Ma Shows, now in the barn at Gales Ferry, Conn., caught the World of Mirth Shows during the stand in Norwich, Conn. They report pleasant visits with Max and Fannie Linderman, owners; Jack Gilbert; Mabel Kidder, of Superba Show; Mr. Porter, snake show; Slim Kelley, Ten-in-One, and F. R. Judy, Colored Revue. Also on the lot were Felix Callahan and Bugs Raymond. Doc, who was confined in Bellevue Hospital, New York, for two months, is just beginning to regain his health.

MANAGER of the Gate & Banner Shows isn't worrying about winter quarters. He says they'll again be in the town that is as far as he can go.

COOKHOUSE on Imperial Shows, operated by Jack Galluppo and Ann Galligan, is reported to be getting its share of business on shows' midway. Unit's roster includes Mrs. Susie Jenkins, head chef; Mrs. Jack Galluppo, bookkeeper; Elwood Shelton, Bill Messett, Buck Michalson, waiters; Frank McArthur, Carl Reese, Ralph Camp and Jack Wright, countermen; Jack Galluppo, front griddle; Tennessee Slim, sandwiches; Snowball Johnson, Bobbie Johnson and Willie Green, kitchen; George Ingrahm and Doc Newton, purchasing department, and Mrs. George Ingrahm, cashier.

GREATER EXPOSITION SHOWS' notes by Mrs. Dorothy Hayes from Clinton, Ill.: After a rainy week at Michigan City, Ind., shows moved in here, where crowds were large but spending was off. Visitors included Mr. and Mrs. Fred Francis and daughter; Mr. and Mrs. Merle and John Martin and family and Violet Marquis. New arrivals included Mrs. Marie Beck, niece of Mrs. Francis, and daughter Jane, and Mr. and Mrs. Dave Evans. Fat McMaddy left the shows here and Bob and Betty Anderson purchased a new trailer home. Owner Francis purchased several new tractors.

WHILE Kaus Exposition Shows were playing Binghamton, N. Y., members of Mettler's Family Band rented a summer

EVANS
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 Rely on Evans 46 Years' Experience for Latest and Best Amusement Equipment.

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 Complete Line of Shooting Galleries. Supplies for All Makes.

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 One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.
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SECOND-HAND SHOW PROPERTY FOR SALE
 \$1.85—Chicago Fibre Rink Skates, all sizes.
 \$8.00—Small Bass Drum, great bally.
 \$3.00—Ticket Box, Parabol 6 ft., others.
 Long-Eakin Crispette Outfit, sell cheap.
 \$14.50—New Sleeping Wall Tent, 8x10; others.
 We Buy Concession Tents, Evans Wheels. Pay Cash.
WEIL'S CURIOSITY SHOP
 20 S. 2nd St., Philadelphia, Pa.

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 or anyone knowing their present whereabouts, please communicate with
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 Easy Terms.



WANTED

SOBER COOKS AND WAITERS to join at once. Wire or come on, but don't come if you can't stay sober (Don, wire). Address: **FRANK HARRISON**, Care DEE LANG FAMOUS SHOWS As Per Route in The Billboard

H. P. LARGE SHOWS

Want for three of the best Homecomings in Illinois: Cisne, Aug. 12-17; Noble, Aug. 19-24; Assumption, Aug. 26-31. All 6 days and nights. Legitimate Concessions, come on; I'll place you. Place any Show with own outfit. Good opening for Cookhouse and Diggers. **H. P. LARGE.**

WANTED FOR MINSTREL SHOW

Colored Performers and Musicians, Singers, Dancers, Teams, Producer, or will place Organized Troupe. Long season, south and best of treatment. **AL WAGNER**, Mgr., Great Lakes Exposition Shows, Brownstown, Ind., this week; Linton, Ind., week Aug. 19th. P.S.: Can place Scale Man for Russells Point, O., Park.

WANTED

One more Ride, not conflicting, with own transportation. Good Platform Free Act. Price must be right. Concessions that work for Stock, Shooting Gallery, Girls for Girl and Posing Show. Committees in Ohio, Indiana, we have a couple open dates. Franklin, Ohio, Aug. 12-17; Greenfield, Ohio, Aug. 19-24; Silverton, Ohio, Aug. 26-31. All Celebrations. **W. S. CURL SHOWS.**

WANTED

For Billy Ritchey's Water Circus High Diver Clown who can work Ladders. Address Skowhegan, Maine, this week; Waterville, Maine, week 19th. Care

BEN WILLIAMS SHOWS

**AMERICAN LEGION
 HOMECOMING**

Want Stock Concessions
4 Big Days—Aug. 21 to 24—Chillicothe, Ill.
 Address: **T. C. ANDERSON, Chairman**

**NEW
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We have just published a new booklet of replacement parts for All Whips, old and new. It also contains valuable Whip Information. Every Whip operator is welcome to a free copy. Send for it today.

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BANTLY'S ALL AMERICAN SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS:
 Bedford Fair, Bedford, Penna., Aug. 19-24; Richie Co. Fair, Pennsboro, W. Va., Aug. 26-31; Central W. Va. State Fair, Clarksburg, W. Va., Sept. 2-7; Great Radiard Fair, Radiard, Va., Sept. 9-14; Courier Record Five-County Fair, Blackstone, Va., Sept. 16-21. Concessions of all kinds. No exclusive except Bingo. Space reasonable. Choice Wheels, Grind Stores, Diggers, Candy Apples, Candy Floss, Hoop-La, Cane Rack, High Striker, Guess-Your-Weight, Guess-Your-Age, will furnish beautiful complete outfit for an organized Minstrel Show to join at once. Buddy Rilee wants Working Acts for Sideshow, also Half and Half for Annex. LeRoy the Frog Boy, come on. All address: **UNIONTOWN, PENNA., THIS WEEK**

KAUS EXPOSITION SHOWS, INC., WANT

For the Following Fairs: Marlinton and Charleston, W. Va.; Covington, Lexington and Chase City, Va.; Asheboro, Goldsboro, Williamsport, Newbern, Kingston and Warsaw, N. C.—Legitimate Concessions of all kind, except Bingo. Will sell exclusive on Novelties for Charleston. Want Eating and Drink Stands, Ice Cream and Custard. Shows: Wild West, Glass House or any other Show that don't conflict with what we now have. Prefer those with own equipment. Sammy Lowery wants Lady Drome Rider. Want to buy Young Female Lion. Want Help in all departments and Foreman for Scooter. Jim Dowdy wants Girl Agents for Ball Games. All address: **MANAGER KAUS, this week, Elkins, W. Va.; next week, Marlinton, W. Va. (Fair)**

cottage along a beach section of the Chenango River. On the second last night of the shows' stand they tendered the Melzoras, flying act, who were leaving to play a string of fair dates, a party and fish dinner. Among guests were Mrs. Melzora and Raymond, Paul, Buster and Ann Melzora, John Harris, Cliff W. and Mae Patton, Al and Ollie Kadel; Russell, Mabel, Ramona and Tommy Rechenbach, Ramon, Bessie, George, Eleanor, Joe and Gene Mettler.

CONGRESS, seeking more info on wire tapping, should not overlook some promoters who are hep to all kinds of tapping.—Tapped-Out Tommy.

JOHN ROBINSON'S Military Elephants, a feature of the John H. Marks Shows Free Circus for the past two years, will accompany a Cincinnati delegation of 1,200 to Elwood, Ind., to participate in the celebration there when Republican Presidential Nominee Wendell L. Willkie delivers his acceptance speech of the nomination on August 17. Elephants will leave the shows at Asheville, N. C., on August 15 in a special baggage car for Cincinnati, where they will join the local organization for the trip to Elwood. John Robinson IV, who made the deal with the Republican National Campaign Committee, will accompany the elephants.

THE volunteer system for ride crews having failed to work on the Great Deficit Shows, the boss is now in favor of conscription.—Side Show Sal.

DUKE JEANNETTE'S Circus Side Show, which has been playing to good results on the John H. Marks Shows, has the following roster: L. W. (Duke) Jeannette, owner-manager; Mrs. L. W. Jeannette,

secretary; Sealo, Seal Boy; Bobby, dog-face girl; Capt. Joseph Duncan, human pincushion; Capt. Robert Elms, sword swallower; Serpanto, snake-skin girl; the Angelos, joined-together twins; Margaret Clark, double-bodied girl; Helen Kingston, Miss Electra; Marion Miller, ring contortionist; Ralph Davis, midget fire inhaler; Clark Duncan, iron-tongue marvel; Madam Reada, mentalist; William Smith, emcee. Annex has Le Von, human enigma, presented by Dr. S. Schiedler, assisted by Helen Scheidler, nurse. Jeannette, assisted by Ted Blanken and I. Smith, does the talking on front.

WIFE of Oscar Bloom, owner Gold Medal Shows, Mrs. Dottie Bloom played hostess to three members of the organization, Elaine Scott, Celia Ann Easley and LaVerne Clendennin, at a triple shower on July 25 while shows were exhibiting in Memorial Park, Grafton, N. D. Shower was in the form of a chicken dinner, with Thelma Franzel, Pauline Dunn and Stella Sullivan doing the serving. Besides the honored guests, those in attendance were Mrs. Duffy, Virginia Carpenter, Jeanne Morris, Mrs. O'Neill, Jeanne Clayton, Jacqueline Spain, Mammie Keatts, Jackie Wilson, Esther DePriest, Betty Dixon, Mabel Pierson, Mrs. Red Miller, Dora Pierson, Dolly Lollar, Ialo Duff, Mrs. Harold Lucas, Carolyn Holt, Dorothy Morocco, Jean and Betty Howard, Millie Nolan, Ruth King, Mary Christo, Pearl Parker, Betty Hutton, Ella Bye, Jeri and Jackie Feeley, Betty Franzel, Vlasta Aloisie and Blasena Marcie.

EXPERTS are saying that "a mechanized mobile army needs good roads, routed to avoid city traffic, and as direct as possible." They could also be talking about truck shows.—Tape Line Larry.

Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show

By STARR DE BELLE

Torrid, Ill.
 Week ended Aug. 10, 1940.

Dear Mixer: This heat is terrific. The sun has been beating down on the midway, making it impossible for the show's press staff to leave the coolness of our air-conditioned train. During the early part of the season it was too cold to work. During the latter part of spring it was too rainy and now it's too hot.

Should weather conditions ever cooperate with press agents, then it will be a cinch for us to get out press material. We feel it the duty of every working-man, talker, actor and musician to live up to the old slogan, "the show must go on," regardless of weather conditions, but the press department should have the proper weather to function properly.

Being a bit too hot to write any news of value, kindly run the following squibs: Pete Ballyhoo today started his extensive building campaign by ordering our shop departments to organize three shifts a day and to build enough wagons and other show equipment to load two additional flat cars each week. He has placed an order for delivery of two flat cars weekly for the next 60 weeks. Air-conditioning units for the show's ten rest rooms arrived and have been installed. Heating units have been ordered for the winter tour.

Wrench & Hammer, operators of the world's largest motordrome, announced the purchase of Stink & Clatter's sildrome. The latter will be placed inside the big drome and will be used as a blowoff. This additional equipment will in no way interfere with 200-Revolutions-a-Minute's mooch, asking the spectators to throw down silver donations to be used for hospital bills for the injured riders. Will still use the "We-can't-get-any-company-to-insure-us," spiel.

The bosses announced their intention of buying all show fronts of the two World's Fairs at the close of their runs. Have already purchased all equipment of the Glass Jar Amusement Co., an 80-car carnival that has been quietly traveling thru the country. All fronts, wagons, canvas, lighting effects and other equipment not useful to Ballyhoo Bros. will be left on the lot for any outfit that may be able to use it. The bosses stated that they would also leave behind our painters and shop crews to put it in shape by remodeling, painting and repairing whatever any show wants to take over. The equipment was new last spring.

Lem Trucklow announced that from now on the show will follow the fair circuits for remainder of the season. We have already followed fair dates for the last three weeks. The boys are laying the odds of 2 to 1 that we will catch up with one before closing time. Arrangements have been made with three different carnivals that are to follow us in here for rental of the shavings

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., Aug. 10.—Eyerly Aircraft Co.'s annual outing was held at McCredie Springs, Ore., July 20 and 21. We left here early Saturday morning and arrived early that forenoon. There was swimming, hiking, horseback riding and games to amuse all until 5 p.m. and then a picnic lunch was spread in the hotel dining room with employees and their families partaking of a bounteous feast. After dinner Lee Eyerly rose and said that employees were to stand and give an account of the biggest thrill of their lives and they would be given \$10. The thrills ranged all the way from the man who told of his first-born twin boys to an account by Eyerly's oldest son of a flight escapade of his father's. The room was then cleared and all danced until early morning. The next morning hiking parties took trips to near-by places of interest and at 10 o'clock the competitive games were started. Cash prizes were given by the company for three-legged races, sack races, a 50-yard dash for men and women and many others. It was a grand outing and thoroly enjoyed by all.

Orville N. Crafts, of Crafts 20 Big Shows, planned in with Bud Cross from San Francisco on July 25 and they were drafted the first night to help fill out in a square dance at Roberts Grange near Eyerly's Flying E Ranch. The weather did not permit them to return to San Francisco the next day as planned, so we drove up to Camas, Wash., to visit Douglas Shows. We found them doing well at the Camas Paper Festival and while there were occasional showers, all reported good business.

Salem is getting into the spirit of the coming centennial with street decorations, old-time costumes and plans for the coming Mammoth Pageant to be staged at the grand stand at the fairgrounds. Browning Amusement Co. will furnish the midway.

News of the passing of two well-known and well-loved show women, Mom Slover and Annette Sheesley, reached me last week. Mom Slover was on the Monte Young Shows and died July 4. As usual she was working and helping to do what was to be done. She reared a family in show business and the last few years was helping to rear her grandchildren, also in the show business. Mom was loved and respected on any show she was with and will be missed by many friends as well as relatives. Annette Sheesley was in the East at the time of her death last week and her passing leaves an aching void in the hearts of all of us who loved her. On the tomb of the late Huey Long there is a line that reads, "They mourn him most who loved him best." This single line expresses eloquently the feeling of those who have been left behind by these two show women.

that we scattered on the lot. This sort of hearty co-operation not only proves great brotherly love for our fellow showmen, but makes it possible for the office to get theirs free and shows a great cash saving for our followers.

The side show registered top money at this date, reporting annexes Nos. 4, 7 and 9 scoring heavily with blowoffs Nos. 1, 2, 3, 5, 6 and 8 did only a fair business. The glassblower's pitch, mental act, and Buddha went over the top, with pictures, future husbands, magic sales, jewelry, lucky beans, rabbits' feet, lookbacks and package sales only holding their own. The tattooer reported the best week of the season. Kindly mention that the entire show has been doing land-office business and that most of our people are away to the mountains and seashores on vacations, with two weeks' pay. **MAJOR PRIVILEGE.**

12 Qt. Popcorn Popper

ONLY \$11.25. Regular Price \$15.00.
S. A. YELLOW POP-CORN
 50 lbs., \$5.95; 10c Boxes, \$3.35 M; 5c Boxes, \$3.15 M;
 5c Printed Bags, 95c M; Cones, \$2.15 M. Write for Price List and Circulars for everything in POPCORN & POTAT-O-POPS.



WONDERFUL FOOD DEMONSTRATOR
POPS IN 5 SECONDS
ROYALE POP-CHIPS
 Drop them in hot oil. Pops instantly into hot, fresh-delicious golden-crisp potato chips 5 times original size. 5-10-20c attractive bags. 300% profit. Fine demonstrator. Attracts crowds. Sells itself. Liberal sample sent for 20¢. **FREE CATALOGUE**
 Distributors wanted. Retail and Wholesale. **ROYALE POPCORN COMPANY, 4536 W. 130th St., Cleveland, O.**



Direct From the Lots

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices.

35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.
No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker. Real Class . . . \$12.50

3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25

Lightweight Lapcards 6x16. Per 10050

3,000 Small Thin "Browne" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 1.25

3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M 1.50

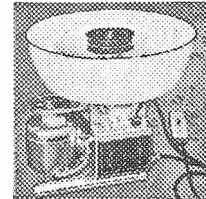
Postage extra on these sheets.

Bingo Card Markers, in strips, 25,000 for . . . 1.25

Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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19 W. Jackson Blvd., Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS



Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINEER than other models. Free literature. **ELECTRIC CANDY FLOSS MACHINE CO.** 202 Twelfth Ave., So., Nashville, Tenn.

Cetlin & Wilson

Flourtown, Pa. Week ended August 3. Location, fairgrounds. Auspices, Greater Flourtown Fair. Business, excellent. Weather, fair.

Big crowds which turned out for opening of fair on July 31 gave good business to shows and rides. Paradise Night Club Revue, with Mrs. Jean Walker as front talker, did exceptionally well. Mrs. I. J. Cetlin and Mrs. John W. Wilson, owners-operators of the show, were complimented on attraction's appearance. Georgia and Gilmore Brown have a new front for their Miss America Show. Hazel Helen Kempf, of New York, visited her cousin, Mrs. Jean Walker, here. Ed Hollinger is doing a swell job as manager of Speedy Merrill's cookhouse. Speedy and Hazel Merrill, with Ralph Justice, are clicking in Merrill's Motordrome. Carl Lauther added several features to his Stranger Than They Seem Show. Harry LaBrequé, secretary-manager New Jersey State Fair, visited I. J. Cetlin, John W. Wilson and Harry Dunkel. Dr. R. Garfield Hall, of Science and Arctic Girls, drew well. Rolloplane, Octopus, Ferris Wheels, Skooter, Jitterbug and other rides did good business. Among assistants to William J. Goss, general chairman Flourtown Fair, are Walter Smith Jr., Mr. Rohrbach, William Hobbs and Mrs. William Goss. Among visitors were Mr. and Mrs. Al Fisher; E. E. Foehl, general manager, and Hugh Pendexter, publicity director of Willow Grove Park, Philadelphia. RAY D. MURRAY.

game. Russell Owens and staff report good results with the bingo. George Baldwin purchased a new p.-a. system and has started work of rebuilding a panel front for his Jitterbug Revue. Johnny Dill purchased a trailer. Stanley's Ten-in-One is top money-getter, with George Baldwin's Jitterbug Revue and Ludy Kay's Oriental Revue vying for second place. Reported by an executive of the shows.

Art Lewis (Railroad)

Illion, N. Y. Week ended August 3. Location, Veterans' Field. Auspices, VFW Post. Business, fair. Weather, fine except showers Thursday. Pay gate, 10 cents.

Attendance at opening was only fair, but it increased daily and on the last three days shows obtained excellent results. Radio announcements twice daily and two 15-minute programs in which Aylene Morency, Dorothy Stone, Dolores Albini and Kathryn Teuscher participated helped shows draw. *Utica Observer-Dispatch, Press, Illion Sentinel and Herkimer Telegram* were liberal with space. Morris Stokes had town well billed and committee co-operated. Max

ited from Richmond, Va. Ralph Weinberg, local sports promoter, visited nightly and showfolk were his guests at the weekly wrestling match at the Sport Arena. Bob Peters, former secretary Bluefield Fair, was on hand, as was Dick Fisher and Jimmy Rantis. Tom and Jeanette Terrill, of Sam Prell World's Fair Shows, were here on business.

Owner John H. Marks returned from a visit to Richmond, where he arranged for new winter quarters for the shows. Earl Ketring is managing the Motordrome as well as being a featured rider.

Capt. Leon Blondon's new performing giant monkey, Major, is clicking in the Monkeyland Circus. Mrs. Ralph Flannigan joined her husband, who is manager for H. W. Jones' bingo. Happy and Mickey Hawkins are doing well with their concessions. Bert Williams has the high striker on the midway. Art Pressley is talker on the Leo F. Burke Girl Revue, where his wife is a featured dancer. Col. H. N. Thompson has taken over management of the International Casino posing revue and opens at Johnson City, Tenn., with a new cast headed by Maxine Thompson. Graves H. Perry, of State tax commission, who has accompanied shows on their tour of West Virginia, left here. WALTER D. NEALAND.

World of Mirth (Railroad)

Waterville, Me. Five days ended August 3. Location, old fairgrounds. Auspices, VFW Post. Business, fair. Weather, clear and cool.

Shows had a fair week here altho town and environs haven't too many people to draw from. Billing was generously spread over a radius of 25 miles and fairgrounds hadn't been in use for a number of years and were not easily accessible. Main entrance was set near the grand stand and the shows were spread over the infield of the race track. Laughland, a new funhouse, is rapidly nearing completion under direction of Charlie Holliday. Its predecessor, the Big Apple, was ruined in a train fire a few weeks ago. Merry-Go-Round, also badly damaged in the same fire, has been rebuilt, as has the organ. Front of Primation Show has been renovated, and new blow-ups adorn the front of Club Casino, operated by Ed and Marge Tut-hill. Leon Reeve's paint crew has been busy retouching and decorating. Mrs. L. H. Cann added a mobile pop-corn unit here. Glen Porter lost the largest of his pythons and received three new ones during the week. Contracting Agent Gerald Snellens added another national advertisement this week. JIM McHUGH.



SCENE IN A HOTEL in Hawaii as members of E. K. Fernandez Shows welcomed several other attractions on their return from Australia via the S. S. Mariposa on July 3. Standing, left to right, are A. J. Budd, Thelma Roberts, Willie Camper, Everett Bridge, Mark Gilman and Maxine Sample. In front row are Hal Compton, Dizzy Darricot, Isom Thomas and Eddie Camara. Budd, Camper, Thomas and Compton comprised the returning group, who will remain with the shows until November, when they will return to California.

W. C. Kaus

Herkimer, N. Y. Week ended August 3. Auspices, St. Anthony's Crusaders. Business, very poor. Weather, hot.

Move of 257 miles here from Lancaster, N. Y., was made without incident and several new concessions joined at this stand. Business was the worst shows have had in a number of years, but much repainting and repairing of equipment was accomplished. Personnel exchanged visits with Art Lewis Shows at Illion, N. Y. Mr. and Mrs. Owens, Eddie Cooper and wife, Walter Cox, Jimmy Elliott, Captain Henry and George Baldwin and his revue were guests of the Lewis Shows at their jamboree on Thursday night. Rides and shows were repainted under direction of Russell Owens. W. C. Kaus was away for a few days on business.

Lancaster, N. Y. Week ended July 27. Location, Legion Memorial Field. Auspices, American Legion Post. Business, good. Weather, good.

Shows moved here from Waverly, N. Y., in good time and everything ready to go Monday night. Two night parades brought out plenty of people and local papers were liberal with space. Walter Cox, who reports satisfactory results with his three concessions, purchased a new truck here. Ray Hart has the grocery store, Mrs. Ray Hart and Freddie, balloon game and Jimmie Elliott, mouse

Cohen, of American Carnival Association, visited at Menands. Percy Morency bought new car just as the one stolen from him showed up. Kenneth Howard purchased a new car. Louis Sage is assistant press agent. Jamboree, emceed by Art Lewis, on Wednesday night was successful. Kathryn Teuscher's nephew and niece are visiting on shows. DICK COLLINS.

John H. Marks (Baggage cars and trucks)

Bluefield, Va. Week ended August 3. Location, airport grounds. Auspices, American Legion Post. Business, fair when weather permitted. Weather, variable.

Date here was a return engagement as shows had played the city last June. Monday and Wednesday nights were lost to rains. At 5 p.m. Wednesday a cloud-burst inundated show grounds and caused much damage in the downtown section, but little was done to the midway. Weather the latter part of the week was below normal and cool weather prevailed. Business was fair when weather permitted midway to open. Show did fair business on Saturday afternoon when Children's Party and Elephants' Birthday anniversary was sponsored by Southern Maid Dairy Co, Station WHIS. Mrs. Will Lewis' son and daughter vis-

World of Pleasure (Motorized)

Fowlerville, Mich. Week ended August 3. Auspices, Livingston County Fair. Business, good. Weather, ideal.

Shows first fair date was a good one, despite some exceptional hot weather. Business was fairly good thruout. Gus Sun Revue, fireworks display, Ella Carver, free acts, and the 14 shows, 11 rides and about 50 concessions made for a swell appearing midway and general layout. It was lauded highly by Gordon Harmon, secretary, as well as visiting fair officials. Friday beat last year's figure by 50 per cent, and despite a threat of showers on Saturday, date closed a winner for all. HENRY (SHORTY) LEWIS.

West Bros. (Motorized)

Forest City, Ia. Week ended August 3. Location, ball park. Auspices, park committee. Business, light. Weather, good.

Patronage here was so light it was comparable to one of the home stands of the St. Louis Browns. Finishing touches were put on shows and rides in preparation for the string of fairs, which start at the next stand. Business the first three days was nil, but Saturday

WANTED

First-class Foreman and Second Man for Chairplane. Also Help for Rideco.

Wire or write
Ben Williams Shows, Inc.
Skowhegan, Maine.

FOR SALE

Five money-getting Shows on Pier, Long Beach. Girl Show, Dope Show, Mermaid, Water Monster Marine Exh. and Ape Mother and Gorilla Baby Show. The latter is on trailer, real frame-up. Forty ft. veneer front of colored pictures. A fat Colored Spotted Lady that can travel and one of the finest young Chimpanzees in the country (trained). Will sell one or all at bargain. Address:

JACK ARCHER
40 So. Golden, LONG BEACH, CALIF.

Mindreading Act Wanted

Astrology and Code Act. Toronto Exposition. Write full details as to how you work. Address:

PHIL MELDON
FORD HOTEL, TORONTO, CANADA

WANTED

Experienced Ride Help for All Rides
HARRY MANSCH
4147 Dickinson Avenue, Chicago
Palisade 0780

SMITH & SMITH CHAIRPLANE

With own transportation at liberty after Aug. 24. Will book with reliable Show having some Fairs. Also Eight-Car Whip for sale, in good condition, now working. State all in first letter.
ISLAND MANOR SHOWS
128 Franklin St., Elmont, N. Y.

Kohr Custard Machine

With or without trailer. Perfect condition. 10 gal. mix with continuous flow. Any reasonable offer accepted.
BOBBY NOVAK, Milner Hotel, Cincinnati, O.

WANTED

GOOD FIRST MAN ON WHEEL. Will pay good salary in cash—not in meal tickets. RELIABLE HELP that can drive Trucks and Semis preferred. WILL BUY 2 MILK BOTTLE BALL GAMES—DOUBLES PREFERRED. Anyone knowing the whereabouts of J. Sullivan, please advise at once. Address all replies to address below, or as per route of BURRELL & RST SHOWS.
PETER G. RUST
2007 West "A" St., Belleville, Ill.

NEW TENTS USED

WE HAVE THEM.
HOW ARE YOURS?
WILL THEY MAKE THE FAIRS?
LOOK THEM OVER NOW.
BE PREPARED.
LET US KNOW YOUR NEEDS.
Write—Wire—Phone

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America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

TILLEY SHOWS WANT

Sober, reliable, experienced Ride Help for Spillman Merry-Go-Round, Whip and Octopus. Must be able to drive Semi Trailers. If you drink or chase women, do not answer this ad. Can also place Concessions for Depue, Ill., Big Labor Day Celebration, Aug. 31, Sept. 1 and 2. Legitimate Grind Concessions of all kinds. Nothing over ten cents. Address: Tiskilwa, Ill., this week; Sheffield, Ill., week Aug. 18th.

Frank W. Babcock Shows

play following contracted dates: Artesia, Portuguese Fiesta, Aug. 13th to 17th. Los Angeles Italian Fiesta, 20th and 24th. Hynes, Cal., Hay and Dairy Festival, Aug. 27th to 31st. Cucamonga Grape and Wine Festival, Sept. 3rd to 7th. Want legitimate Concessions and Shows. Show still for sale or lease as per last week's Billboard adv.

FRANK W. BABCOCK
306 East 7th St., Los Angeles, Cal.

WANT

For eight Wisconsin Fairs, Octopus, Side Show, Girl Show. Real route. Maunton, Wis., Aug. 12 to 15; Slinger, Wis., 16 to 18; Sturgeon Bay, Wis., Aug. 19 to 25.

ELLMAN SHOWS

WANT KENTUCKY-TENNESSEE EXPOSITION

FULTON, KY., AUGUST 19 TO 24

Sponsored by Young Men's Business Club, Chamber of Commerce, Farm Bureau.
Last Year's Attendance—40,000.

Can place for this and ten Southern Fairs Kiddie Auto, Roll-o-Plane, Octopus. Bill Pink, wire. Concessions: Ball Games, Fish Pond, Bowling Alley, Hoop-La, Buckets, Ice Cream, Frozen Custard, Lead Gallery, Palmist or any 10c Stock Concession.
Want organized Ten-in-One or Five-in-One, Animal Show, Dancer for Girl Shows, Big Snake, Mechanical City. Ride Help that drive semi, write.

WALLACE BROS.' SHOWS

Dawson Springs, Ky., this week; Fulton, Aug. 19th to 24th; then I. O. O. F. Celebration, Paducah, Ky.; followed by 10 Southern Fairs, starting Prentiss County Fair, Booneville, Miss., Sept. 2nd to 7th.

WANTED RIDE HELP

Man to Handle Canvas, capable Talkers. Can use another Show of merit; other reliable Help. Write. Address

R. L. LOHMAR, Manager

RUBIN & CHERRY EXPOSITION

Billings, Mont., Aug. 12 to 17; Iowa State Fair, Des Moines, Aug. 21 to 30.

JACKSON CO. FAIR

RIPLEY, W. VA., 4 DAYS AND NIGHTS, AUG. 27-30

Wanted—Ball Games, High Striker, Scales, Bowling Alley, Cane Rack, Photo, Pop Corn, Ice Cream or any legitimate Concession. Will sell X on Bingo. \$75.00. Need Grab Joints and good Cook House. Shows with own outfits. No space held without deposit. Wire or write as per route. Monessen, Pa., week Aug. 12-17; Wind Ridge, Pa., Aug. 19-22.

HOWARD BROS.' SHOWS

CENTRAL, W. VA., STATE FAIR

SEPT. 2-3-4-5-6-7-8, CLARKSBURG

Want: X Novelties, High Strikers, Pitchmen, Custard, Guess-Your-Age, Scales, Demonstrators; Lead Galleries, Long and Short; Cane Rack, Cigarette Gallery, Hoop-La, Pitch-Till-You-Win, Watch-La, Candy Apples, Candy Floss, American Palmistry, all legitimate Concessions. W. Va.'s Greatest Event. 47,000 PAID ADM. LAST YEAR. THIS YEAR 7 DAYS INSTEAD OF 6. 2 DAYS AUTO RACING. 2 DAYS SUICIDE HAYES. 20,000 ADV. TICKET SALES. X SOLD ON CORN GAMES AND COOKHOUSE. Wire R. A. ANDRE, Secy.—No Time To Write.
BANTLY'S ALL AMERICAN SHOWS ON THE MIDWAY
FRANK WIRTH ATTRACTIONS IN GRANDSTAND. 100 MILE BILLING

a good crowd turned out, and receipts exceeded the total of the preceding four days. Highlight of the week was a unique gypsy wedding performed with all the pomp and splendor of the Old World ceremonial weddings. A string band started festivities and continued thru the feast, to which all show officials were invited. Then a series of weird dances followed with all participants outfitted in gaudy attire. Photographers from a number of metropolitan Iowa dailies snapped a number of shots of the festivities. Visitors included Hymie Schrieber and Slim Johnson.

DON TRUEBLOOD.

Gold Medal

(Motorized)

Thief River Falls, Minn. Week ended August 3. Location, fairgrounds. Auspices, Pennington County Fair Association. Business, good. Weather, rain daily except Saturday.

Attendance and business at this fair on August 3 surpassed all previous records. Rain at intervals thruout the day cut into the midway and grandstand spending, however. Event was widely billed and business men and fair officials made a two-day booster tour visiting towns within a 100-mile radius. Four bands participated at the opening, and Gertrude Avery's Revue was in front of the grand stand at night and Hoagland's Hippodrome there in the afternoon. Fair officials gave good co-operation. Shows played to their biggest number of people and the biggest week's gross of this season so far despite rain. Earl Taylor and Gertrude Avery were sighted cutting up jackpots almost every afternoon. Melvin Easley and Bill Dunn were notified here that they won fifth prize in the Ell Bridge July 4 contest.

H. B. SHIVE.

Imperial

(Motorized)

Boonville, Ind. Week ended August 3. Auspices, Warwick County Fair. Business, good. Weather, ideal.

Coming in here, shows again broke a record with a 260-mile move from Logansport and everything was ready at noon Sunday. Evansville Day on Thurs-

day drew large crowds. All reported a good week's business. Roloplane, here for the first time, was among top-money getters, while Choc Phillip's Burlesque and Sid Nathanson's Posing Show gave Tom Davenport's Athletic Show a close race for top honors. Joining here were Marion and Billy Kessler. Mr. and Mrs. Red Senefelt joined with long range gallery. Mr. and Mrs. Hock spent a busy week entertaining fair committees. C. H. Taylor, president; A. C. Derr, secretary, and H. H. Rother co-operated. Also joining here were Mr. and Mrs. Jack Murray, with a beautiful new penny arcade, and Cliff Gaynor, with pony track.

JACK GALUPPO.

Eric B. Hyde

(Motorized)

Uhrichsville, O. Week ended July 27. Location, Roanoke showgrounds. Auspices, State and county. Business, light. Weather, hot; electrical storms daily, except Thursday. Pay gate.

Lack of adequate parking space and unfavorable weather are attributed by the management as the reason for the near blank recorded here. Surrounding territory was heavily billed and officials and local newspapers co-operated. Ed J. DeVelde arrived from New York to take over the Posing Show. Dewitt Venner opened with his girl revue, and Mr. and Mrs. Art Gardner joined with palmistry stand. William Crooks, mechanic, left to join another show. Among visitors were Prince Nelson, high wire, and Will H. Coffrin, known in vaudeville years ago as Si Stebbins. G. Watson Scott had his unborn specimens removed from the Oddities to separate tent. Billie Lamb is selling tickets. General Agent Herbert Wiggins reports a long season ahead. Five Flying Lesters failed to report for work. Life Show is under management of Duke Hyatt. Alfred Trim joined the crew here.

WILLIAM JUDKINS HEWITT.

Crystal Expo

(Baggage cars and trucks)

Martinsville, Va. Week ended August 3. Location, Liberty Heights. Auspices, American Legion Post. Business, good when weather permitted. Weather, rain three days.

Worst wind and rainstorm shows ever experienced struck Monday night soon after opening and two or three small tents were leveled. No real damage was done, however. Located on a lot with entrance to shows within two blocks of the Courthouse Square and with an excellent job of billposting done by Harold Kilpatrick, *The Martinsville Daily Bulletin* and committee co-operation, shows had a good opening. Parade, headed by Legion's Drum and Bugle Corps and Alexander Twins, Dorothy and Grace, was hampered by a rainstorm which continued thruout the night and almost all day Tuesday. Crews drained the lot of all water and after dumping many loads of dirt in low places completely carpeted the midway with sawdust and shavings. With another parade arranged for Wednesday night, rain again struck, and spoiled the night's business. Thursday was clear and fair with a large crowd on hand at night and spending was good. Friday and Saturday's crowds were unusually large and all reported excellent business. Business the last three days pulled everybody out of what began to look like a blank. Ride help did a good job of painting on the rides. Dark Town Revue band continues to give daily street parades, with nightly concerts in front of the marquee.

PERCY MARTIN.

J. F. Sparks

(Motorized)

Flemingsburg, Ky. Week ended August 3. Location, Flemingsburg High School. Auspices, Junior Women's League. Business, fair. Weather, good.

Poor crop prospects hurt this date and kept it in the "fair" category despite swell committee co-operation. Good business on Saturday came as a surprise after a light week. Date was utilized in reconditioning all equipment in preparation for shows' string of fair dates. Rides were repainted and new seats constructed for Charlie Russ' Oriental Revue. Charlie Gordon, who joined two weeks ago as mechanic, directed a crew in overhauling all ride and truck motors and Hughey Waters continued lettering and decorating trucks. Marshall Gibson joined as Tilt-a-Whirl foreman and added Glen McKay and Henry Greene to his crew. Lyman Cook joined Estis Warren's Twin Ferris Wheel.

Charley Fagan joined with a short-range gallery; Ivan McFadden, juice stand; Eddie Newcomer, pan game. Ernest Zeeck, who has show's photo gallery concession, added a cork gallery. Jimmy Adams' Athletic Show did good business here, as did Gus Glenos' cookhouse and Jimmy Sparks' diggers. Aerial Crawfords, using Pluto Brown's Band as accompaniment, were popular. RAY ALLEN.

Zacchini Bros.

(Motorized)

Salem, O. Week ended August 3. Location, showgrounds. Auspices, American Legion Post. Business, fair. Weather, hot.

Shows opened Monday night on schedule to fair gate and business. Business thruout week failed to meet expectations, but shows and rides did well Saturday night and business in general was satisfactory. Business was fair at Wednesday's matinee and excellent on Saturday. Salem News co-operated and 56 of its newsboys were guests on the midway Tuesday night. Members of Good Fellowship Club held their regular meeting Wednesday night in Dope Show tent and drew a record attendance. Slim Sleeman, pop-corn store operator, and Mario Zacchini, cannon-ball act No. 2, were sent to Salem hospital after being stricken suddenly ill. Both were released before end of week, however. Carl O. Bartels was confined in his house trailer for four days but will resume his duties as secretary at the next stand. Jack Reed, son of Mr. and Mrs. Albert Reed, hoop-la owners, from Brookville, Pa., celebrated his ninth birthday anniversary on Friday.

Ambridge, Pa. Week ended July 27. Location, 26th street showgrounds. Auspices, Harmony Township Fire Department. Business, excellent. Weather, hot.

Attendance from Monday night showed a satisfactory increase nightly, except Wednesday when a heavy shower cut down attendance and business generally. Wednesday and Saturday matinees showed to fair attendance. Tilt-a-Whirl topped rides and Streets of Morocco led shows. Boy Scouts assisted sponsors in ticket taking and did an excellent job. Show members attended a swim party Thursday afternoon, a company truck furnishing transportation to a pool 12 miles distant. Members of the Good Fellowship Club conducted Kid party Wednesday night in Dope Show tent. A big party held in night club near showgrounds drew a large crowd, and the Zacchini brothers clicked with their act. Shows closed at 1 a.m. Sunday after an excellent night's business and made move on schedule to Salem, O.

BILL SNYDER.

Empire Amusements

Priddy, Tex. Week ended July 20. Location, picnic grounds. Business, good. Weather, good.

With good weather shows opened Monday to good business, which prevailed thruout. Manager Joe Lucia is away on a booking tour. Mr. and Mrs. Robert Moore have their Merry-Go-Round clicking. Shorty Thomas' Girl Show is doing well, as is Baker Brothers' three concessions. Mr. and Mrs. Stevens, concessioners, joined in Gustine, Tex. Line-up includes Margaret Lucia, secretary; Mr. and Mrs. Knight, corn game; Mr. and Mrs. Anders, ball game and penny pitch; Ferris Wheel, Bob Hodge; tickets, Mrs. Lucia; Chairplane, Bill Williams. Mrs. Edwards is ticket seller on Merry-Go-Round. MRS. H. LUCIA.

Prell's World's Fair

(Motorized)

Schenectady, N. Y. Week ended July 13. Location, Crane street showgrounds. Auspices, P. N. A. Home. Business, excellent. Weather, good, except Thursday.

Stand here marked shows' 10th under the same sponsors and, as in the past, business was excellent for all, excepting fun games, which declared a holiday here. Lot was somewhat cramped this year because of the increased size of shows, but by maneuvering and cutting down of various show fronts Manager Sam Prell was able to spot the major part of the organization. Business opened big Monday night and patrons thronged the midway until late. Business continued brisk until Thursday night, which was lost to rain. Friday and Saturday were banner nights, however. Twin Ferris Wheels led rides, with the Whip, under management of Ben Cheek, second. Top show honors went to the Monkey Speedway, under direction of Abe Wolf. All other attractions did well. Stacy Knott, foreman of the Twin Ferris Wheels, who has been confined in a Newark hospital the past sev-

eral weeks, is recovering. Harry J. (Dad) Ward reports increased sales on *The Billboard*.

Albany, N. Y. Week ended July 6. Location, *Bachelor Lot*. Business, excellent. Weather, fine.

This date marked the sixth consecutive year organization has exhibited under the same auspices and committee co-operated. Manager Prell was host and entertained many groups of underprivileged and crippled children. Jack and May Kennedy, of Spick and Span Diner, gave each child food and drink of their choice, while Tony Vivano provided frozen custard cones to all. Spot proved the banner one of the season thus far, and rides and shows vied for top money. Billing was not as good as usual because the Ringling circus brigade had just finished papering for its July 1 date. Bob Hasson, of the circus, visited. Charles Powell, contracting agent, did a good job ahead. THOMAS W. RICE.

Golden State
(Motorized)

Marysville, Calif. Week ended July 27. Location, 10th and I streets. Business, good. Weather, good.

All ride boys were complimented for their work in getting rides ready for opening Tuesday night. Shows opened to good crowds and business and Wednesday night's business was almost double that of opening night. W. R. Shepherd returned from Crafts' 20 Big Shows after repairing some of the rides on that unit. Mr. and Mrs. Dobbert have recovered from severe colds. The writer entertained members of the Moulin Rouge Show at a cocktail party. George Peixotto is doing a good job with the Silo Motordrome. Members exchanged visits with personnel of Clark's Greater Shows. Master Mechanic Nic Obrovatz is getting all truck equipment ready for the long moves ahead. Prof. Dick Kanthe's Athletic Show is clicking. Billy Brooks and Jim Brown are doing the wrestling and boxing for the professor. Carole Ann, daughter of Mr. and Mrs. Roger Warren, celebrated her birthday anniversary here and received many gifts from showfolk. W. G. Sullivan assumed his lot superintendent duties, and Owner O. N. Crafts visited here. Pat Monzo's pop corn stand is doing well. MONA VAUGHN.

Siebrand Bros.
(Motorized)

Hardin, Mont. August 1-3. Location, fairgrounds. Business, poor. Weather, good.

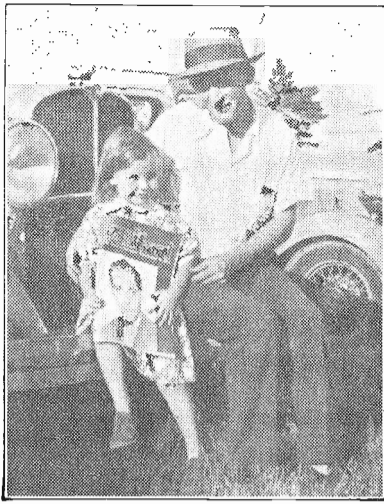
Last half of the week here was disappointing to personnel, as shows had enjoyed good business locally in other years. There seemed to be no money among the Crow Indians here. Mickey Burke was confined to bed for a few days, but is recovering. Mr. and Mrs. Eddie Moore and son visited at this stand.

Miles City, Mont. July 28-31. Location, across from fairgrounds. Auspices, American Legion Post. Business, good. Weather, good. Pay gate, 35 cents.

Opened here Sunday afternoon after a 180-mile jump from Dickinson, N. D., and first day proved one of the best of the engagement. Marlo Le Fors, Mother and Royal Freeman celebrated birthday anniversaries here. Mrs. Hico Siebrand returned from a trip East. Harry Clark's seal, Sailor, escaped from his tank and made his way to the river about 300 yards from the show grounds. He was lost for two days before he was discovered by a rancher. Bill Laternau and wife, Maxine, are installing new equipment in their sound truck. Happy Henry performed the past two weeks with a broken arm. Bozo, clown, Glen Henry and wife, Freeman Brothers, Babette Griener and Bill Payne's Orchestra are playing night club dates after the regular performance on shows. Tom Tullis, who visited here, is operating a traveling zoo.

Dickinson, N. D. Five days ended July 27. Location, lot across from fairgrounds. Auspices, VFW Post. Business, fair. Weather, rain two days.

Show opened on schedule Tuesday night, after some fast work on behalf of Sam Siebrand in getting lights as a line had to be strung for almost a half-mile. Wednesday afternoon shows were hit by a violent wind and rain storm and all tops were blown down with considerable damage. Cookhouse was ripped to ribbons, but everything opened for the night show after tents were replaced. Most seriously damaged were Charles Griner's Torch of Life and Zaza, Mystery Show. Some concessions were slightly damaged. Mrs. Harry Clark, manager Clark's Wild Animal Show, is visiting



ONE OF THE BILLBOARD'S leading sales agents and mail man on *Andy Bros.' Shows, James (Irish) Kelly is seen here while shows were in Westbrook, Me., with Irma Ruth (Dimples) Holmes (holding a copy of The Billboard), daughter of Mr. and Mrs. Robert Holmes, owner-operators of the Midget Show on the organization.*

relatives in the East. During her absence her son, Rodger, is operating the attraction. Mrs. P. W. Siebrand, wife of Pete Siebrand, and daughter, Margaret, and granddaughter, Artis, returned from a visit with relatives in Northwood, N. D., while Mrs. Hico Siebrand is extending her visit thru the East and Midwest. Saturday night was marred by a heavy downpour, giving shows an under-par gross for the week.

Wibaux, Mont. Two days ended July 22. Location, downtown. Business, fair. Weather, good.

Shows moved in here from Williston, N. D., where all chalked good business. Altho this town has less than 2,000 population folks were show minded and turned out for two good houses. Midway did not fare well, however, as everyone is busy harvesting and left early. Blackie Jackson, of Ferris Wheel, sustained a fractured arm while making adjustments on the clutch. Tilt-a-Whirl truck failed to make it in time to set up here and was ordered to proceed to next town. Elmer Payn has recovered from injuries sustained when hit by a car at Wolf Point, Mont.

TED LE FORS.

West Coast Amusement
(Motorized)

Marshfield, Ore. July 22-28. Auspices, Eagles' Club. Business, wonderful. Weather, six days fair; Friday night, rain. Pay gate, 15 cents.

Starting off with a record crowd for a still date, town gave shows one of their best grosses of the season. Paid admissions on Saturday totaled 5,234. Among concessioners doing well were Charles Walpert, John Weiss, Hunter Farmer, Less Dobbs and Edith Walpert. Eddie Helwig's ball games had a banner week, as did Andy Cokan's Midway Cafe. Girlsque Revue, owned and operated by Mr. and Mrs. Ted Wright, vied with Frank Porest for top honors on shows, while all rides clicked. Jack and Martha Joyce's Circus Revue scored, as did the Three Meteors. Louis Leos left on a business trip in the Northwest, and W. T. Jessup handled this spot in his usual efficient manner. Manager-Owner Mike Krekos ordered a new car here and Eddie Helwig's truck was smashed when one of shows' big new trucks backed into it. Any trucks over 35 feet long require an additional insurance policy in addition to the usual one called for. It must be obtained before entering Oregon. Shows' business has been on the upgrade since leaving California. The writer, late of the C. F. Zeiger Shows, assumed his position as head ticket auditor on the front gate. Assistant Manager Harry Meyrs is busy with his many duties. Bob Schonover, lot boss, is doing good work. Eagles' committee, headed by Herb Thom, co-operated. W. W. BARNES.

Hilderbrand's
(Motorized)

Brigham, Utah. Six days ended August 3. Location, Highway No. 91. Auspices, L. L. L. Business, poor. Weather, hot. Pay gate, ten cents.

With extremely hot weather daily and cool nights, business here did not come

up to expectations. On two nights winds were so strong that it took the efforts of everyone to save shows from destruction. Hollywood Skyrockets were unable to present their act on several nights. O. H. Hilderbrand came in for a visit and then returned to his quarters in Ogden. General Agent Lucille King spent two days and then left on a tour of Arizona. General Manager Manfred Stewart kept the boys busy making repairs on the equipment that was damaged in the long jump from Reno. Al Keenan made several trips to Salt Lake City to visit his wife, Alberta, as did Mr. and Mrs. Earl McCann. Mr. and Mrs. John White and Mr. and Mrs. Peter Richards spent the week visiting nearby sights of interest. Secretary John Hobday was ill for two days, but has recovered.

Logan, Utah. Four days ended July 27. Location, Providence. Auspices, Pioneer Day Celebration Committee. Business, fair. Weather, hot. Pay gate, 10 cents.

After long journey from Reno, entire show did not arrive in time for the Mormon Day Celebration, and the show was operated as a circus featuring the circus acts. Patronage was good. None of the rides arrived and all that was offered to the public was a line-up of concessions, with three circus acts as the main attraction. Flats and breakdowns were encountered by nearly all on the shows. Among concessioners who failed to arrive in time were Hazel Fisher, Al Bozarth, Clyde McCahn, Peter Richards and all shows, including Hollywood Skyrockets. Mrs. O. H. Hilderbrand and daughter, Betty Jo, after a brief visit, left for their home in Portland, Ore. Mr. and Mrs. Myles Nelson added several concessions. Mr. and Mrs. Jack Dykes visited Dyke's brother, Frank, during the week. Ida Mae Langer purchased a new car. Mr. and Mrs. Rhinhold Uttke spent the week-end repainting their ride and truck.

Reno, Nev. Six days ended July 20. Location, 4th at Valley streets. Auspices, DVA. Business, fair. Weather, rain and high winds. Pay gate, 15 cents.

With a storm in progress at intervals during the local engagement business was only fair. Thursday night heaviest rain in years, accompanied by high winds, greeted shows. Circus acts were well received. Jessie Vanderhoef was discharged from the hospital and is again with the show. Mrs. Ruby Morgan was treated at a hospital for a cut over her

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CETLIN & WILSON SHOWS, INC.
JEFFERSON COUNTY FAIR, Watertown, N. Y.,
August 19 to 24. Free Gate to Fair Grounds and War Games
there same time.

CHEMUNG COUNTY FAIR, Elmira, N. Y., August 26 to 31.

WILLOW GROVE PARK FAIR AND GREATER PHILADELPHIA EXPOSITION, Willow Grove, Pa., September 2 to 8.

CAN PLACE Grind Shows, worth while, with own equipment. Monkey Circus, Fun Houses, Caterpillar account disappointment. Also place Eats and Drinks of all kinds and legitimate Game Concessions. Want Ferris Wheel Foreman. Geo. Marthae, get in touch with Speedy Merrill. June English and Dee Carroll, get in touch with us at once. Salary sure here. Address this week, Binghamton, N. Y.; then as per route.

INTERNATIONAL CONGRESS OF ODDITIES
CAN PLACE TO JOIN NOW AT
GREAT FAYETTE COUNTY FREE FAIR
CONNERSVILLE, IND.

Strange People and Novelty Performances of all kinds. Want to hear from the Royal Scotch McLeods, Ubellia, a Dislocationist or Anatomical Wonder, Male Contortionist working in Frog Dress. Want two more real Ticket Sellers who can make strong second openings. real Novelty Musical Act. Long line of Fairs and all winter's work in America's Finest Museum. State all first letter or wire if you want a reply.

ART LEWIS SHOWS, INC.
"World's Finest Midway"
FOR BUTLER COUNTY FAIR, BUTLER, PA.
6 DAYS AND NIGHTS. AUGUST 19 TO 24, INC. ALSO 12 OTHER HIGH CLASS

Legitimate Concessions of all kinds. Have several choice Eating and Drinking Locations at Butler. Can place Novelty and Scales exclusive at all our Fairs. We are open for a High Class Monkey Circus or Fat Show, preferably with own transportation. Chas. Lewis can place capable Ball Game Agents. Wire or write ART LEWIS, Gen. Mgr., Week Aug. 12th, Bradford, Pa.; Week August 19, Butler, Pa. P. S.—Can also place Models for Posing Show and Dancers for Revue (salaries paid by the Office).

eye. Mrs. O. H. Hilderbrand entertained several guests at a dinner party at the Dog House. Membership campaign for the Pacific Coast Showmen's Association has been started by Secretary John H. Hobday. **WALTON DE PELLATON.**

Barfield's Cosmopolitan

(Baggage cars and trucks)

Lynch, Ky. Week ended August 3. Auspices, American Legion Post. Business, excellent. Weather, good.

C. C. Robert Patterson, who suffered a paralytic stroke while shows were in Harlan, Ky., died at the hospital there on Wednesday night while shows were here. Manager Barfield had the body prepared for burial and had it shipped here, where members of the company paid their last respects. His brother and nephew arrived in time to take the body home to Ionia, Mich., for interment. Patterson had been with the show since early spring and lately had been operating a Snake Show. Business here was profitable for all and attendance was large, the gate exceeding that of last season. Mrs. J. M. Bentley joined with her cookhouse. This was one of the few weeks of the season where shows had perfect weather. Mr. Kregar and committee co-operated.

CHARLES ECKERT.

Golden State

(Motorized)

Sanger, Calif. Week ended August 3. Location, railroad lot. Business, fair. Weather, good.

Show trucks arrived here 24 hours after making a 225-mile jump from Marysville, Calif. Several trucks had slight repair work done on them on the road. Shows opened Tuesday night on schedule to large crowds, who proved to be spectators instead of speculators. Wednesday night crowds were larger and business picked up. Mrs. Ben Dorbbert is still ailing but able to maintain her position in ticket box. Mrs. Roger Warren is recuperating from a recent illness. Skooter topped all rides.

MONA VAUGHN.

United American

(Motorized)

Thornton, Ia. Four days ended July 2. Annual Street Fair. Auspices, Business Men. Business, terrible. Weather, mostly rain.

Move of 300 miles to this highly touted celebration proved an expensive one as visitors, who were not interested in the show evinced their dislike, by staying away from shows and rides altho a few concessioners did fair. Event was marred by daily rains and a non-co-operative committee made matters extremely unpleasant for the staff at every opportunity. There were several new faces on concession row here and the office has been busy handling inquiries for the Northern and Southern circuit of fairs. A detachment of three rides, two shows and six concessions, in charge of Ray Swanner, was sent to Wheatland, Ia., for an American Legion Post celebration and shows were to re-assemble at Waver- (See UNITED AMERICAN on page 59)

Wallace Bros.

(Baggage cars and trucks)

Lexington, Ky. Week ended August 3. Location, Epping Ball Park. Business, good. Weather, fair.

Show made a 12-mile haul in here enabling them to be ready for an early opening Monday afternoon, which drew a fair crowd. Southland Minstrel Show took top money for the week with Kid Drifty, producer and manager. Others in the line-up are Tree Top, second comic and emcee; Robert White, emcee; Pocketbook Harris, bandmaster, first trumpet and piano; Eddie Childs, second trumpet; Hot Tuber Thomas, bass; Gilbert Scott, trombone; James White, tenor sax; Elmo Johnson, alto sax; Pistol Peet, drummer, and Ola Scott, comic. Chorus has Laura Beard, Baby Drifty and Johnnie Mitchell; Ella Wallace is blues singer. C. T. Wilson has tickets. Mr. and Mrs. Abe Franks entertained visitors from Louisville over the weekend. Buddy Franks returned from a visit to Cincinnati.

CAPT. FREDDIE LEACH.

L. J. Heth

(Motorized)

Harrisburg, Ill. Week ended August 3. Location, Saline County Fairgrounds. Auspices, Saline County Fair. Business, fair. Weather, hot.

Short 32-mile move was made in good time and all was ready Sunday night. Monday night, with a free gate, saw the midway packed. However, spending wasn't as free as in previous years. Rides showed a slight increase but shows and concessions fell off. George Spaulding, The Billboard sales agent and mail man, had a successful week here. Visits were exchanged with Great Lakes Exposition Shows, playing Benton (Ill.) Fair. Seen sporting new cars were Johnny Giampor- tone, Shorty Carr, Al Wines and Otis Howell. Painting of show equipment is still in progress under supervision of George Kelley. Fred Hannon joined the paint staff here, and visitors included M. Montgomery, Fairfield (Ill.) Fair; Bob Hallock, general agent Great Lakes Exposition; Mat Dawson, Acme Premium Supply Co.; Eb Hargraves, McLeansboro Fair, and Guy Pixley, Mt. Carmel (Ill.) Fair.

ALFRED KUNZ.

Blue Ribbon

(Motorized)

Campbellsville, Ky. Week ended August 3. Business, fair. Weather, hot.

With a short move in from Mount Sterling, Ky., shows were up and ready for Monday night's opening. Fair did not open until Tuesday morning, but midway opened Monday night to a fair-sized crowd, which increased daily until closing of the fair. Fair association co-operated, but stand did not come up to expectations. Harry Martin's Midway Cafe continues popular. A. J. Dennis' diggers have been clicking and he reports fair business on the season. Art and Mary Ann Alexander added another concession, making a total of four. Mr. and Mrs. Neal Massaro, with frozen custard and hoop-la, report they are

satisfied with receipts for the season. Clarence Thames has taken over the Modernistic Revue. He also operates the Expose. Fred Clark's Hell Riders topped show, with the Tracey Bros.' Oddities second. Modernistic Revue was next. Among the rides Ridee-O was tops, with Merry-Go-Round and Ferris Wheel second and third. Visitors included C. D. Scott, Charlie Drill, Whitie Thompson and Fred Hengst, assistant manager Kentucky State Fair. **LEE NEWTON.**

Al Baysinger

(Motorized)

Osceola, Ia. Week ended July 13. Location, courthouse square. Auspices, Fire Department. Business, good. Weather, fair.

This was the first date where shows, rides, and concessions made money. Sponsors, under Chairmen Burl Luther, F. C. Hill and Oz Cellman, co-operated. Except for one night of rain business and weather was good. After keeping rides running until midnight Saturday, shows made a 120-mile move and had everything ready for Sunday night's opening in Omaha.

Princeton, Ill. Week ended July 6. Location, Alexander Park. Auspices, Princeton Club and Chamber of Commerce. Business, fair. Weather, fair.

Altho this town was too small for a show of this size, business was good. All merchants co-operated to make July 4th a big success. Attendance on the big day was about 17,000. Kewaunee and La Salle papers were liberal with space, as were local newspapers. Todd Teter, chairman of arrangements for combined committees, did a good job here. Manager Al Baysinger expressed himself as satisfied with the stand.

FRANK J. LEE.

Casey's All-Canadian

Roblin, Swan River, Man., Togo, Sask. Week ended August 3. Locations, fair-grounds. Business, very good. Weather, warm.

Monday shows moved to Roblin for a two-day stand and on Tuesday weather was ideal and attendance good. Spending was fair, with rides, shows and concessions getting business. Wednesday Ferris Wheel and Merry-Go-Round hopped to Togo, Sask., for the one-day fair. Grosses were fair. Remainder of shows went to Swan River. Thursday being entry day, grosses were fair. Friday, however, turned out to be the top day of the season so far. From 2 p.m. until well past midnight midway was jammed. All departments reported the largest grosses for any day of the season. Saturday was good, altho attendance for the night was below Friday's.

Reston, Gilbert Plains, Man.; Kamsack, Sask. Week ended July 27. Locations, fair grounds. Business, good. Weather, warm.

Shows moved on Sunday to Reston for a two-day stop and while en route the Ferris Wheel truck jackknifed on curve and almost overturned. Within an hour personnel had the truck righted. Carburetor trouble necessitated a hop of 25 miles to Virden to obtain repair parts for the canvas truck. Weather was hot on Tuesday and attendance and spending was good. However, an electrical storm and cloud-burst at 10 p.m. ruined business for the remainder of the night. Shows moved Wednesday to Gilbert Plains, where big crowds turned out for the fair and rides, shows and concessions did well. On Sunday shows played Kamsack, Sask., and attendance was very good with midway jammed until after midnight.

Carberry, Shoal Lake, Boissevain, Glad- (See Casey's All-Canadian on opp. page)

Bowen's Joyland

(Motorized)

Pleasanton, Calif. Week ended July 27. Location, Alameda County Fair grounds. Business, good. Weather, hot.

Shows' spot here was one of their best locations of the season. Big crowds turned out opening day to a 50-cent gate and midway was jammed at night. All reported good business. Ten-In-One Show had one of its best nights of the season, and crowds remained late. Dot Whaley also reported good business with her girl show, as did Pinky Coleman's Athletic Show. Sally Reese reported from Fortune, Calif., that business there is good. Bryon Kast has his Pony Ride and Kiddie Planes clicking. Johnnie Miller, of cookhouse fame, operated three stores here to doing good business. Mr. and Mrs. Johnnie Miller recently acquired a house trailer. Mr. and Mrs. Charles Cipperly motored up from San

Francisco to help celebrate Mrs. D. E. Cipperly's birthday anniversary on July 22 at Mally's Grill, Livermore, Calif.

Tracy, Calif. Week ended July 21. Location, Holly drive and Carlton way. Business, poor. Weather, windy and cool.

Business was way below expectations here, due partly to bad weather. Opening night saw people wearing top coats. Whip and bingo were sent to Santa Clara, Calif., and reported good business. Paul and Lola Trent purchased a house trailer here.

F. H. Van Wie, who has been holding down the front on Ten-In-One for some time, has received notice to report for duty in the Intelligence Department of the U. S. Army next week. Merry Mix-Up led the rides here, with Girl Show, under management of Dot Whaley, topping shows. Clyde Zerby and Stanley Kuhns, of Alameda County Fair, visited.

Sacramento, Calif. Week ended July 14. Location, 15th and C streets. Auspices VFW No. 1660. Business, good. Weather, hot.

Business here proved good and all concessioners expressed satisfactory results. Rides all did well, and crowds remained until early morning. Among visitors were Roy E. Ludington, Jimmie Lynch, Patsy Ruth Laughton, Mrs. Eloise Kelly, Mike Krekos, Ben Dobbert and Harry Hendricks. Lola Trent celebrated her birthday anniversary July 12 and received numerous gifts. Mrs. Mabel Davis also celebrated her birthday. Nick and Cecelia Canthe visited and Dot and Walter Whaley celebrated their wedding anniversary. **D. E. CIPPERLY.**

Crowley's United

(Baggage cars and trucks)

Salt Lake City, July 17-24. Auspices, Covered Wagon Days Committee. Business, below par. Weather, fair.

Shows made a 450-mile jump in here from Butte, Mont., and were ready to open Wednesday, when small attendance and little business prevailed. On the last four days business was only fair. No concessions, except corn game, ball games, and cigaret gallery worked and business was just fair. Date was the biggest blank shows have played in the last three years. Larry Reese was stricken ill here with pneumonia and was rushed to a hospital, where his condition is reported as fair. Glen Osborn and Tex Chambers took their usual fishing trip. Manager G. C. Crowley and B. C. (Slim) Cunningham made a business trip into the Northern part of Idaho. Much visiting was done between Monte Young Shows and personnel. Lucille King, general agent of Hilderbrand's United Shows, visited frequently. Mr. Levine and son, of Western Novelty Co., visited on Wednesday. **R. L. BOYD.**

Fuzzell's United

(Motorized)

Central City, Ia. August 1-4. Auspices, Linn County Fair. Business, good. Weather, warm.

This being the first fair of the season, all obtained good business. Some rain was recorded the first part of the week, but good weather and business prevailed on Saturday and Sunday. Fair officials and local officers co-operated. Manager T. A. Fuzzell is away on a trip to the South. Mrs. T. A. Fuzzell handled the business, assisted by Concession Manager Goldstone. Manager Fuzzell purchased a new pony ride and funhouse which are being readied by J. M. Dover. New trucks were added for transportation of same. Mrs. Jack Little, who has been ill at her home, has recovered. Mrs. Jack Kent also has recovered and is working on the penny pitch. George Heiman reported swell business at the Midway Coffee Shoppe. Mr. and Mrs. Al Kish joined with their Diamond Lou Show and also took over management of the Paris Follies replacing Ernie Ray, who left because of illness. Joe Kahn and Roy Kibler mechanics are getting trucks ready for shows' trip to Dixie. Mr. and Mrs. Fuzzell entertained many visitors in the past several weeks. Among them were Slim Johnson, Hila Morgan and party, Joe Louis, Mr. and Mrs. Glenn Hyder, Eli Bridge Co.; C. A. Spheris, Magic Empire Shows, and Mr. and Mrs. George Holt and party. **F. W. PRATT.**

Silver State

(Motorized)

Downey, Ida. Three days ended July 29. Location, ball park. Business, exceptional. Weather, good.

With good co-operation from city officials, shows played to large crowds and good business, in this small agricultural (See Direct From the Lots on page 66)

WANTED FOR WANTED
National Convention of Grand Lodge of I. B. P. O. Elks
 OF W. ST. LOUIS, MO., ON THE STREETS—AUGUST 23 TO 31 INCLUSIVE
SHOWS Can place two small Grind Shows and Minstrel Show with own Equipment and People.
RIDES Can place Rides of all kinds.
CONCESSIONS Will place legitimate Concessions of all kinds. Will sell exclusives on Novelties, Souvenirs, Frozen Custard, Diggers and Corn Game. For Space and Terms, Wire or Write
AMOS WHITE, care GREATER ST. LOUIS LODGE, 211 N. Cardinal St., St. Louis, Mo.

Lebanon, Ky., Fair, week Aug. 19 | Centerville, Tenn., Fair, week Sept. 9
 Bowling Green, Ky., Fair, week Aug. 26 | Alamo, Tenn., Fair, week Sept. 16
 Hartford, Ky., Fair, week Sept. 2 | Dickson, Tenn., Fair, week Sept. 23

Followed by 4 Fairs in Alabama. All Fairs until closing time, no Still Dates, and good Fairs, too. Want Stock Concessions that work for 5c and 10c. No office Concessions. No grift. Address: Brodhead, Ky., Fair this week, or come on as per route.

F. H. BEE SHOWS, INC.

CONKLIN SHOWS CAN PLACE

Concessions of all kinds except Bingo and Novelties for Sherbrooke Fair, August 25 to 30, and Quebec Provincial Exhibition, Quebec City, August 31 to September 7. Apply MERRICK NUTTING on Exhibition Grounds, Sherbrooke, August 23 to 25.

O. Home-Coming Nets G; Attendance is Over 40,000

NORTH INDUSTRY, O., Aug. 10.—Profit of more than \$1,000, which will be used to pay for a new fire truck, was made by the Home-Coming Celebration here on July 30-August 3, reported George Marlow, "The Human Frog," who appeared as free act and promoted the event. Art Hill, cyclist, and nightly fireworks were also free attractions. It was the most successful event yet staged here, more than 40,000 attending.

On the midway were Frank Dudgeon's Chairplane, A. F. Deible's Ponies, William Seltzer's Skooters; C. W. Falor, high striker; Paul Griffith, penny pitch; Miller Brothers, pan game; Larry Fallon's games; Norman Ziegler's Athletic Show; Morris Brothers, pop corn; Butler's long range lead gallery; John Lee Grieves, photo gallery; Frank and Brownie's novelties; Copeland's spot the spot; Cristo, fortunes; Bert Croford, china store; Art Hill, mouse game; Lucas and Felix, short-range lead gallery, and Warther Brothers, wood carvers.

Large Program Is Planned For Mass. Legion Conclave

SALISBURY BEACH, Mass., Aug. 10.—A pretentious bill of attractions is planned for the six-day American Legion State Convention and Mardi Gras here under supervision of Mulcahy & Dean, Inc., reported Edward L. McMahon, who will direct concessions. It is estimated that attendance will exceed 500,000. McMahon recently wound up details in connection with a celebration in Lowell, Mass., on July 4, said to have been the largest ever held in that city.

Already set for the Mardi Gras division of the conclave are Great Wilno, "Human Cannon Ball," fireworks, parades, bathing beauty contest and Children's and Orphans' days. There are also to be rides and shows on the midway.

Beam To Launch Combo

CANTON, O., Aug. 10.—B. Ward Beam, who has out an auto thrill show, will launch a combined indoor circus, thrill show and musical revue in the fall, said T. Dwight Pepple, general agent. Pepple is now engaged in routing the attraction, which will play under auspices. Plans call for a complete circus unit; outstanding features of the Beam thrill show, now playing fairs, and a revue. Pepple, formerly general agent of the Russell Bros.' Circus, said the show will play thru the Middle West.

BREMEN FREE FAIR

AUGUST 21, 22, 23, 24

Auspices Bremen Fire Department.

First Fair in 7 Years.

Wants good, clean Concessions of all kinds. Also wants good, clean Shows. Estimated attendance 15,000. Write or wire.

BOB WILNAR, Chairman

Bremen Fire Department, Bremen, Ind.

J. C. WEER RIDES booked

Olsego, Mich., Street Fair

AUGUST 20-24

An annual event which always draws large crowds. Plenty of Free Acts, plenty of prizes. Concessions, \$1.25 a front foot (minimum, ten feet to a Concession). Positively no racket. Bopcorn is open. Midway controlled by Northwestern Shows. This week, Bryan, Ohio.

Concessions Wanted

For

Lucas, O., Street Fair

Aug. 21st to 24th, Incl.

Jolly's Rides and Free Acts booked. Act quick. No Gift. Address: GEORGE MARLOW, 911 Payne Ct., N. E., Canton, Ohio.

ATTENTION

FAIRS and CELEBRATIONS

Free Acts and Shows available. Write or wire

MALLOY CIRCUS HEADQUARTERS

BOX 345, CANTON, OHIO

WANT 3 RIDES

Toledo Labor Day Jamboree

20,000 families attending. No other Rides or Shows on grounds.

H. G., 1605 Jefferson, Toledo, Ohio

FALL FESTIVAL

AMERICAN LEGION

CANAL WINCHESTER, OHIO

Sept. 11-12-13-14

LEGITIMATE CONCESSIONS

CHAS. W. BENNER, Secy.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

100,000 Attend Mass. Show; Midway Features Numerous

PEABODY, Mass., Aug. 10.—Attendance was more than 100,000 at the successful second Congress of Dare-Devils Show in Buckley Stadium here on July 22-27 under sponsorship of American Legion Post, reported John L. Downing, of Lagasse Amusement Co., which was on the midway. Monday night attendance was 36,014 and more than 40,000 attended on Saturday. Al Leary handled publicity. Admission to gate and grand stand was 25 cents each.

Six Lagasse rides and Jobber's Midget Show were on the midway. Concessioners were Mrs. John L. Downing, ball games; Bob and Billie Colbert, refreshments; Henry Lagasse, pop corn; Albert Golden, Al Rosen, ice cream; Sam Kaplan, blower and cigaret shooting gallery; Kellip, candy; Helen Donoghue, pitch-till-win; Al Leary, mouse game; R. J. Candiano, candy apples and scales; Anthony Camarano; Bee Boynton, penny pitch; Bunny Hare, penny pitch; Jack Valley, monkey speedway; Joe Hall, knife sharpeners and glass cutters; Frank and Kitty Curley, ball games and penny pitch; Tom Thornton, pitch-till-win; Danny and Rita Lynch, ball game and pitch-till-win; Thomas Waterson, lead gallery; William R. Harlan, high striker and shooting gallery, and A. Codirre, photo gallery. Lagasse concessions included bingo, blankets, candy and grocery wheels.

One Big Night at O. Event

NEW WATERFORD, O., Aug. 10.—Annual Volunteer Firemen's Street Fair and Home-Coming here on July 31-August 3 failed to attract crowds comparable to previous years despite ideal weather, but on Saturday night the village was jammed and all midway attractions had a big night. Booster paper was issued, with Mrs. Margaret Klein handling details. Flying Valentines, set by C. A. Klein Attractions, were the free act. On the midway were Gratziano and Carlin's Eli Wheel, Merry-Go-Round, Loop-the-Loop and Tilt-a-Whirl, Zelzer's two Kiddie Rides, Harry Reeve's eight concessions: Holland and Ashton, bingo and scales; Richie Russell, novelties and penny pitch; Von Black, pop corn; Lester Rodgers, peanuts; McPherson and Cassidy, candy apples and root beer; Howard Peter's Freak Animals; Mabel Mack's Mules; Greenwald's Athletic Arena; Mrs. Billy Sells, photos and Dicken's ice cream. C. A. Klein was general chairman.

Program Set for Ga. Event

ATLANTA, Aug. 10.—Seven States will participate in nine-day Southeastern World's Fair in Lakewood Park here, reported George D. Kitzinger. It will open with a float parade headed by governors of States and their staffs. Opening day will also be Georgia Press Day and days will be dedicated to Georgia, Florida, Mississippi, Alabama, South Carolina, the American Legion, North Carolina, Tennessee and Atlanta. There will be a building for State exhibits and President Mike Benton, Secretary Virgil Meigs and Foster Steward, director of exhibits, say that applications for exhibit space indicate the fair will be the largest yet staged here. Another building will be devoted to radio and art, with booths for four stations.

W. Va. Parade Draws 15,000

CHESTER, W. Va., Aug. 10.—Throng of about 15,000 witnessed a colorful seven-mile parade on August 3, climactic program of the six-day annual Volunteer Firemen's Festival here. About 35 musical units and 65 fire companies participated in the prize parade. Event was shifted to Rock Springs Park, the entire amusement spot being given over to the program. In former years it was held on streets. Practically all concessions were operated by firemen and other local groups. Lester Rodgers was here with peanuts on parade night.

Shorts

MIDWAY and free acts will be featured at three-day Elks' Band Fun Frolic in New Philadelphia, O. Jack Nedrow will be in charge.

RIDES, shows and free acts are to be featured at six-day annual Volunteer Firemen's Carnival at Capitol Heights, Md., reported Spencer A. Stine.

LARGE crowds attended a carnival in Maryland Park, Md., on July 26-27 under auspices of the Citizens' Association, reported Spencer A. Stine. Affair was staged to raise money to repair streets.

SIX-DAY Chatham County Fair will be held in Pittsboro, N. C., under auspices of the local fire department, advance work on the event recently getting under way.

BANARD'S CIRCUS, booked thru C. A. Klein Attractions, was free act at annual Rocky Grove, Pa. Firemen's Home-Coming on August 5-10. A. W. Amusement Co. furnished rides.

SIX-DAY Flushing (O.) Centennial will have a midway and fireworks, said Mayor Wayne Hays, and more than 75 fire departments have been invited to participate in a parade.

PROMOTERS of the recent 26th annual Northern County Farmer's Picnic at Benton (Pa.) Park reported it will show profit of \$1,500. Prof. George J. Keller's animal act was featured.

RIDES of Gratziano and Carlin and a big opening-night parade are slated for the annual four-day American Legion Post Fall Festival in Canal Winchester, O. Charles W. Benner is in charge of attractions.

HISTORICAL pageant staged by John B. Rogers Producing Co., will be featured at the two-day Thanksgiving Town Festival in Wellman, Ia., based on the city's turkey-raising industry, reported A. C. Kuipers.

SOME 20,000 attended Hy-Land Lakes Speedboat Races and Festival at Elcho, Wis., on August 3 and 4. Entertainment was provided by Badger State Shows. Sponsors were Antigo (Wis.) Junior Chamber of Commerce and Elcho American Legion Post.

LARGE crowds attended an event in El Dorado Springs, Mo., on July 18-20, when A. E. Seiden, "The Stratosphere Man," and Colonel Wilbur and Juanita, "Dare-Devils of Gunfire," were featured attractions, reported William J. Keeper.

R. H. WADE rides will be on the midway of the annual three-day street fair in East Palestine, O., under auspices of American Legion Post and Larry Larrimore will have charge of concessions and will use his bingo.

RECEIPTS at the recent West Sunbury (Pa.) Firemen's Fair were 20 per cent greater than those of last year, reported C. Schroeder, whose dogs, Flip and Rex, appeared as free act. KDKA Rustlers also appeared. There was a large parade, taken part in by 30 companies and equipment. Among other Pennsylvania dates at which Schroeder appeared were Stoughton Beach and Park, Slippery Rock, and a firemen's festival in that city.

SPONSORED events in New England are giving work to many outdoor acts this season. Four o'Hearts, aerialists, were recently at the Elk's Circus at Laconia, N. H., with Lewis and Oliver

Sisters, Bob Eugene Troupe and Emerald Sisters. Four o'Hearts were also at Woonsocket, R. I., week of July 29, appearing at a jamboree sponsored by churches and were at Nantasket Beach week of August 5. Three Barretts, booked by George A. Hamid, appeared at St. Augustin's bazaar, Newport, R. I., week of August 5-10.

READING, Pa.—Elks sponsored a show at the Fairgrounds on July 18 for benefit of crippled children. Program included Paul Althouse, Metropolitan Opera singer; Orsola Pucciarelli Vozella; Eddie Roeker; The Sylvanians, musical group and the Penn Wheelmen's chorus.

CASEY'S ALL-CANADIAN

(Continued from opposite page)

stone and Russell, Man. Week ended July 20. Business, very good. Weather, hot.

No. 1 Unit hopped to Carberry Monday for a two-day stand, where ideal weather prevailed and grosses were good. No. 2 Unit went to Shoal Lake, where crowds jammed the midway all afternoon and night and business was excellent. Wednesday found No. 2 Unit in Boisvevain, where attendance was good, despite some rain. Both units played Russell and ended the split dates for the season. Weather was hot and rides did well. Crop situation in this section is very good. E. J. Casey motored to Winnipeg over the week-end, bringing back stock and supplies.

Glenboro, Melita, Brandon. Week ended July 14. Locations, fairgrounds and River Park. Business, fair. Weather, warm.

No. 1 Unit pulled into Glenboro for a one-day stop on Tuesday. Weather was ideal and attendance and grosses fair. No. 2 Unit hopped to Hartney, where business was good. Both units went into River Park grounds at Melita on Wednesday in a cloud-burst. Skies cleared Thursday and a large crowd turned out. Spenders were good and grosses for the day were above expectations. Fairgrounds in Brandon was the location for a two-day stop for the Orangeman's July 12 celebration. Weather was hot on Friday and attendance fell a bit short. Bill (Willie) Haller and Carl Cannell report a good season on the roll-down. Johnnie Ellis' pitch-till-you-win and novelties are still clicking. Bonnie Haller, with jingle board, reports good business. Frank Wilson's punk rack is doing well, and Joe (Pop) Carter, assisted by Bozo, at the hoop-la, says his grosses are good. The cigaret shooting gallery is doing well, as are Norman and Peggy Martin with their palmistry stand. Bob Drysdale's lead gallery is still clicking. FRANKIE MEYERS.

MONTPELIER (IND.) FREE STREET FAIR

AUGUST 20th to 24th On Uptown Streets

We need Digger, African Dip, High Striker, Eat Stands, Rifle Range, Frozen Custard and several other Concessions. Write at once CARL D. WALKER, Montpelier, Indiana

Carnival Wanted LIONS' HOMECOMING AND LABOR DAY CELEBRATION

Sept. 2, Nashville, III.

J. W. HUEGELY, Secretary

SECOND ANNUAL JUBILEE

Kimmell, Indiana, August 23-24

Wanted—Reliable Concessions and Free Acts.

KIMMELL CONSERVATION CLUB

A. M. Milnar, Secy., Kimmell, Ind.

ANNUAL LABOR DAY AND HOME COMING CELEBRATION

Sept. 2d, 1940, New London, Ohio

Wanted—All kinds of Concessions. Wire or write

C. H. BURK, Secy., New London, Ohio

RICHWOOD SPUD AND SPLINTER FESTIVAL

RICHWOOD, W. VA., AUGUST 19 TO 24

Want legitimate Concessions of all kinds. All Concessions open. Can also place Grind Shows. All Rides booked. West Va. State Firemen's Convention, New Martinsville, W. Va., to follow this date. All address:

WILLIAM COOK, Chairman Committee, Moundsville, W. Va., this week

Number of Montana Stands Very Good For Bud Anderson

MISSOULA, Mont., Aug. 10.—The Bud E. Anderson Circus had a very successful engagement here in its tour of Western Montana. The writer, P. M. Silloway, was with the show at Kalspell, Polson, St. Ignatius, Stevensville, Hamilton and Missoula.

Tho the prospective grain crop in the Flathead region is somewhat lighter than usual owing to prolonged hot dry weather, Kalspell gave the show full houses for both performances. At Polson there was a drizzling day, making the attendance about a half house at matinee and three-fourths at night. At St. Ignatius, with drizzle still continuing and chilly weather, attendance was light at both performances. At Stevensville the weather was ideal for the Sunday matinee only and the town had a real circus day, with the populace crowding the streets to see the free elephant act at noon downtown and giving the show a capacity house.

Hamilton, only 18 miles from Stevensville, was a banner town for the show. The people of the community were on the streets at the noon hour to see the elephants and gave the matinee very fine patronage. Capacity at night. With this show the elephants, camels and jungle animals are kept in the side show, which invariably gets a heavy play on this account.

Bucks Fair Secretary

At Missoula the show had to buck the county fair secretary and commissioners under a rule that no traveling amusement organization can play the city within 20 days of the fair. The daily newspaper refused to carry any stories or pictures about the show; in fact, it was still doubtful the night before the date if the show would be allowed to play the stand. However, there was a radio broadcast in the morning and also one at noon, and for the elephant act downtown at least 2,000 people congregated. Result was about a three-fourths attendance at the matinee and a nearly full house at night. Claude Elder, circus fan of Missoula and a member of the Lions' Club, arranged for 100 children of relief families to attend the afternoon performance sponsored by the Lions' Club. The kids were served with soft drinks.

In advance of the show is John D. Foss, routing and contracting agent, acting under the policy of the show to avoid serious competition. Playing the better class of towns which do not get a circus every year and breaking the long jumps with smaller communities and Sunday matinees. The result demonstrates that the people at large are generally circus-minded and ready to patronize a really good circus whether railroad or motorized, playing at popular admission prices.

Hamid-Morton Ends Successful Season

CINCINNATI, Aug. 10.—The Hamid-Morton Circus concludes 10 weeks of outdoor bookings at Erie, Pa., tonight, Bob Morton reporting a very successful season. "On Monday of this week," says Morton, writing under date of August 9, "we were at Warren, Pa., and had two capacity houses. Tuesday at Oil City, straw houses at both performances. Show at Erie the remaining four days of this week. All houses have been capacity and tonight a turnaway. This is really phenomenal considering we are the third circus here and following the Ringling show."

Jamestown, N. Y., Okeh

JAMESTOWN, N. Y., Aug. 10.—The Hamid-Morton Circus was here August 1-3, under auspices of the Jamestown Shrine Club. The lot, which is what is left of the old circus grounds, was poor. Weather was fine. The opening matinee was before a small house. The three night houses were nearly filled and the Friday and Saturday afternoon houses three-quarter filled.

George and Dempsey Eno added their perch act which had been out for some time because of Dempsey Eno's injury. The rest of the Eno Troupe turns have been presented as usual.

Clyde Betty and wife enjoyed fishing in Chautauqua Lake while here and Lee Powell tried his hand.



HARVEY FIRESTONE JR., of the Firestone Tire and Rubber Co. (left), and John Ringling North, of the Ringling Bros. and Barnum & Bailey Circus. Photo was snapped by The Akron Beacon Journal when the show played Akron, O., July 10. Firestone was North's guest all day.

Big R-B Draw At Des Moines

DES MOINES, Aug. 10.—The Ringling-Barnum circus was more than justified for playing here with two big crowds on August 2 with 22,000 attending the two shows. It was the first time since 1937 for Ringling in Des Moines and followed Cole Bros. by two weeks. All of the big tops have avoided this city the last few years and agitation was started recently to bring at least one in every year.

Show caught good play from local paper with front-page spread on day of show.

Show arrived from Cedar Rapids half-hour late. Afternoon business at Cedar Rapids was good, but attendance was down at evening performance. Davenport date, July 31, found good houses both afternoon and night.

Spotty Business for Texas Ella's Wild West

HARTWICK, N. Y., Aug. 10.—Art Deutsch, former secretary at Clyde Beatty's Jungle Zoo and press agent for Hamid-Morton, caught Texas Ella's Wild West Show here night of August 7. Show, which collects 25 cents adult admission and 15 cents for kids, played to a weak house of about 200. Top seats about 600.

According to Ella, show has had spotty biz, with Jupe Pluv hurting the trek thru Virginia and Maryland. Night of August 6, a straw house at Fly Creek, southeast of here.

Program includes Texas Kid and family and Cass Foster and family, roping and riding; Red-Headed Willie, Joey; the Yodelin' Cowboy, Texas Rose and cowboy and cowgirl string band.

Heat Affects Hunt Biz at Newport, R. I.

NEWPORT, R. I., Aug. 10.—Hunt's Circus, playing here July 27, suffered low grosses not usually met with in this city. Blame goes to weather man. Rhode Island that day had temperatures of 97, an all-time high for the date.

Small shows and concession stands got fair business from sailors and soldiers, who made up large percentage of crowd on grounds, but the big top offered small allure to throngs seeking escape from the heat.

Banard's Unit With Klein

CANTON, O., Aug. 10.—Buck Banard's circus unit opened at the Richland County Fair, Mansfield. Buck and Madame Barnard collaborate in working the stock, which includes four high-school horses, a six-pony drill, trained mule, dogs, goats and monkeys. Unit is motorized and all trucks, equipment and props have been repainted.

According to Banard, his unit will play several weeks of fairs for C. A. Klein.

Show Went On to Clown's Grave

By NEVA L. WILLIAMS

On that hot afternoon of July 28, 1876, the citizens of Harrodsburg, Ky., gathered to witness one of the strangest double features the town ever saw, then or since.

Posters flaming with color and action had announced the circus date weeks before and had drawn the attention of people in every section of Mercer County. It was a period of road shows when the sawdust folk, after the night's performance in one town, would fold their tents and take to the highway in the darkness to a neighboring town.

To limit the number of persons in a caravan and to save the wages of an extra hand, circus people frequently doubled their duties. Thomas Filloon, a little known clown, cavorted in the ring in comical make-up during performances. On the road he drove one of the animal cages.

As the long trail of circus wagons wound along the road toward Harrodsburg there was a crash and a roar in the darkness. One of the animal cages had toppled off the road. As the cage turned over, the drowsy driver, Thomas Filloon, was thrown clear of the vehicle and his neck was broken.

Funeral Helps Gate

In spite of the tragedy, preparations for the performance in Harrodsburg went forward, for "the show must go on." The town was full of people, drawn by the circus parade and exhibition.

It was announced that the clown's funeral would be in the big tent at the close of the afternoon show. For the circus people wished to bury their dead before they moved on, and waived the customary wait until the third day for interment.

News of the circus funeral spread abroad, and that afternoon the tent was packed. In spite of the still, lifeless form lying in one of the dressing rooms, the clowns cracked their jokes, spangled bareback riders jumped thru hoops, acrobats did their hair-raising stunts and the performance went thru with the glitter and pomp and thrills that please the public. The band closed the last ring with a snappy tune.

Then silence fell on the multitude. The lively music died away and the band took up a funeral dirge. The coffin was carried into the ring, followed by the empty wagon, now driverless and draped in somber black, the team of spotted horses covered with mourning, led by two men.

In Praise of Clowns

The ringmaster took off his tall hat and, standing bareheaded beside the funeral group, paid a tribute to Filloon. He introduced the manager, who spoke a few words of praise and sorrow, emphasizing how the young man had dedicated his life to the noble cause of bringing laughter and merriment into the world. He had loved the circus life, had taken pride in his profession, and his comrades felt it would have been his wish to have the circus about him as he was laid to rest. He thanked the community for all kindness and offers of help, but the circus folk wished to bury their own, he said. In the wide performers' entrance huddled the sawdust actors and workers—spangles of colors, overalls and jeans and the painted faces of the clowns in one sorrowing group.

The minister in charge of the Methodist Church at that time read the Scripture and offered a prayer. James H. Stagg, the local undertaker for many years, had charge of the funeral.

The band, heading the procession, took up the funeral dirge and never missed a strain from the circus lot to Spring Hill Cemetery, where a single grave space had been purchased. The circus folk, in glittering wagons, many still in regalia, followed.

The dirge was so haunting and unusual that it made a deep impression on all who heard it. Two Harrodsburg men memorized the tune. They wrote it down. For many years the Odd Fellows of Harrodsburg headed the funeral processions of their lodge men with the band, and the circus dirge became the official march.—The Courier Journal, Louisville, Ky.

Barnes-Carruthers Acts At Show in Sioux City

SIoux CITY, Ia., Aug. 10.—Backed by a paid membership of over 10,000 citizens and business men, newly inaugurated free summer circus was held here July 29-August 3. The entire show was booked thru Barnes-Carruthers. Program in general was built around three big features, the Star Brigade, an 11-act vaudeville revue presented twice nightly in Grandview Park band shell; the Thrill Circus, afternoon and night in the Stockyards ball park, with music furnished by the Monahan Post Band, and nightly dancing to Wally Wallace's Band in Shore Acres Ballroom. Attendance was big.

Star Brigade, a two-hour musical revue presented before a 150-foot spread of scenery, was composed of the 16 Ainsworth dancers; Armando and Lita, dancers; Eight Master Singers; Two Eileens, dancers; Bernice Fowler, contralto; Alice Steele, soprano, Tony Furse, emcee; Bobby Jeanne, the cannon girl; Bernhard Adagio Foursome; Libonato Trio, musical and dance artists, and the Three Freshmen, comedy knockabout act.

Performing in the Thrill Circus were Hill's elephants; Zavatta troupe of riders; Flying Otaris; Wilbur dogs and ponies; Spiller's seals; Lady Barbara's Circus; Famous Abu-Bekr White Horse Mounted Patrol; Smiley Daly and Company, comedy table rock; Donahue and LaSalle, comedy table rock; Four Arlings, comedy act; Wong troupe; Wen Hai troupe; Jack Sills and Cravat; Arley troupe and Rexola Trio, perch pole acts; Silver Flash, high-school horse; Zoppi troupe, unsupported ladders; Arline Sisters, aerialists; Sensational Marions; Shorty Flemm, Kenneth Waite, Leroy Thompson and Happy Kellems, clowns; Patsy and Silver Lady, teeter-totter mares. Charles Soutiea was musical director.

Saturday midnight (3) climaxed the event with an informal mardi gras with free street dancing in the downtown streets.

Night Sell Out for Cole in Salt Lake

SALT LAKE CITY, Aug. 10.—Cole Bros.' Circus showed here Monday to a fair matinee and a sell out, with straw all around, at night. Zack Terrell was interviewed over Station KSL by Parley Baer. Papers and radio were liberal with space and time, KSL giving the show a 30-minute broadcast from the grounds and covering the first part of the night show with mikes set up at strategic points in the top and menagerie.

Jack Grimes, of the Cole press department, handled the town. Show left for Ogden, on its way to the West Coast.

Jubilee, Banquet, Show For Canton Showmen's Club

CANTON, O., Aug. 10.—Plans for the September Jubilee and the October banquet and show were formulated at this week's meeting of the Canton Showmen's Club. A reunion of club members will be held on Labor Day.

Seven applications for active membership were accepted. Twenty-seven applicants for social membership were elected by ballot. The club now has a combined membership of over 200. It expects to be located in a modern clubhouse by December. Meetings are now being held at Keefer's Hall, Mahoning road, N. E. Next meeting, August 19, will be topped off with refreshments and a luncheon.

H. R. BRISON, with Bell Bros.' Circus, cards that the Beers-Barnes Circus showed Warrensburg, N. Y., August 3, only 12 miles from the Bell show, which was at Chestertown. Charlie Beers Sr., Charlie Beers Jr., wife and daughter, Roger Barnes, wife and daughter visited, and they report doing good business in resort towns.



With the Circus Fans

By THE RINGMASTER
OFA

President
WILLIAM H. JUDD
25 Murray St.,
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
P. O. Box 4,
Gales Ferry, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 10.—Dr. and Mrs. Torney and Mr. and Mrs. Sverre Braathen caught the Ringling-Barnum circus at Milwaukee and entertained several friends from the show at dinner. At Madison the following day the Braathens entertained the following at noon at their home on Lake Waubesa: Gloria and Bonnie Hunt, Betty Stewart, Agnes Shaw, Katherine Clarke, Diane White, Elizabeth Johnson, Doris Claire, Vivian Claire, Patty Pattee and Elsie Otaris, and Madison Fans, W. L. Jackman, Mr. and Deane Adams and Helen Charlton, and Mr. and Mrs. William B. Antes, of Evansville, Wis. They met the showfolks at the train at 10 a.m. Between shows they entertained Mr. and Mrs. Antes and others at dinner.

Visitors at R-B in Madison were Harrison B. Waite, of Waco, Tex.; Mr. and Mrs. B. E. Siebert, Green Bay, Wis.; Mr. and Mrs. Eck Erdlitz and daughter, Mary, Oshkosh; Joe Taggart and Edgar Wilson, Rockford, Ill.; Dr. and Mrs. Conley, Park Ridge, Ill.; J. I. McFarland, Lodi, Wis.; Mr. and Mrs. Roy N. Henderson and Mr. and Mrs. Clarence A. Kachel, Whitewater, Wis.; Bill Kasiska, Baraboo; Mr. and Mrs. Charles Kitto, Beloit. James Whalen came over from Baraboo to spend day on the lot.

National Secretary Walter M. Buckingham attended the field day held by Norwich State Hospital for its inmates and employees at Norwich, Conn., July 31. The following professional acts were used as part of the entertainment: Buck Leahy, Charles Dean, Leahy and Dean, Marion C. Drew and Pals; Leahy, Dean and Drew.

Ed Frye and Frank C. Friedmann, of St. Paul, visited Roy Barrett at the Veterans' Hospital at Ft. Snelling. Friedmann states that he and Frye put in three busy days while the Ringling show was in the Twin Cities.

F. E. Loxley, of Cranston, R. I., caught Hunt Bros.' Circus at West Warwick, R. I., July 29, and Russell Bros. at Worcester, Mass., August 3.

Fred W. Schlottzauer, of Oquawka, Ill., saw both performances of the Ringling-Barnum circus at Davenport, Ia. A. T. Sawyer, of Monmouth, attended the evening show. Sawyer, by offering to get good seats for his friends in Monmouth, accounted for the sale of 40 tickets.

Mr. and Mrs. Albert Mayer, of Cincinnati, O., who are at the Hotel Monterey in Asbury Park, N. J., expect to stay until Labor Day.

Claude Elder, CFA of Missoula, Mont., writes that the Lions' Club of that city entertained 100 children of relief families at the matinee performance of Bud E. Anderson's Circus on July 30. The children were transported to and from the show in busses arranged for by the club and also furnished pop and peanuts.

Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Aug. 10.—"The darling of many a drawing-room!" This is the lead used many times by leading metropolitan newspapers of the Southwest in referring to Major Gordon W. Lillie (Pawnee Bill), of Pawnee, Okla. That just about sums up the admiration the newsmen and citizenry have for Major Lillie, who will soon enter his 82d year. Of course, age has exacted its toll from the physical man, but it certainly missed the mental element entirely, for he is known "Pawnee Bill" is as alert mentally as in the days of Pawnee Bill's Wild West and Great Far East Combined and later Buffalo Bill-Pawnee Bill Wild West Shows. Today Pawnee Bill sits before one of the massive windows of his Black Hawk Peak home, gazing at his herd of some 60 buffalo, dozens of range horses and Indian ponies wondering what the future will be like. Of course, the old gentleman is lost without the vivacious Mae Lillie, who passed away some three years ago, but he still rides the trail like a true frontiersman awaiting the call when he will rejoin Mae, Buffalo Bill, Bill Hickock, Kit Carson and others of Wild West fame. Yes, gentleman is the only word

which can be applied to Pawnee Bill and he is known as that from East to West, South to North and in some foreign countries, as well.

Only last week twin girls of 9 and a lively lad of 6 nearly popped their eyes from their heads when Pawnee Bill dropped in to say hello on his return from California. Of course, Pawnee Bill entertained young and old alike with stories of the true West, bad men, boom-towns, Wild West shows and the great and near-great. It was exciting. It is always exciting when the Major goes in for reminiscing of the old days.

Is Still White Chief

Major Lillie is still the honorary White Chief of the Pawnee Indians. He has not turned a hand since the lamentable season of 1913 when his Buffalo Bill-Pawnee Bill show closed. He does not have to turn a hand, for no better business man ever tramped than Gordon Lillie. He made wise investments and still has them. He travels a great deal and enjoys life far more than any man one can imagine who has reached the age of 82 and . . . he is the only circus owner I know who quit the business and stayed quit. Hundreds of show deals have been offered Pawnee Bill because of two reasons. They know he had money and a title. But try to jar either loose from this grand old gentleman! It cannot be done. He transacts all his business personally and if one tries to short-change him, it spells finis. He knows that little game backwards.

Health Is Still Remarkable

To date, the health of the Major is still remarkable. He is the marvel of all those who know him intimately, and I know the Major. For the past 12 years he and Mae (until her untimely passing) spent their Christmas with my family and that pact will be kept until one or the other of us is called. Many is the time during circus opposition of the old days when as press agent for various circuses I lambasted Pawnee Bill's Wild West and Great Far East shows and later Buffalo Bill-Pawnee Bill's Wild West Shows Combined, but those were the days when that was expected. But today, and for the past 18 years, Pawnee Bill has forgotten all about opposition. He forgot the fight when the fight was over. That was characteristic of the true showman of the old days and it is still a virtue which could be well considered in these hectic days of 1940. If you do not think this is true, just drop in on Pawnee Bill's Buffalo Ranch near Pawnee, Okla. You will get a reception!

Model Builders' Activities

CEDAR RAPIDS, Ia., Aug. 10.—Harold Moore, of Reading Pa., advises he has completed the blacksmith department and side show for his circus and is now working on his cookhouse department. Chuck Sterns, of Austin, Minn., advises that altho he has been busy with correspondence as secretary-treasurer of the Circus Model Builders and Owners' Association, he has managed to get some work done on his Sterns Circus and has just finished a cage wagon and a six-horse hitch.

Verne Fussell, of Cedar Rapids, Ia., has been working on a new cage wagon, also a baggage and a big-top pole wagon. Cliff Schmidt, of Cairo, Ill., has completed another cage wagon and is now working on a water wagon. Bob Danner, of Muncie, Ind., has changed the scale size of his circus to one-half inch to the foot scale.

George Hubler, of Dayton, O., reports that work on his Robinson Bros.' Circus is progressing satisfactorily and that he had a pleasant visit with Mr. and Mrs. Kenny Hull, of the Ringling show, when it played Dayton. Lincoln Williams, of Stockton, Calif., had a front-page write-up of his circus, and also two pictures of several cage wagons, horses and his tableau wagon, "France," in *The Stockton Record* a short time ago. Lincoln has completed several elephants and is now carving some camels.

Bob Garrett, owner of the Carter & Garrett Combined Circus, of Harrisburg, Pa., reports that his circus now has 66 wagons, four trucks, five tractors, 60 horses, 17 elephants, 30 different menagerie animals, also dining department, side show, etc., and is finishing Pullmans and flats for the second and third sections of his three-train circus. Bob states his circus has been on display at several places in and around Harrisburg.

L. H. Bostwick, of Billings, Mont., has completed 10 black and white ponies for his No. 3 mirror band wagon, also eight figures for his Wild West show, including

Indians, cowboys, horses and steers. He now has 70 horses on his show, all of them hair covered and all having glass eyes. He has been working on his circus over 20 years and his equipment weighs over 500 pounds. Charles Elwell, of Bennington, Vt., is back in Glendale, Calif., where he has enrolled in an aeronautical school. While back east in June he caught the Cole show at North Adams, Mass., and the Ringling show at Pittsfield, Mass.

John Dvorak, of Cedar Rapids, Ia., has completed four baggage wagons and is now making plans for five cage wagons. Theron W. (Doc) Nelson, of Princeton, Minn., is working on his new bell-tango circus. Mr. and Mrs. Nelson were guests of Mr. and Mrs. Charles Sterns, of Austin, Minn.

Charles Stensvad's winter quarters of his Campbell Bros.' Circus at North Platte, Neb., have been closed for the summer months. When the Ringling circus played in Cedar Rapids, Ia., Mr. and Mrs. John Dvorak entertained Mr. and Mrs. Kenny Hull, Mr. and Mrs. Verne Fussell and Mr. and Mrs. Louis Dvorak at their home after the night show.

Russ Warner, Harold Moore and their wives and Charles Doelker visited Bill Woodcock and Roy Brown on the Hamid-Morton show when it played Trenton, N. J. Del Wentworth, of Boise, Ida., has been rebuilding some of his wagons and also building new equipment.

On June 22 several members of the CMBOA held a meeting on the Hamid-Morton Circus at Reading, Pa. All members present brought some models, which were exhibited on a platform in the backyard thru the kindness of Bill Woodcock, boss elephant man with the show. Those present were Clyde Beatty, Charles Doelker, Russ Warner, Harold Moore, Marvin Hemmig, John McCurdy, Bill Barrett, John Keifer. Alex Clark came from his home in Connecticut to be with the members and their friends. The party attended the afternoon performance.

Region No. 2 Exhibit and Picnic

HERSHEY, Pa., Aug. 10.—On Sunday, August 4, the members of Region No. 2 of the Circus Model Builders and Owners' Association gathered at Hershey Park here for a family picnic and public exhibition of model circus wagons, tents and equipment. An entire pavilion was reserved for the day. With wagon light plants working; a circus train running, loaded, around a lot on which miniature tents were erected, and six and eight-horse hitches pulling wagons around the platforms, the exhibition created a sensation.

Every courtesy was extended the Model Builders by the park management, and during the afternoon band concert by Mitchell Ayres' Band a circus march was played and dedicated to the CMB&OA. Ten members of the association were present.

Among those contributing to the exhibit were Charles Doelker, Russ Warner, Walter Heist, Frank Updegrave, Charles Millard, Tom Gilbert, John Keifer, John McCurdy, Harold Moore, Ernie Wagner and Russell Wagner.

In the exhibit were 81 wagons, 18 trucks and tractors, 96 horses, 14 flats and 10 stock and bull cars.

The pavilion, elaborately decorated with circus pennants, banners and balloons and topped with a large sign with the CMB&OA name on it, gave the park a true circus atmosphere, and the members of Region No. 2 are satisfied that they made the thousands that visited the exhibit more circus-minded than they had been before.

RHODA ROYAL, mention of whose passing was in the issue dated August 3, was boss of ring stock on the Ringling show in 1892. He was with the show for several seasons, riding menage, training and prominent in the ring stock department. He started the 1898 season as boss hostler of the Wallace Circus, but before the end of the year returned to Ringling as boss of ring stock. He was boss hostler for Walter L. Main in 1899 and with Welsh Bros. in 1901. From 1903 to 1906 he was assistant equestrian director and worked a 61-horse act on the Ringling show. He was equestrian director for Sells-Floto in 1908-'09; Buffalo Bill in 1910; Sells-Floto from 1911 to 1917; Coup & Lent in 1918. From 1919, for several years, he had his own show on rails, but he ultimately failed as a show owner. His later years were spent as equestrian director, animal trainer, etc., on Bob Morton's Fraternal Circus, 1927-'28; John Robinson, '29; Christy Bros., '30; Gentry, '30; Hagenbeck-Wallace, '31; Lewis Bros., '32; Tom Mix, '36-'37; Dan Rice, '37, and Bill Newton in '38.

Nothing Wrong With Circus, Says Braathen

Madison, Wis.

Editors *The Billboard*:

In recent months I have read many stories appearing in the columns of *The Billboard* as to what is wrong with the circus. It is my honest opinion that there is nothing wrong with the circus. When the circus, I mean the Ringling-Barnum shows, came to Madison for its annual visit, Madison came thru with its usual big business, two full houses. All the big shots of Madison, including the governor, etc., go to the circus. Story and pictures of some of the folks who attended appeared in the Sunday issue of both Madison papers following the Tuesday visit of the show.

After the circus left Madison hundreds of people have come to me singing their praises about the "Greatest Show on Earth" and all agreeing that it was the best circus to visit this city. I want to say that it is a pleasure to have the Ringling show visit our cultured and elite city and to find everyone agreeing that the Ringling circus gives, as its name indicates, the greatest show on earth.

I wish you would state in your columns from the people of Madison that there is nothing wrong with the circus. Much is said in your columns about the lack of a parade, about the failure to carry baggage horses, about blue big tops and dozens of other things that are supposedly wrong with the circus. There is absolutely nothing wrong with the circus. If the show owners would cut out the grift confidence games and really give the people a show, the circus can stand on its feet.

The circus, the Ringling-Barnum show, comes to Madison every year and there is not a single squawk from the public about the show. Furthermore the people in Madison, the newspapers, radio, public officials and all give the circus their fullest co-operation. The Ringling show is always given a welcome to this city. It is given this welcome because the circus has always been fair with the public, the circus has been clean and it has always presented a magnificent performance. There is nothing wrong with the circus business if other circuses would set out to do what the Ringlings have done since 1884.

SVERRE O. BRAATHEN.

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BUD ANDERSON CIRCUS

Wants Acts and Useful People. Carl Larkin and Grace Orton, wire as per route. Lewiston, Aug. 13 and 14; Orofino 15, Craigmont 16, Grangeville 17; all Idaho.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

JIM CURRY clowned last week for the Junking Department Store in Pittsburgh.

EARL (SHORTY) WARR, midget clown, who was with Mills Bros. Circus, is now playing fairs.

CONNOR TROUPE, doing five acts, has joined Klein's Circus unit, playing fairs, reports C. A. Klein.

SMILES RAINES, clown, is appearing with the J. R. (Jack) Malloy Circus unit, playing thru Ohio.

BARNEY O'DARE, who did come-in and specialty numbers on Haag Bros. Circus, joined Mills Bros. Circus at Camden, O.

The help should be loyal to the management and do the best possible at all times.

MARION DREW'S dog act, Buck Leahy, clown contortionist, and Charles Deighan were at the State Hospital Field Day, Norwich, Conn., July 31.

STEPHEN KUZMICH has joined the advance of the Bud E. Anderson Circus as manager of the No. 1 car. He held the same position last season.

FOR FIRST time in many seasons Hartford, Conn., had two circuses. Ringling-Barnum was there in July and Russell Bros. August 6.

WALTER L. MAIN and I. J. Watkins had a nice visit at Olympic Park, Irvington, N. J., last week talking over old times. Watkins Circus also showed at the park over the July 4 week-end.

KEN AMADON writes that he visited Ringling-Barnum show and was on Russell Bros. for two weeks. He clowned and played in the band with the Russell show.

WALTER SCHUYLER, clown, with Haag Bros. Circus the past four years, is at Damascus, Va., with a broken ankle. He would like to hear from friends. Address him care General Delivery.

No, sir, a show can't be run on a shoestring. Some have found it out to their sorrow.

HARRY V. WINSLOW, since leaving Lewis Bros. Circus in June, has been doing publicity work for various fairs and other events. At present he is in Kankakee, Ill., in charge of publicity for the fair there.

WILLARD J. OAKLEY is camping at Canobie Lake, N. H., for two weeks, then will go to Providence, R. I. He saw Ringling-Barnum at Nashua, N. H.; Cole Bros. at Lowell, Mass.; Russell Bros. at Lynn, Mass., and the circus at Narra-

gansett Park, R. I. He visited the tent show of Hank Keene in Lawrence, Mass., a 40-people two and one-half hour show that made such a hit that it stayed over for another week.

When things are not going so well one must hustle just a little bit more to get business.

ROY BARRETT, who is receiving treatment at the Veterans' Hospital, Minneapolis, pens that he will remain there until the latter part of August. He thanks friends for writing. Barrett had to pass up six weeks' work.

FRED TIMON, of Oswego, N. Y., visited Bell Bros. Circus at Lake Placid, N. Y. He states that the trucks and trailers have been painted orange, trimmed in red. Big top has new side wall. Business is very good.

CIRCUS men at the Railroad Show at the New York World's Fair are Bill Wolfington, boss hostler, assisted by White Donovan; Jack Kirk, saddle horses; Dutch Miller, mechanic; Arthur Leonard, boss canvasser; Mike Tabor, at back door.

Make friends and then hold them. That is the biggest part of any business. Treat your customers right.

CHARLES (KID) KOSTER, who is with Billy Rose's Aquacade at the San Francisco fair as advertising agent and floor manager, will leave early in September for New York. He will go in advance of Bill Robinson, Shirley Temple and a cast of 150 in *Uncle Tom's Cabin* in swing. Show will open in Philadelphia.

All aliens in this country must be registered and fingerprinted between August 27 and December 26. For further details see General News Section up front.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

A WINDSTORM caused damage to the grand stand on Sidney (1a.) rodeo grounds July 26. Two sections of the roof of the grand stand were blown off and several small buildings leveled.

CHET AND JUANITA HOWELL info from San Francisco that they are having a good season. Some of the shows they have worked are Douglas, Ariz.; Minot, N. D.; Reno, Nev.; Wolf Point, Mont.; Sheridan, Wyo., and Burwell, Neb.

FIFTH ANNUAL stampede conducted by the Ponoka, Alta., Sports Association attracted 15,000 people. Weather was good both days. President is G. Algar and secretary M. Granlund. Dr. Wing was stampede manager.

FRED ALVORD, secretary of last year's Neodesha (Kan.) Rodeo, arrived there recently to make preliminary arrangements for construction of an arena in Legion Park. Alvord again will supervise production of Neodesha's rodeo this year. He went there after staging the Dewey, Okla., show.

AN IMPOSING list of Alberta's best riders competed in the second annual Rolling Hills, Alta., Stampede. Sykes Robinson and the Glazier Brothers split the money in the saddle bucking event. When thrown from his horse in the bareback bucking event, Louis Deschene sustained a broken leg. Wally Lindstrom won the event. Tom Hobson took top honors in calf roping.

CARL CAMPBELL, of Metolius, Ore., took top cowboy honors at the 24th annual two-day Callapooia Round-Up at Crawfordsville, Ore., July 3-4. More than 10,000 persons, largest crowd in the rodeo's history, filled all seats and spread around the arena for the July 4 show. Campbell won first place in roping and the quarter and half-mile races, while Rook McCarthy, of Cheyenne, Wyo., took honors in the bucking contest. During the July 3 show the Brahma bulls stampeded into the arena, broke out and took to near-by hills, but were rounded up for the Thursday program.

ABOUT 4,000 witnessed the first annual rodeo at Belmont Shore, Long

Beach, Calif., July 27-28. J. T. McGee furnished the stock and produced the show. Bob Malone announced, and Jess Keel and his mule, King, clowned. Margie Gaunt did bronk and trick riding. Results: Calf Roping—Ken Alviso, Curly Jones, Jess Keel. Bareback Riding—First day, Bud Cook, Mutt Dillon, Jeff Dutton. Second day, Bud Cook, Mutt Dillon; Jeff Dutton and Jim Maher split third. Finals, Bud Cook, Mutt Dillon. Saddle Bronk Riding—First day, Rex Gaunt, Dago Walker, Jim Maher. Second day, Dago Walker, Rex Gaunt; Alan Bewley and Jim Maher split third. Finals, Rex Gaunt, Dago Walker, Jim Maher.

GOOD WEATHER, tough bronks and good cowboys produced one of the best Dominion Day stampedes ever held at Bassano, Alta. Over 2,000, largest crowd on record, attended. Results: Saddle Bucking—Tom Pickett, Wally Lindstrom. Bareback Riding—Lester Beck, Wally Lindstrom. Calf Roping—Jack Big Eye, Joe Bear Robe, Walter Peak. Wild Cow Milking—William Christensen, Wally Lindstrom, Tod Christensen. Boys' Steer Riding—Philip Bad Fat, R. Smith. Free-for-All—Dick White Elk, Jack Big Eye, Step Last, Relay—M. Willard, Dick White Elk, Tony Young. Bareback Race—M. Willard, A. McMaster. Indian Race—Jim Jerry, Dick White Elk. Bob Hale, a pick-up man, lost an ear when trampled by a horse.

DESPITE RAIN, the Ninth Annual Carmangay, Alta., Stampede was a success. Entries totaled 300, and 2,500 spectators were on hand. Top money for saddle bronk riding went to Walter Lindstrom, with Ted Glazier second and D. Stewart third. Other winners were: Bareback Bronk Riding—Jim Robinson, Harry Thompson. Calf Roping—Pat Burton, George Fox and Ersal Lund split second and third. Steer Riding—Ralph Thompson, Ken Thompson. Amateur Bareback Riding—Vic Franklin, I. Brown. Wild Cow Milking—George Spence, Bill Gooch. Relay Race—A. Halloway, M. Willard. Free-for-All—Ed Many Guns, F. Goodride. Horse Race—Delbert Carroll, M. Sorenson. Indian Democrat Race—Pat Bad Eagle, Joe Crow Shoe. Bootleggers' Race—Ralph Clancy, Alan Long. Calf Race—Joe Smith.

AMERICAN LEGION Pony Express Round-Up and Rodeo at St. Joseph, Mo., recently ended with the promoter, John Stryker, and his son, Louis Stryker, both of Omaha, being rounded up and taken to the Buchanan jail for investigation. When the time came for the final performance of the rodeo July 7 the performers, claiming they had not been paid, refused to put on the show. The crowd waited for more than an hour while the performers and the promoter argued and finally left, after having their money returned to them. Stryker said the rodeo had spent more money than it took in. Police were besieged with requests from fancy riders, ropers and comedians to collect their pay for them. The regular cowboys got their money because as members of the Cow-boys' Turtle Association they had demanded that the prize money of \$2,000 be deposited in a bank in advance. Once the performers threatened to rush the box office, but State highway patrolmen, deputy sheriffs and city police stood by while the customers, who sat in the stands for more than an hour, got their money back.

RESULTS of the Hardin (Mont.) Rodeo, July 22-23: Bronk Riding—Day money, Bill Sievess and Mickey Hicks split first and second, Stub Bartlemay, Mark Bearrow, Chet McCarthy; Lynn Frost and Ray Mavity split sixth. Finals, Bill Sievess and Mickey Hicks split first and second, Stub Bartlemay, Mark Bearrow, Chet McCarthy; Lynn Frost and Ray Mavity split sixth. Bareback Riding—Day money, Jim Patch; Tom Knight, Kid Fletcher, Dan Wilder, Mel Stonehouse, all split second third, fourth and fifth; Tommy Smith and Hubert Sandalls split sixth. Finals, Jim Patch; Tom Knight, Kid Fletcher, Dan Wilder, Mel Stonehouse, all split second, third, fourth and fifth; Tommy Smith and Hubert Sandalls split sixth. Brahma Riding—Day money, Kid Fletcher and Dan Wilder split first and second, Buttons Yonnick, Benny Bender, Hank Ball, Albert McEuen. Finals, Kid Fletcher and Dan Wilder split first and second, Buttons Yonnick, Benny Bender, Hank Ball, Albert McEuen. Steer Wrestling—First day, Lonnie Allen, Dave Campbell, Bud Evans, Eddie Schultz. Second day, Mickey McCrorey; Lonnie Allen and Tex Doyle split second and third, Ralph Stanton. Finals, Lonnie Allen, Tex Doyle, Mickey McCrorey, Bud Evans. Calf Roping—First

day, Roy Lewis, Floyd Peters, Marion Getzwiller; Jim Snively and Pat Parker split fourth. Second day, Jim Snively, Jack Shaw; Floyd Peters and Pat Lewis split third and fourth. Finals, Jim Snively, Floyd Peters, Jim Wilkinson, Marion Getzwiller. Wild Horse Race—First day, Jewel Ottun, Hank Ball; Tommy Smith and Buck Evans split third. Second day, Rock Parker, Jewel Ottun, Tommy Smith. Finals, Jewel Ottun, Rock Parker, Hank Ball.

RAIN marred both days of the Sundre, Alta., Stampede and attendance was small. Secretary E. A. Bird, however, reported the show was one of the best in the history of the event. Nearly 100 participated. Results: First day: Open Bucking—Sykes Robinson, Harley Walsh, Ben Sundholme. Steer Decorating—Don McMurtry, Art Galarneau. Roping—Al Galarneau, Tom Hodgson, Cecil Bushart. Wild Horse Race—Lyle Dunwoodie, Harold Anderson. Wild Cow Milking—Harvey Walsh, Cliff Vandegrift. Bareback—Chet Baldwin, Ralph Thompson. Half Mile—Tom Lauder, Jack Higgins. Half Mile, Cowboy—John Bellamy, Tom Lauder. Half Mile, Cowgirl—S. Swain, G. Johnston. Cart Race—J. Higgins, T. Lauder. Relay—John Bellamy, Harrison Powder Face. Indian Mile—Peter Purcette, Harrison Powder Face. Indian Half Mile—Billy Bears paw, Harrison Powder Face. Indian Novelty—Joe Quitts, Billy Bears paw. Chuckwagon Race—Tom Lauder, Jack Cameron. Finals: Open Bucking—Harley Walsh. Calf Roping—Art Galarneau. Steer Riding—Harry Thompson and Wally Lindstrom tied. Chuckwagon Race—Tom Lauder, Slim Swain. Cart Race—Jack Cameron, Jack Higgins.

SALT LAKE CITY'S Covered Wagon Days Rodeo ended July 24, with the largest crowd in event's history on hand. Presence of Republican Presidential Nominee and Mrs. Wendell L. Willkie greatly swelled attendance at the afternoon performance, and the night record, according to Gus Backman, president, exceeded all previous attendance. Leo J. Cremer staged the rodeo. Over 15,000 attended the night performance July 24, with 3,000 that afternoon. Opening days were not so good. A mishap marred the final performance as Alice Sisty was knocked unconscious in attempting her feat of jumping over an automobile astride two horses. Ben Fancher limped from the arena with an injured leg, after being thrown from a bucking bronk. Final tally sheets showed Carl Shepard, the all-shows winner in the \$800 calf-roping contest. Jim Snively was second, and Bud Spilsbury and Bill Eaton tied for third. Steve Heacock took first in bulldogging; Mike Fisher, second; Jimmy Nesbit, third, and James Irwin, fourth. In the \$1,000 bronk-riding contest first place went to Bill Sievers. Alvin Gordon was second and Hubert Sandall won top honors in Brahma bull-riding.

THE 44TH ANNUAL FRONTIER DAYS rodeo at Cheyenne, Wyo., played to more than 90,000 July 23-27. Chet McCarty was named champion bronk rider for the five-day event and Annalee Wiley won the cowgirl championship. Polly Mills was second and Phyllis Cannon third. Other champions were steer roping, Hub Whiteman; bulldogging, Clay Carr; Brahma steer riding, Hank Mills; calf roping, Tony Salinas; amateur bronk riding, Carl Dossey; bareback bronk riding, Frankie Burns. Other results: July 23: Calf Roping—Jiggs Burk, Homer Pettigrew, Dean Merritt. Steer Bulldogging—H. D. Binns, Ted Yochum; Hank Mills and Dick Truit split third. Steer Roping—Bob Haverly, King Merritt, John Rhodes. Cowgirls' Relay—Polly Mills, Annalee Wiley, Phyllis Cannon. Cowgirls' Half-Mile Cowpony Race—Phyllis Humphrey, Fay Knight, Annalee Wiley. Cow-boys' Half-Mile Relay—Frankie Burns, Jack Phillips, Jack Salisbury. Brahma Steer Riding, Tommy Smith, Gidal Garcia, Hank Mills. Paul Carney won the bareback riding. Frank Pearson took top bronk riding honors for men and Tad Lucas for women. July 24: Paul Carney took top riding honors. Polly Mills was first in the cowgirls' relay; Tony Salinas had the best calf-roping time, and Ira Mundy was second, Bob Brosby, third. Steer Roping—Bob Crosby, Clay Carr, Fred Beason. Home Petti-

(See CORRAL on opposite page)

Dressing Room Gossip

LEWIS BROS.—The Wells Troupe left the show to play fairs. Mr. and Mrs. Walter Bixler, trick and fancy ropers, have joined, working in concert. Orrin Davenport Sr. was a visitor on the lot a few days ago. Several of the showfolk were entertained at the Circus Inn when the show was at Waupaca. The inn is owned and operated by Earl Jennings, a former trouper. Mary Erdlitz and her parents visited on the lot in Waupaca with friends. Miss Erdlitz formerly worked elephants on the Ringling show. Side-Show Manager George King presented his wife with a new Dodge sedan. Lee English and Lewis Murphy have been in training to take on all newcomers. The show's mystery novelty girl turned out to be the daughter of Sam Levy, side-show ticket seller.

The grab stand, operated by Bert Leach, had everyone on his toes last Saturday when he announced frog legs on the menu. The last section to arrive on the lot each day is Orrin Davenport Jr. and his flying squadron. William Dennis, cookhouse chef, reports the bandsmen first in line when the flag goes up. Sylvester Larios holds the record of 14 hot cakes at one sitting. The candy butchers are making reservations for a trip to Bermuda when the show closes. Circus Fans visiting in Waupaca were Judge Brown, Bill Kasiska, of Baraboo, Wis., and J. J. McFarland, Lodi, Wis. EVA HINCKLEY.

WANTED
Wildwest or Indian Show at
SULPHUR SPRINGS PARK
Peru, Ind.
Date to be decided on. J. OMER BARNHART,
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CAMBRIDGE, MASS.

J. O. RIGGLE, in his third season as operator of Lake Orion (Mich.) Rink, has built a steadily increasing patronage, drawing particularly well from skaters around Pontiac, 10 miles away. Ample concrete parking facilities are a drawing card. Rink is doing fair business at daily matinee sessions. A near-by fresh-air camp brings some 200 youngsters to skate three or four times a season.

THREE OLYMPICS skaters appeared recently at the Carman Theater, Philadelphia.

DEL-WOOD Roller Rink, near Glassboro, N. J., is readying for its fall opening on September 7.

EARL, JACK AND BETTY, roller skaters, were well received at the Irving Theater, Wilkes-Barre, Pa., during the three-day-a-week vaude show on August 1-3.

WALTER ANIELSKI, Wilkes-Barre, Pa., gave a fancy skating exhibition recently at Davis Recreating Rink, Kingston, Pa.

EARLE REYNOLDS and Nellie Donegan, managers of Rennselaer (Ind.) Roller Rink, are breaking in an act of amateur skaters. Act has been booked to appear at Jasper County Fair, Rensselaer, and tentative arrangements have been made to send the act out on an extensive tour of fairs in 1941.

BUSINESS is excellent for the steel portable Tri-State Roller Rink, Evansville, Ind., officials report. Two sessions each are held during mornings, afternoons and nights. Visitors on July 31 were Mrs. Ragsdale, of Ragsdale Roller Rink, Decatur, Ill., and Otto Fuchs, proprietor of Ing Skating Palace, Rockford, Ill. Manager Boydston expects to operate the portable until early November.

NEED of the premises for military purposes has forced the Rollerdom out of St. Malachi Hall, St. John, N. B. It is the intention of operators to resume skating in the fall at another location.

Movement has been launched to prohibit roller skating on streets in the province of New Brunswick following the death of a child who was hit by a car near Fairville.

NEW roller rink has been opened by H. C. Phipps and John S. Martin in Syracuse, Kan. It will operate on Friday, Saturday and Sunday afternoons and Friday and Saturday nights.

AL WISH reported his Playland Roller Rink, South Bend, Ind., will open its fourth season on September 15. New features will be the addition of more neon signs and lights, new skates and a sound system. Rink has three clubs, Al Wish's Safety Club for children, having

Exchange of Titles

"NUMEROUS OPERATORS who are finding it difficult to obtain suitable skating records should effect a weekly exchange of titles thru the medium of *The Billboard*," writes Ted Drewes, manager of Lorelei Roller Rink, St. Louis. "I have questioned many operators during the past four years and the consensus is that most of the latest songs are ruined by vocals, if in anything approaching skating rhythm, or if not that, by swing style. Much money has been spent on special skating records, featuring the organ, but in many cases the artists are of poor quality and the records wear out rapidly. Records such as *Three O'Clock in the Morning* by Paul Whiteman on Victor; *La Golondrina* by Wayne King on Victor, and *The Stein Song* (vocal on this is one of the few suitable ones) by Rudy Valee, are ideal, but it is difficult to get enough of them. Distributors don't keep enough on hand to try out and it's a gamble to order from a catalog. Vernon Geyer's organ records on Blue Bird and Harry Horlick's Viennese waltzes are okeh, but if they were of slower tempo they'd be tops. A successful response to the suggested exchange would be appreciated by many, I believe."

"Skating Marches On!"

How near to the top are skaters? How far has RSROA gone? These and other questions pertaining to progress made in skating and the accomplishments of the Roller Skating Rink Operators' Association of the United States will be discussed under this title

By PERRY B. RAWSON

in the

FALL SPECIAL OF THE BILLBOARD

Watch for This Issue Bearing Date of August 31

more than 8,000 members and city officials as directors; Playland Travelers' Club and Playland Roller Club. Manager Wish is a member of the South Bend Chamber of Commerce.

CORRAL

(Continued from opposite page)

grew took first honors in steer bulldogging. Speck Lane won the men's half-mile cowpony race, and Frankie Burns the cowboys' relay event. Tad Lucas won the girls' bronk riding, with Phyllis Cannon first in the girls' half-mile relay. July 25: Bronk Busting—Jack Wade. Cowgirls' Relay Race—Annalee Wiley, Phyllis Cannon, Fay Knight. Steer Roping—Tom Rhodes, Clay Carr, Everett Shaw. Steer Bulldogging—Billy Kingham, Hub Whiteman, Lyle Cottrel. Sonny Hancock won the calf-roping contest; Billy Wallace the men's half-mile cowpony race; Polly Mills the cowgirls' race; Frankie Burns, men's mile-and-a-half relay; Frank Pearson, bareback riding; Hank Applegarth, wild horse race; Ken Roberts, Brahma steer riding, and Ole Rice, amateur bucking contest. July 26: Brahma steer riding, Kid Roberts; calf roping, James Kinney; steer roping, H. D. Binns; steer bulldogging, Fritz Becker; cowgirls' relay race, Annalee Wiley. Vivian White took women's bronk riding honors and Doc Faust was best in bareback bronk riding. Billy Wallace won the cowboys' half-mile race. Floyd Murphy won the cowboys' relay race and Fay Knight the cowgirls' half-mile race. George House took bronk riding honors.

PARTY ON CRAFTS

(Continued from page 32)

Helen Cambell, Elmer Wiggins, Kenny Baker, W. E. Tucker, Frank Wagonblast, M. P. Bergeron and Earl Hartwell.

Ralph Sorensen, Al Wendland, Mr. and Mrs. John (Tiny) Dempsey, Mr. and Mrs. Eddie Shoes, Mr. and Mrs. Bill Larogue, Mr. and Mrs. William McMahon, Mr. and Mrs. Frank Kitchener, Ellis Hendry, Mr. and Mrs. William Stoenman, Mr. and Mrs. Joe Duran, Jackie Lou Korte, Dolores Prosser, Sally Arnold, Victor J. Bernard, Willard Neff, Paul Gregory, LeRoy Winaham, Kack Ross, Kokomo McNeil, Gordon Prescott, Lyle Benjamin, G. Slim Osier, Jeff Griffin, Joseph Lynch, Carl Johnson, Clifford L. Friday, Mr. and Mrs. Clyde Rawlings, A. B. Stribling, Blacky Hamilton, Sam Rach, Bob Chaplin, William Trahan, F. G. Henry, Roy Scott, Frank Stone and Josh Snodgrass.

ODDITIES CANCEL

(Continued from page 32)

than \$200 has been spent by the fair management there in advance exploita-

tion, including \$100 for paper, which already had been posted. Radio hook-ups and merchant tie-ups were completed and the fair management, which conferred with show representatives here, said the expense would be lost to the fair. Ray Marsh Brydon, an executive of the shows, after learning of the policy of the State Department of Agriculture and its attitude toward the attraction left immediately for Indiana, where he planned to route the show for the immediate future. Show concluded its four days' engagement at the fair here on August 3, eliminating such features as the inspectors had ordered banned, and despite the controversy enjoyed good business, especially on Friday, when it played to capacity crowds.

Mrs. Schoonover Tendered Shower by West Coast Folk

MARSHFIELD, Ore., Aug. 10.—One of the most successful parties of the season on West Coast Amusement Co. was staged during shows' local stand by members of the Ladies' Club in a grove here. Party was motivated by a baby shower tendered Mrs. Bob Schoonover, who was the recipient of many gifts.

An attractive line of decorated tables were set in a bower of ferns and at each place was a dainty doll dressed in blue with pink ribbons and streamers. Center piece was a huge cake resembling a cradle. Various games were played and bunco was declared the most popular. Prizes were awarded Lucille Williams and Myrtle Hawkins.

Attending were Linda Barnett, Billie Bryant, Hazel Christenson, Johnnie Davis, Pauline Durham, Marie Forrest, Margaret Farmer, Arleen Gordon, Myrtle Hawkins, Maroca Herman, Ella Hannum, Barbara Hellwig, Martha Joyce, Lenora Nickolson, Mildred Levette, Viola Rogers, Leona Stevens, Polly Starr, Lucille Williams, Ruby Wilson, Edith Walpert, Estella Wiess, Ming Toi Wright, Clo Zotter and Marie Jessup.

Los Angeles

LOS ANGELES, Aug. 10.—J. E. Pepin returned back from New York World's Fair and stated he had done well with the long-tailed chickens. Duke Hall came in from Milwaukie, where he was interested in an endurance show. Joe (Jockey) Kearns is making the Del Mar (Calif.) Turf Club dates. Gilmore Stadium is sponsoring a rodeo and thrill show, with Gene Doyle and George Langley directing. Joe Bren is supplying the extra acts.

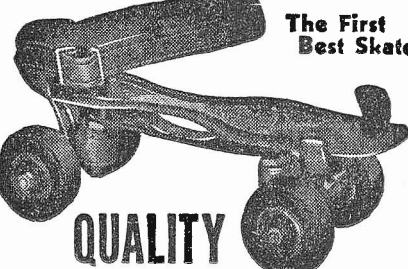
Frank W. Babcock Shows, have the Artesia (Calif.) Fiesta dates and also the Cucamonga (Calif.) contract. Morey Barton is promoting the Taft (Calif.) show, under VFW Post auspices. Capt. Serafin Guiterrez's Mexican Cossacks are playing week-end dates, opening at Oxnard, Calif. Charley Sodderberg, high diver, who has been with one of the major carnivals in the North, has returned to do studio work. Eddie Gamble is back from a prospecting trip to Texas. Mr. and Mrs. Jack Norenberg motored in from the East.

Funland

(Baggage cars and trucks)

Fullerton, Ky. Week ended August 3. Auspices, Business Men's Association. Location, street. Business, good. Weather, ideal.

C. C. Leasure closed here to join another show and he was replaced by E. Clark Bobett. Lot Superintendent Ben F. Tosh, who has been ill, is much improved. Alma Wooley's Possettes doing okeh. Prof. J. J. Marion's Hollywood Revue topping shows. Carl Ackerman and troupe left with pop corn and cane rack and were replaced with Mike DuPree's new store and two other stock concessions. All rides and fronts were painted here for the fairs. New neon lights have been added to Conn's Midway Cafe. Bessie and Pincky Hollis left Sunday. TED C. TAYLOR.



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FIT ALL RINK SKATES—OVER ONE INCH WIDE

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COAST SPOTS MAKE CHANGES

Balboa Additions Help Better Pull

Anderson's augmented fun zone has permanent construction—fete big draw

BALBOA, Calif., Aug. 10.—Balboa Fun Zone has added many attractions since last year and to date has drawn crowds larger than during the successful 1939 season, according to Owner-Operator Al Anderson. Clientele of the park is selective, many business men and prominent in the film industry maintaining near-by summer homes. Numerous concessions, many of permanent construction, have been added, and new lighting facilities and a scenic background add to attractiveness of the spot.

Recent special attraction was the Tournament of Lights, a national affair sponsored by American Regatta Association, of which Owner Anderson is an executive. The attraction, a costly sea spectacle made up of floats, drew 150,000 in four days, with an estimated 100,000 on final night.

Staff includes Harry Brown, assistant manager; Al Schneider, concession manager, and his assistant, Garry Ormond; Bunny Eldredge, chief electrician; Inez Anderson, arcade manager; Mrs. Al Anderson, secretary-treasurer; Mildred Loving, bookkeeper; Eddie Holmes, electrician; Dick DaFir, mechanic, and his assistant, Joe Hirner; S. Dardsley, artist, and William R. Loving, watchman.

Rides: Ferris Wheel, Gene Barnes, foreman; Jed Raymer, assistant; Imogene Guilford, tickets. Wings, Merritt Stewart, foreman; Henry Soucha, assistant; Lillian Murray, tickets. Giant Merry-Go-Round, Roy Loving, foreman; Mac Young, Fred Buckley, Bill Dishong, plat- (See BALBOA ADDITIONS on page 51)

Cincy Coney's Fete To Give Biz Boost

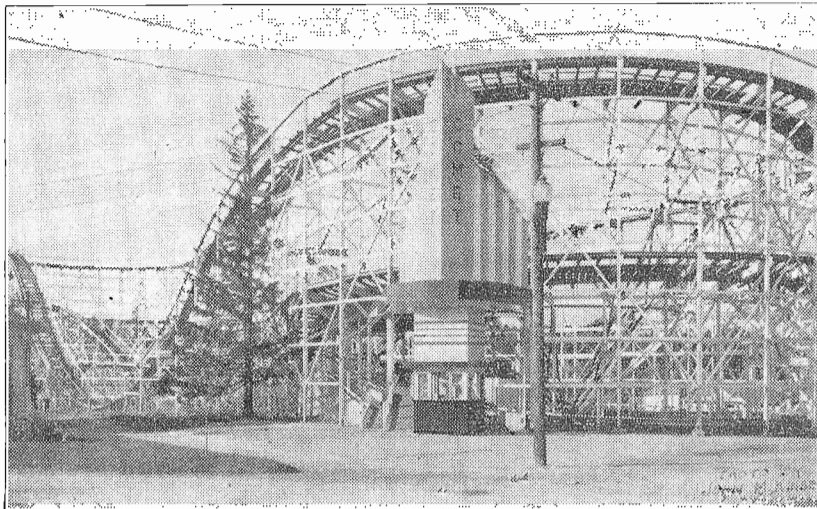
CINCINNATI, Aug. 10.—Coney Island here, which has virtually completed arrangements for its annual Carnival of Fireworks and Festival of Light, slated for August 23-September 2, appears likely to enter the closing phase of the season with a business record slightly better than for the same period of 1939, officials said.

Hot weather in July brought heavy crowds and business and helped erase red figures brought on by protracted cold and rainy weather which continued from opening date until late June. Particularly gratifying during July was business done by the pool, which had been about 5,000 admissions behind the 1939 mark before the beginning of the heat wave. Should favorable weather continue, officials believe the park will hold the slight gain registered now and materially increase its gross during the 11-day carnival program.

President and General Manager Edward L. Schott has booked a spectacular program for the carnival, to be presented on the mall. Thearle-Duffield Fireworks Co. has again been contracted to furnish displays under direction of Ray Anderson. Pyrotechnics will be augmented by a number of powerful colored searchlights which will be played about the darkened park during firings. As in previous years a bill of free acts will be seen. Featured this year will be the Peaches Sky Revue. Aerial Comets, who played the carnival last year, have been re-engaged. Great Peters, "The Man Who Hangs Himself," will complete the bill.

Hamid Pier's Patriotic Note

ATLANTIC CITY, Aug. 10.—At Hamid's Million-Dollar Pier a patriotic note has been added to daily programs. Each morning Sylvia and Her Washington Debs, accordion band, play *God Bless America*. Eddy Morgan and Million-Dollar Pier Orchestra sound taps. On order of George A. Hamid, pier operator, each program is closed with a tableau in which the pier personnel joins in *The Star-Spangled Banner* with a parade of the colors.



TREMENDOUS PATRONAGE FOR THE COMET is reported from Whalom Park, Fitchburg, Mass., where the new Coaster was put into operation on June 29. Having proved a thrill park attraction, it is called the last word in safety features. Ride was designed and construction supervised by Vernon Keenan, formerly designing engineer with Harry C. Baker Corp., and now associated with Ackley, Bradley & Day, architects and engineers.

PAPA to Talk Taxes At Meet on Aug. 29

CONNELLY LAKE PARK, Pa., Aug. 10.—August 29 having been set as date for the annual meeting here of Pennsylvania Amusement Parks Association, President E. E. Foehl, manager of Willow Grove Park, Philadelphia, has extended an invitation to members and all others in amusement business to attend the session.

General Manager Thomas C. Foley, Conneaut Lake Park, who will be host for the day, has arranged an interesting program, President Foehl announced.

There will be a brief afternoon business session for consideration of operating problems and discussion on effects of newly enacted and proposed tax legislation.

DETROIT.—Palmer Park, on Dixie highway, 30 miles north, is being operated again solely by John Palmer, former coin machine operator, who founded it three years ago. Ray Meyers and Leo Lippa, who took over operation of rides, restaurant and some other attractions this season, have withdrawn from the enterprise. Business has been fair, but no basis for comparison can be found with previous seasons because of change in attractions this season. Plans call for continued development of the 50-acre spot.

Gulf Gale Beach Damage Light; Resort Construction Proceeding

NEW ORLEANS, Aug. 10.—A tropical disturbance with maximum winds of 90 miles an hour in a narrow center brought record high tides along the Gulf Coast from Panama City (Fla.) Beach to Galveston Beach last week-end, but damage to resorts was not great. Thousands of patrons were marooned for hours at Florida, Mississippi and Louisiana beaches and business was at a standstill Sunday night thru Wednesday in torrential rains. Waves upset all beach equipment at Pensacola (Fla.) Beach; Pontchartrain Beach, New Orleans, and Port Arthur (Tex.) Pleasure Pier. All roads leading to resorts were under water after midweek.

Attendance has been excellent at Panama City Beach but concessioners report spending only fair. Pensacola Beach reports one of its best seasons despite a wet and cool summer. At Pontchartrain Beach Manager Harry J. Batt estimated crowds last week as largest ever assembled, with patronage stimulated by selection of Miss New Orleans in the person of Pauline Powell, of this city, Friday and Saturday nights and by clear, warm weather on Saturday. Rains have fallen since Sunday and a

Easement Deed Situation Is Marking Time at A. C.

ATLANTIC CITY, Aug. 10.—Easement deed controversy between beach-front property owners and amusement piers remained dormant, with threatened court action to take the beach back from the city apparently postponed until Senator Richards, representing complaining bathhouse interests, returns from a Maine vacation. Richards had threatened, it is said, to seek an injunction, on basis of the easement deed, to prevent bathing from Hamid's Million-Dollar Pier.

Ralph Harcourt, attorney for Hamid, said "We'll go as far as we can to help the city and avoid litigation over the easement deed during the summer season, but there are points beyond which we cannot go because of financial reasons."

He declared the pier had spent \$28,000 to remove advertising of "free" bathing at the pier and said that no further expenditures were reasonable.

VENTNOR, N. J.—While there are yet no definite rebuilding plans for Ventnor Pier, gutted by fire, belief is that it will never be rebuilt in its former state but will be replaced by an enclosed sun pavilion which can be heated in winter. Damage was set at \$100,000 by Charles E. Lynas Wood, who operated it for the city.

Trade Holds Up For Ocean Park

New type of concessions is in—arcade of Gerber an attractive feature

OCEAN PARK, Calif., Aug. 10.—Attendance at Ocean Park Pier here is on an average with that of the past few seasons, according to executives of Ocean Park Pier Co., Inc., operator. There has been a change in type of concessions and operators reported business fairly good over week-ends. Rides have been doing satisfactory business. Most of the major devices are operated thru American Amusement Enterprises, owned by Harry Hargrave and Edith Bullock. Satisfactory business is reported by John R. Ward, operator of most of the shows.

Attractiveness of the pier was greatly enhanced by addition of a Sportsland arcade on July 30. It is owned by Paul Gerber, Chicago coin machine man, and covers 20,000 square feet. Barney Gerber and Woody Fishman are managing the spot, which has an operating force of five cashiers, seven floor men and three mechanics. At the opening Jane Withers, film actress, was a guest of Gerber. Other attractions which opened recently and are reported to be doing well are several watermelon stands operated by Sam Boswitz and a miniature steam railway operated by Saul Gold.

Concessions and attractions include novelties, J. Rostine, Phil Gabrielson; lunch and drinks, L. M. Powell, owner; Luane Ayers, Alice Beardsworth, Mamie (See OCEAN PARK TRADE on page 51)

Good Gross Jumps Seen in Late July

CHICAGO, Aug. 10.—Some substantial increases in operating grosses during the fourth week in July over the corresponding period in 1939 are shown in reports to offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, here.

Comparisons for that week show: Alabama, 45 per cent increase; California, 5 per cent less; Northern Illinois, 28 per cent less; Maryland, 20 per cent increase; Central Massachusetts, better; Northeastern Massachusetts, 20 per cent increase; Michigan, same as in 1939; Eastern Missouri, 7.2 per cent less; Eastern New York, 10 per cent increase; Midwestern New York, 28.8 increase; Northern Ohio, 10 per cent increase; Southern Ohio, 26 per cent increase; Oregon, 10 per cent less (cold and cloudy); Eastern Pennsylvania, 49 per cent increase; Midwestern Pennsylvania, 28 per cent increase.

Comparisons with 1939 up to and including July 27: Alabama, 22½ per cent less; California, 10 per cent less; Northern Illinois, 1½ per cent less; Maryland, 12 per cent increase; Central Massachusetts, 10 per cent less; Northeastern Massachusetts, 14 per cent less; Michigan, 16 per cent increase; Eastern Missouri, 4.8 per cent less; Eastern New York, 8.1 per cent less; Midwestern New York, 10.5 increase; Northern Ohio, 8 per cent less; Southern Ohio, 4 per cent increase; Oregon, 18 per cent increase; Eastern Pennsylvania, 3 per cent less; Midwestern Pennsylvania, 10 per cent increase.

Per capita spending, compared with fourth week in July, 1939: Alabama, same; California, same; Northern Illinois, 6 per cent increase; Central Massachusetts, 5 per cent increase; Northeastern Massachusetts, same as in 1939; Michigan, same; Eastern Missouri, 1 per cent increase; Eastern New York, 3.4 per cent less; Midwestern New York, same as in 1939; Southern Ohio, 4 per cent increase; Oregon, slightly lower; Midwestern Pennsylvania, 20 per cent increase.

Weather was spotty, on the whole about the same as in 1939. Increased use of free acts was reported in Northwestern Massachusetts, Southern Ohio reported more picnics and use of name band was reported in Oregon.

The Pool Whirl

By NAT A. TOR

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

High Diving Taking Dive

Unless something is done real quickly the art of high diving may soon take its place with horse and buggy, m'lady's bustle and the cigar store Indian. Hasty survey by this column reveals that very few big-time amusement parks, fairs or carnivals are booking high diving acts. Result is that only a few top-notch performers doing such work have been kept busy. It's a downright shame, too, considering the many who thrill to a lofty leap into a tank of flame.

Those in that professional line are to blame. Interest can still be revitalized in high diving if immediate attention is given. First of all, high diving acts as a group are out-dated. New twists and new angles are needed. It is not enough for a troupe to have one or two pretty gals to work off springboards, a clown for comedy relief and then the grand fire dive or high leap for a finale. That's got to be changed. Too many acts still use the same ancient patter. There's the Joe Millerish gags between the announcer and the clown, usually ending with supposed straightman's query, "Howya gonna get down, Joe?" To which the funny man screams, "I'm gonna jump off and run like hell!" And the spectators are supposed to be convulsed with laughter.

A practice which should be eradicated in new order is that business of stalling. I know that a strong wind often makes it necessary for a diver to wait a few minutes for more favorable conditions. And I know that years ago such stalling made a feat look even more dangerous and thrilling. It made for suspense. But nowadays it just results in boredom. It seems ironical that high diving should be taking a dive at a time when the country is supposed to be agog over water carnivals of all types. Billy Rose's Aquacade is credited with reviving interest in water shows and, as has been predicted here and elsewhere, a craze for water carnivals will soon sweep over the nation much after fashion of ice-skating pageants started by popularity of Sonja Henie. While Rose employs fancy divers, like Sam Howard, who work from high perches, he has yet to use a true high diver in any of his shows.

High divers' riggings must be streamlined and patter modernized and, most of all, dives executed must be jazzed up. While there maybe too few jobs for those already in the profess, new faces are sorely needed in high diving to perk up the entire calling. So far as I know, there hasn't been a new high diver in many a moon. Now you high divers know the way I feel about your set-up. Many have asked me personally and up to now I haven't been sure. It's up to you now, producers, divers, clowns and fire men.

Men and Mentions

Wind-up of the second annual *New York Daily Mirror* water carnival will not be held at the World's Fair, after all. Daily and fair officials couldn't come to terms.

Six newsreel crews covered Lucille Anderson's diving act in Palisades (N. J.) Amusement Park last week, employing a new camera which takes pix in reverse slow motion.

A visit to a new spot—a new experience—and presto! an idea that may bring a fortune. Harry Herschfield, noted wit and cartoonist, visited a Long Island beach resort and watched patrons using those cabanas. He came away with a coined expression, "Uncle Tom's Cabanas." After using the title for one of his newspaper articles, Hollywood producers liked it and I understand a picture will be released next winter bearing that title.

Congrats to R. N. Perkins, of Perkins' Labs, Omaha, for using part of his bulletin, released to members of Jantzen Swimming Association, as good propaganda. Perkins writes, "Reports received on weather from many pools throughout the country show that last June, was one of the coolest in 12 to 15 years. This is our 21st year in swimming pool business and experience has shown that there are about so many days of hot weather during summer. If this does not come early in the season, it is almost sure to come late. It is, of course, better for pool business if we have hot weather in June or July rather than in July or August, but so long as we cannot regulate the weather, let's take it as it comes and make the best of it."

Biz Good for N. E. Spots; Paragon Booking Free Acts

BOSTON, Aug. 10.—Paragon Park, Nantasket Beach, Mass., has returned to the free-act policy discarded last year and recently headlined Les Kimris, aerialists, who were booked thru Paul Denish, New England representative of George A. Hamid. Park is doing the biggest business in its history. Attendance is several thousands ahead of the same period of 1939 despite the fact that the first month was the wettest and coldest in years. Paul Zara, musician, and Terry O'Toole, singer, are also heavily featured.

Canobie Lake continues its policy of name bands in the ballroom and is drawing crowds from the race-going colony at Rockingham Park, two miles distant. At Norumbega Park the name-band policy also continues and alfresco restaurants are being utilized for dancing. Norumbega caters heavily to lodge and industrial outings. At Revere Beach it was estimated that over 200,000 were on the Beach and in the amusement area last Sunday. Concessions at last are having their innings after a long period of bad weather. Bus service between Revere Beach and Lynn has helped overcome lack of transportation occasioned by the closing of the old Narrow Gauge Railway.

S. S. Steel Pier is taking daily boat loads to Provincetown, four hours distant. There are free acts in the way of roving musicians and dance music is provided. The Nantasket Line also provides employment for deck-roaming accordion players, singers and violinists. Orchestral music is also provided. Pine Island Park in the hills of New Hampshire near here has added attractions and has become a popular resort.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Hot and humid weather is disagreeable for the average human but makes good beach and pool business. Bathing facilities here have been taxed to capacity, with the bathhouse crew putting in overtime. Business in general has been good, making it possible to record the ledger entries in black ink. Fireworks specs bi-weekly are also drawing thousands.

Torrence and Victoria, aerialists, and the Four Sidneys, unicyclists, are current free attractions, with the Five Eltons and Osaki Troupe coming in next. New game in Casino, anti-aircraft guns, is getting good play. Herbert (Bud) O'Malley recently got his diploma from Colgate U. and has joined the World's Fair forces.

Mystery of the identity of the youth who rises briskly and salutes the flag during the daily playing of the national anthem has been solved. He is Harry Baker, son of George Baker, general superintendent. Jack (Dart) Frazer, of the Rosasco forces, has left to resume his duties in the Waldorf-Astoria protection department with the Starlight Roof in his charge. Woody Baker is assistant on Racing Derby, with Rocco Briganti and Angelo Salerno ground-crew members. Lee Brown, operations superintendent, and Mrs. Brown made a flying trip to Atlantic City. Stella Wallace, formerly of Sea Breeze Park, Rochester, N. Y., is checker with the John Macri forces at Colonnade Restaurant.

Dance devotees turned out for the Harvest Moon Ball in the Casino under sponsorship of *The New York Daily News*. Outings have also been bringing large crowds to Playland. Among those recently held were Procter & Gamble, 5,500; Bosch Magneto, 1,500, and Remington Arms, 1,000.

Al Buckley, attendant in the Magic Carpet building, says hunting diamonds is like hunting for a needle in a haystack. Difference is that Buckley found the gem that was lost by a woman the night before. After the diamond was found there was another job of finding the owner. So hasta luego.

Atlantic City

By M. H. ORODENKER

Another record crowd of 500,000 was here on Sunday, August 4. Hotels report heavy reservations for remainder of the month and all resort facilities have been geared to handle any size crowd. Amusement enterprises and merchants report a sharp increase over last season, at least 2 per cent better.

A mummies' frolic, like those staged

each New Year's Day in Philadelphia, has been added to the program of the Miss America beauty pageant. Seventeen Philadelphia Mummies' Association bands with some 800 costumed marchers will take part in the frolic on September 2, opening night of the pageant.

Mayor Taggart proclaimed August 13 Eddie Dowling Day in honor of the theatrical producer who is having the world premiere that day of his newest musical show at Garden Pier Theater. Mayor Taggart staged another raid on August 5 against gambling casinos, breaking up one of the resort's largest horse-race parlors near Union Station. A survey by local newspapers revealed that visitors are unanimous on two things when it comes to singling out the resort's major attractions, all agreeing upon the ocean and the Boardwalk.

Palisades, N. J.

By CLEM WHITE

With sunshine in evidence, all are content except the ride boys, who dropped a decision again to the Creamer and Dyer ensemble. What will be tops in athletics will be a softball contest between single and married men with enough on the line to keep any of us all winter. "Beeny" Borrell, who handles the handcuffed gents, and Buddy Kirkpatrick, who is forming the unattached troupe, have decided the stake should not be cash.

Charles (Doc) Morris is now in full swing on his late-season jamborees. Van Alexander and ork have been introducing new arrangements at the free stage and at Harry Shepard's Casino since Van was elected best arranger of the year over the networks. The Coquettes follow for both assignments. Fred Ferguson and Molly Karnes were host and hostess to most of the park's prominent citizens.

Jack Bloom is still carrying on strongly for the Frankel-Weissman interests. As is only just, as both are ready at all times to hop the counter themselves. Jack and Irving Rosenthal are planning some surprises for opening of the 1941 season.

Ops and Allied Dealers Register at N. E. Meet

RIVERSIDE, R. I., Aug. 10.—Registration at the 14th annual summer meeting on July 25 in Crescent Park here of New England Section, National Association of Amusement Parks, Pools and Beaches, included:

George P. Smith Jr., New York World's Fair; William Rabkin, International Mutoscope Reel Co.; Leonard Traube, *The Billboard*; Cy Bond, William Bond, Dodgem ride, New York World's Fair; John T. Clare, Crescent Park; Mr. and Mrs. Fred L. and Catherine Markey, C. L. Munsey, Dodgem Corp.; Paul Haney, Charles Weygand, John Harwood, William McLaughlin, Charles Lake, Charles Kronson, Joseph Satchell, Crescent Park.

R. S. Uzzell, Uzzell Corp.; Wallace St. C. Jones, William B. Berry Co.; Mrs. F. E. Hubbs, Elmer Mason, Martin Arberg, Mountain Park, Holyoke, Mass.; William Marquet, George Priest, Everett and Mrs. Pagnoni, Sam Hamid, Henry Berger, Herman Pollock, Ralph Doiron, White City Park, Worcester, Mass.; Herbert F. O'Malley, Playland, Rye, N. Y.; A. R. Hodge, secretary NAAPB; John Logan Campbell, Baltimore; Aurel Vaszin, Mary Rooney, Dayton Funhouse Co.; Clinton S. Bradley Jr., Orange Crush Co.; J. W. Powers; M. Johnson, Globe Ticket Co.; William De L'Horbe, Bisch-Rocco Amusement Co.; Mel Summerfield, Franklin Advertising Service.

Frank Terrell, Savin Rock Park, West Haven, Conn.; Raymond Lusse, Lusse Bros.; Mr. and Mrs. Daniel E. Bauer, Acushnet Park, New Bedford, Mass.; H. D. Gilmore, Mr. and Mrs. Henry G. Bowen, Whalom Park, Fitchburg, Mass.; J. C. Allen, Ray Fullmer, Philadelphia Toboggan Co.; Major and Mrs. P. F. Healy, State Department of Public Safety, Boston; Frank Tische, George T. Hoyt Co.; Mr. and Mrs. Fred Fansher, Fansher Amusements; Leo Carrolo, Oakland Beach, Warwick, R. I.; H. M. Feinstein, Plum Island, Newburyport, Mass.; Randall Harrington, Rocky Point Park, Providence.

CALGARY, Alta.—Proposal of Calgary Zoo Society to conduct a drive for funds to build several small buildings has been dropped because of many other demands upon citizens. Calgary Zoo will trade a pair of beavers to Cincinnati Zoo for a rhesus monkey.

Free Acts, Bingo Pull at Lake Brady

RAVENNA, O., Aug. 10.—Altho Lake Brady Park near here fared much the same as other major Eastern Ohio spots during the first half of the season, due to inclement weather, there are indications that it will top last year's take before the season's close on Labor Day, said Don Wilson, managing director.

Since July 4 patronage has been constantly on the increase. Week-end business has been the best in recent years and attractions, without exception, have been getting money. Park's layout is the best in several years. Considerable re-vamping was done at the start of the season. New sportland is on the midway and several concession buildings have been modernized.

Manager Wilson is again concentrating efforts on bingo. It is played in the former dance pavilion, with accommodations for more than 1,200. Sessions are held nightly and Sunday afternoons. Bus service from Akron and near-by towns is available.

Inauguration of a free-act policy is another reason why the park is having one of its best seasons. Manager Wilson has negotiated with the Gus Sun Agency to provide a new act each week, and the exploitation helps swell week-night crowds. Bathing business with the advent of hot weather has been best in years. Roller rink is doing well and beer-garden patronage has increased substantially with new dance-band policy recently inaugurated.

Because of close proximity to Cleveland the spot has an advantage over other district resorts in obtaining industrial outings. Many already have been held and several are listed for closing weeks. Sunday special events are being heavily exploited, with record crowds responding. Cottage demand is on a par with other seasons.

British Pleasure Piers Out; Numerous Spots Operating

LONDON, July 27.—Extension of government war restrictions put out of action for pleasure purposes all piers from Scotland to Dorset on the southwest coast of Britain. Few amusement zones are operating in restricted areas, tho some small ones and a number of sportlands are trying to carry on.

On the West Coast, including Wales, restrictions are not so severe and most of the usual zones are open, tho not drawing anything like normal trade. Even Blackpool, where practically every form of amusement is functioning, is below par, this largely due to suspension of vacations for cotton operatives.

At Brighton the town council decided to postpone until end of the war consideration of a proposal by a syndicate to lease Sussex County tennis ground for conversion into an amusement park. Here, where the restrictions are not yet so severe as in other parts the beach bathing is no longer permitted, the covered fun fair at the Aquarium continues to operate, attractions comprising Skooter cars, electric speedway, games and automatic machines.

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Chi Riverview

By NORMAN MODELL

The flag flew at half mast over the Chutes on the night of August 6. Mike Liebold, who had seen over 30 summers in Riverview, had passed away of heart attack. Manager of the Chutes and Mill on the Floss, he was a member of Victory Post No. 7, American Legion. Business, according to concessioners, could be described best by grunts and moans. First it was rain, then a cold spell and the last two weeks a blast of heat. Only one operator, S. W. Thomson, wore a smile and offered an explanation for the woes of his midway conferees.

"Many of them," he said, "haven't changed their games in the last 25 years. They use the same offerings, same bally, same prizes and same everything. You've got to give them something different and something for their money." Thomson's Cobra Show is doing fair; his Motordrome is packing them in. His trick rider, John Peluso, is a great attraction. Recently he added two riders, Bill Carver and Dixie Morgan.

D. A. Woodward, of the Woodward-Hogberg Enterprises, said the company is buying the Strand Theater, Cedar Rapids, Ia., in order to keep busy between seasons. John Kornash, manager of the Boomerang, a W-H concession, said the new and flashy Sky Rider attracted traffic down his lane and helped business some. Kornash plans to operate duck-pin games on the Johnny J. Jones Exposition in Indianapolis when the park closes.

Over 6,000 feet of neon tubing has been installed in the park. Much machinery has been overhauled. Biggest item for repairs was \$1,500 worth of gears for the Strat-o-Stat. Frank Schragg, who operates this air thriller, is hoping for the 202d Armory Roller Rink to open, which, he says, is more than probable if the reservists are called to service out of town.

Mrs. Lillian Doerr's African Dips look plenty snazzy with their new silver-painted tin scintillating with the reflected park lights; business looked fair, too. Mrs. Koss is doing well on her own hook, her husband being on the road with a carnival. Frank Trenker and William Calamari are talking themselves hoarse on their milk bottles and pop-'em-in stands. John Erland's Penny Arcades are sporting several new machines, which are attracting the coins. Bill Ferguson and Richard Pronath, who manage a balloon and pitch game, are awaiting close of the season to go on the road, Pronath to fairs and Ferguson to operate another balloon game on Cetlin & Wilson Shows. The Gold brothers twins say their penny game is doing fair to middlin'. The Jordans, who operate a pitch-to-win-hoopla, declare four months of worrying pennies out of a very tight public is about all they can stand. Andy Markham's game looks plenty smart but is not doing so well. Howard Kemp, who has the Monkey Speedway here and another concession at Navy Pier, plans to go on the road. Johnny Kruto was found puzzling over how high a stack would be if all the saucers broken this season in his concession were piled on top of one another, but gave up with the wish that the stack were twice as high.

Wildwood N. J.

By M. H. ORODENKER

Hunt's Ocean Pier chalked up its biggest non-holiday attendance record on Saturday, August 3, with 4,200 admissions, topping by several hundred dollars the record set last year on July 29 with same weather. Credit goes to the appearance of Woody Herman and his orchestra as the stellar pier attraction. Guy Hunt and Bill Gerst, Ocean Pier operators, said the week-end was best in the history of the pier except on a holiday.

Representing Wildwood at the Atlantic City meeting to promote September as part of the regular summer season were Mayor George A. Redding, North Wildwood, who is championing a change of Labor Day to the second Monday; Mayor George W. Krogman, Wildwood, and W. C. Hunt, Wildwood, largest amusement operator along the south Jersey coast. Tauber, Boardwalk's waffle king, marked his 25th anniversary on August 13. Dave Lerner, former pitcher at Pennsylvania-New Jersey fairs, comes out of retirement on Sundays to manage his brother's (Morris) bottle game on the Walk. All are agreed that August will be the best in seven years, all hotels filled each week-end and advance rentals

showing a decided increase. Jimmy, legless swimmer, has taken over what was once the lobby of Hunt's Plaza Ballroom on the Walk, promoting his water-tank acts himself.

In Ocean City notice has been served that shirtless male bathers are taboo on the beach street or Walk, even though the ban has been relaxed at other South Jersey resorts. Unprecedented crowds at Sea Isle City made it necessary to double the number of life guards.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

Continued hot spell has all ops finally hitting their stride. Notable trend thru this area continues toward automatic shooting devices.

Installation of parking meters along the beach front, which had met some skepticism early in the season, has worked out so well that additional meters are being installed in side streets off Ocean avenue. Visiting public for the most part doesn't seem to mind paying a nickel an hour to be able to park near the ocean. Adjoining Long Branch is reported considering installation of the pay-as-you-park devices.

Substantial beach-front improvements are scheduled for Long Branch, including reconstruction of considerable portion of the Boardwalk, following announcement that the government had allocated some \$13,000 for reconstruction under a WPA grant. New concession that made its appearance here is sponsored by Dave Brodstein, general manager for Abe Rubin, and consists of bevy of pretties doing quick sketch impressions of Boardwalk standees and strollers.

Craig Beach, O., Fun Zone Up 16%

DIAMOND, O., Aug. 10.—Midway take at Craig Beach Park here during July showed a 16 per cent gain over the same month in 1939, giving the spot its best one-month gross in several seasons, said Owner-Manager Art Mallory.

After a discouraging start the park started catching on July 1 and since then has been doing tremendous business. One of the biggest seasons in several years is being registered by the pleasure launch, which plies Lake Milton over a five-mile course and carries as many as 125 passengers. Two speedboats,

which click off a trip about every five minutes and carry four passengers at 25 cents each, are also doing well. Manager Mallory said that for three days recently the two boats were in constant operation from noon until after midnight, hanging up a record for the concession.

Policy of free attractions is helping business during the hot weather, Mallory said. Capt. Billy Sells' Lions recently appeared, replacing Lillian Strock, aerialist. C. A. Klein Attractions handles bookings. Dance business is holding up despite the heat, with sessions nightly in the pavilion. Mary Marshall's Girl Band is the current attraction. She will wind up her engagement on August 11. Bathing patronage reached an all-time peak during the last week of July.

Appointment of Al Kistel, who has been identified with the resort for the past eight seasons, as assistant manager has been announced by Manager Mallory. For several years he operated the speedboat concession. He is now supervising midway attractions. Park is using four radio stations for spot announcements and Mallory credits them with the heavy attendance in recent weeks. Free movies, except on Saturday and Sunday nights, continue to draw.

Capacity for Carlin's Pool During Balto's Torrid Wave

BALTIMORE, Aug. 10.—Fourteen days of hot weather recently taxed the capacity of Olympic Pool at Carlin's Park here, reported Jerry Fleishman, press representative. From 10 a.m. to 10 p.m., it was daily almost a case of wading room only. To take care of any sustained cooling off in the weather, Jack McNally, pool manager, has arranged a water carnival, including bathing beauty contests, for later in the month.

Two new attractions, a Mangels shooting gallery and an archery court, have appealed to park regulars. Encampment of Sioux and Cheyenne Indians, under direction of Mrs. Edna Acker, is in its sixth week and continues to draw crowds at nightly exhibition of tribal dances and Sunday specials, such as "The Making of a Medicine Man" and "Worship of the Sun." Park has acquired a new monkey and a contest is on among youngsters to suggest the best moniker.

Despite hot weather the roller rink continued to draw. Ring Manager George Bushby expressing surprise at the way business kept up. The park was host recently to several large picnics. County Days have been well received.

Coney Island, N. Y.

By SAM ABBOTT

While the soaring mercury checked its rise slightly, it was still hot enough to drive thousands to Coney Island on Saturday and Sunday, August 3 and 4. Beach traffic was not up to marks of the two previous Sundays, still beaches and pools were crowded. Games did nice business Saturday but lagged Sunday. This was also true of rides and attractions.

Ed Sullivan, columnist on *The New York Daily News*, devoted much space to the Island in a recent issue. He related that Cary Grant had told him in Hollywood to "say hello to all the 'shills' for me." Sullivan followed the instructions. "In some respects Coney Island has changed since Cary Grant shilled on stilts for Steeplechase. The mechanical age has equipped the 'shills' with microphones so that their voices carry farther with less wear and tear on the larynx," the columnist wrote. Ed, the next time you're at Coney please get someone to tell you the difference between the terms "shill" and "bally."

Luna Park staged big days on August 7-9 when it tied up with Drake Cake Co. for entertainment of underprivileged children. Thursday was set aside as contest day and featured a kiddie beauty contest, cake-eating contest at Days of '49, water show in Luna pool and another beauty contest on the beach. Firm distributed 100,000 packages of cookies to kids who patronized the rides and attractions at reduced prices. Abbott and Costello, Benay Venuta and Capt. Tim Healy were judges. Dave Weiner, of the natatorium staff, has organized Luna Swim Club, and membership, he says, is mounting rapidly. Here's a word of warning, Dave: Be careful on your bathing-beauty contests, for they'll have tough competition from Marie DiNapoli, Milt Sheen's secretary. James Victor took time off from his duties of booking

rides for the park next year to look over the World's Fair.

The rumor about the discontinuance of fireworks off the Boardwalk has been quashed and the specs will continue thru this month, Bob Nicholson at the Coney Island Chamber of Commerce said. The matter of Mardi Gras is still hanging fire as this goes to press, but a meeting to settle the question is in the offing.

The girl shows continue to be bright spots at Coney. Several changes and additions to the shows were noted this past week. At Raymond Bros. Star Follies at Luna Tamara bowed out and Barbara Bond came in. At the Parisian Follies on the Bowery Betty Newman has been added. Babe King has left Dave Rosen's Streamlined Follies on Surf, but her husband, Eddie Joyce, returned to his mike job after recovering from a throat ailment.

Steeplechase Bowling team is getting ready for a series of matches. With Thunderbolt's crew conquered, the team is now eyeing possibility of taking others. Steeplechase's group includes Albert McNamara; Harry Huckleberry, who bowls 300; Chuck DeDonna, who hits 271; Joe Sperling, Robbie Noble, Lewis Hyatt, John Quigg, Henry Skelly, Jack Cullen and Peter Scott.

Max Singer's Famous Scooter ride is doing good business and some say it's because of Johnnie Jaworski, who handles the mike. Louis Sperling, in guess-your-weight-and-age business for 15 years, says he's well pleased with the crowds on Surf avenue. Al Silverman is operating his photo gallery almost single handed these days. Mrs. Silverman is at Atlantic City and the daughter, Lucille, is expected to go there early next week. Salvatore Ambrosino, who has Roll Ball in Feltman's Arcade, spends his spare time fishing and telling about the ones (See CONEY ISLAND, N. Y., on page 54)

Long Island

By ALFRED FRIEDMAN

Week-end trade around amusement regions has sparkled, as against just so-so biz on week days. Rockaway has shown an average of 700,000 on each of three successive Sundays. Long Beach registered 275,000 for the same period, with 250,000 for Jones Beach and 175,000 for Riis Park. Atlantic Beach, Point Lookout and Rockaway Point also held up. Saturdays at beaches are usually slow starters with few visitors in evidence until late afternoon, but since summer began with only one exception there were all good Saturday nights.

Receipts from toll bridges at Riis Park, Rockaway Beach, Atlantic Beach and Jones Beach from July 1 to August 5 have been better than during a corresponding time last year.

Eating and refreshment spots have been getting good takes, but crowds are a little less inclined to go for games and rides as in seasons past. High spirits of pleasure seekers of past years is not in evidence now. Rockaway's Playland Park, which carried out extensive improvements while other amusement enterprises cried the blues, is having a gala season.

World's Fair isn't contributing much to beaches, but the gang is glad the exposition's appeal isn't denting shore attendance noticeably. Of "inland" enterprises doing well are Roadside Rest, nation's No. 1 disposer of hot dogs; Frank Buck's Jungle Camp, a stand-by now, and Valley Stream State Park.

Park Free Acts

FRANKS' Hydrocade Revue recently played Buckeye Lake (O.) Park. Act was set by W. C. (Billy) Senior, in charge of outdoor attractions for the Gus Sun Agency.

PRINCE NELSON, high wire, was in Meyers Lake Park, Canton, O., set by C. A. Klein Attractions and replacing the Two Comets, who will play dates for Sidney Belmont.

SENSATIONAL ALTENOS are in Edgewater Park, Detroit, following in the Aerial Solts.

Moxahala Park, Zanesville, O., is presenting the Great Ricardo, high swaying pole. Parks will continue free-act policy for remainder of the season.

FLYING BEEHEES will be added attraction at Paragon Park, Nantasket Beach, Mass., for two weeks beginning on August 12. Act was booked thru Paul Denish, New England representative of George A. Hamid.

BEE KYLE, high diver, has been booked for a two-week stand as free act at Salem Willows Park, near Boston.

ADDED attraction at Charles Phelan's Hickory Tree Wild Animal Farm, Georgetown, Mass., are the Three Mountain Top Girls. Gus Tramer trains animals in view of spectators twice daily.

Flying Valentines, headed by Fred Valentine, are in Craig Beach Park, Diamond, O., set by C. A. Klein Attractions. Act replaces that of Captain Billy Sells and his lions, which has started fair dates for Klein.

STUART ROBERTS Trio, comedy bars, was held a second week in Summit Beach Park, Akron. Ben H. Voorheis, in charge of parks exploitation, said Eddythe Sterling and her Hopi Indians have been contracted.

WILL MORRIS and BOBBY, comedy bicycle, is next in at Clementon, N. J. Lake Park, marking the first non-aerial act brought in this season.

With the Zoos

FORT WORTH, Tex.—Thru aid of R. E. Harding, president of a Fort Worth bank, Forest Park Zoo here is to have a new elephant in time for the celebration of the birthday anniversary of Queen Tut, elephant here that will be 21 on August 17. Harding made a \$2,000 loan to Fort Worth Zoological Society for purchase of a baby elephant weighing about 450 pounds. Money is to be repaid by contributions from children and adults. Zookeeper Hamilton Hittson and Zoo Veterinarian Dr. H. V. Cardona are in (See WITH THE ZOOS on page 54)

American Recreational Equipment Association

By R. S. UZZELL

Always after August 1 we concentrate on the annual exhibit of amusement equipment held in connection with the annual convention of the National Association of Amusement Parks, Pools and Beaches. This year there is to be no exception to that procedure. This year we are to use, for the first time, the La Salle Hotel, Chicago, on December 2-6.

AREA meeting will be a dinner meeting Monday night, December 2. Never again do we want to attempt an afternoon meeting when all of our fellows are so busy placing their exhibits. Experience shows that they want to finish their work before going to their rooms to clean up and change clothes. After their work is done and they have had time to change, the dinner meeting fits perfectly into the picture. This year we shall resume the refunds on booths to all members in good standing, and, as heretofore, AREA participates in the profits of the exhibit.

Co-Operation for Show

Space in the large room is being taken rapidly. It is the most desirable. First come, first served, on the small amount of space unbooked at this date in the large room. Reservations can be made with the writer at his New York office or with A. R. Hodge in Chicago.

These times demand the closest co-operation of our organizations to make this show a topnotcher, and we are going to do it.

Our fraternity over on the Forty Fairgrounds is determined to keep up interest in the amusements by putting on large free attractions to draw the people down to the fun zone. They are digging into their own pockets to defray this extra expense. No sitting around waiting for these men. They all well know that they must work for extra business. Often it is the extra business that makes for success. Hot weather was a handicap, but in New York City such spells of weather seldom extend beyond two weeks. The shows get the hard go when the weather is hot, unless it's a water show or one where there is a large covered cool grand stand.

Now they are on the last half of the year and are determined not to let it lag. Operating costs have been condensed to the irreducible minimum, so the only remedy is to augment business volume or stabilize it at a level that prevents loss. Don't jump at conclusions. Some devices are going to make money. It's a long time yet until October 27, September is quite likely to show a good upturn. New Yorkers return to the city after Labor Day and many are sure to take a final fling at the greatest exposition of all time.

How To Bolster Grosses

Business men are checking inventories now and are planning to replenish early so as to defeat rising prices in early 1941. Why not check over parks and space available for next year and make commitments now to insure delivery in ample time for 1941 opening?

Four new trade schools have opened in New Haven, Conn., alone. Surely these men are not being trained for idleness but for doing the work that lies ahead, war or no war.

It is hot, yes. But watch John J. Caplin perspire on the way to Canada to try out hockey players with which to strengthen his team which won the pennant last season. Some would say, "Rest on your laurels," but not this most progressive amusement park producer of winter sports for profit.

The two expositions are going to the bat in showing us how to bolster up slipping grosses toward the end of the season. They are going to prevent the slide downward by well-directed effort in an intensive publicity campaign. To miss this greatest of all expositions at reduced prices should be unthinkable to all within 500 miles of it. The number who have not seen it is surprisingly large. Many are going to heed the appeal when the weather cools enough to make a trip enjoyable.

Deemer Beach Celebrates

NEW CASTLE, Del., Aug. 10.—Deemer Beach Park management, celebrating its 15th anniversary on August 4 to 11, expected to break attendance records. General Manager Edward A. Lamon arranged lavish entertainment. Included in talent were the Flying Allens, Gangler Bros. Circus; Eddie Polo, film strong man; Del

Rae Brothers, high wire; Frankie Richardson, stage star; movies and nightly fireworks. Extra attraction was Ken Rodgers Rodeo. Park comprises more than 65 acres, of which 20 have been set aside for parking. North Carolina Ridge Runners, permanent feature in the park, are sponsored in a weekly series on Station WDEL.

OCEAN PARK TRADE

(Continued from page 48)

Spillmann; pop corn, Caswell Hudson, Mrs. Sophia Ayers; lunch and drinks, Murray Levinson, B. Alpert, J. Rappaport; soft drinks, M. Burmeister; pastrami and corned beef, M. Gadasin, Jules Lower, B. Meyers; dragon baths, Mr. and Mrs. Mark Peterson; palmistry, Mrs. Edith George; pier lunchery, Edwin Cody, Wayne Burgett, Joe Headley, Mart Clayton; pastrami and corned beef, M. Simonofsky, Esther Feuerstein; candy and pop corn, Vic Clidell, Colleen Fogarty; candy and juices, Mrs. C. E. Ellerson; candy and soft drinks, Rygern, Orion Overton, Bill Shumate; lunch and drinks, M. Strier, Joe Magnusson; dairy and vegetarian lunch, N. Ginsberg, Pete Appolona, Harry Ernsdorf; Cafe D'Anar, Vera Miller, Frank Delpore, Lee Moser, Ted Wolf, Charles Caminiti, Thelma Bourne, Edith Lawrence, June Tygard, Benny Morrell, Jack Crisswell; Kay Photo Shop, Rebecca Fish, Serene Altmeier; fruits and soft drinks, Joe Wasserman, Henry Studer; lunch and drinks, Al Weston, owner; Jack Meyerhoff, Harry Solomon, Martha Greethrust. Frosted malts, Pierre Goodin, Sada Goodell, Ned Bruin; lunch and drinks, E. M. Fleister, Jake Young, Sara Middendorf; Palmistry, Prof. Winston, Princess Silver Star; lunch and beer, Jack Bursler, Frank Charney, Joe Huston, Howard Kellerman; lunch and drinks, M. Addison, James Free; novelties, Mr. and Mrs. George McMullen; food, Harry Simon, Sam Stern, B. Fiedler; long range lead gallery, M. Bertleson; palmistry, Prof. Murdoch; phrenology, Mme. Clair Shepperd; caramel corn, Devon Hudson and Wilma Critz; fortune telling, Mme. Rheba; enchilidas, Harry Janowitz, Warren Volke; watermelon, Jo Sellers; corn on the cob, Mr. and Mrs. M. L. Hudson, C. H. Hudson. Hadden Hudson; machine guns, Bill Klotz, Ruth Steiner; Italian lunch and soft drinks, J. Aburante, K. Padgett, J. Pettiford, Beth Hasman, Bill Pierce, Nellie Martin; lunch and drinks, B. Sewelson, Mark Hughston; mow 'em down, Mose Goldberg, Phil Markowitz, Jack Berkleman; lunch and beer, J. E. Negley, owner; Joe Montovani, B. Mazzani; watermelon, Gatha Mae Lee; Dunker Inn, M. Nahama, owner; W. P. Mossman, Mrs. E. M. Bowles; anti-aircraft guns, B. Gerber, M. Stevenson; long range lead, Louis Fultz, Bonnie Gilmore; French fried potatoes, Lora Molho, Luther Kenston; salt water taffy, Jack Leininger, Olga Perry, Harry Covington, M. E. Leininger; J. and J. Lunchery, James Jordan, Jack Bevans, Phil Craig, Joe Morrissey, Tex Brown, Bud Turner, Harry Danning; lunch and drinks, H. R. Vicks, Frank Bedloe, Kearney Duvall; Albert's Lunchery, Charles Steffen, owner; Mrs. M. Bennett, Harry Carle, Ben Foreman, Agnes Carmichael; lunch and drinks, Henry King; photo strips, Joe Lavagi; cigars and cagarets, Cary Broadwell; ice cream cones, Jack Moorehead; cones and frozen fruits, George Garretson.

Variety of Games

Ice cream and soft drinks, Henry L. Pennery; lunch and French fried potatoes, Martin and James Williamson; photo strips, Tex Hardesty; Currie's mile-hi cones, Nellie Johnson, Mavis Jordan, Madge Lyle, Harriet Bailey, Eddie Clapp, Jane Woodward; name-on-wood, Bob and Kate Bauer; gas balloons and birds, Albert Bauer; lunch and drinks, Jennie Nelson, Jim Kolter, Charles Ciori, George Pencoff; palmistry, Mme. Ray; frozen custard, Lou King, Bernice Rolfe, Mark Hannan; skill wheel, A. M. Pepper, manager; Harry Rosen, Mrs. M. Haggy, Mrs. A. M. Pepper; boat race, Harry J. Charles, Fred Midgely; five-way bottle game, J. N. Clark, owner; Frank Palmer, Romeo Palmer, Romeo Labossiere, Gus Decci; hit the spot, Sidney Cliff, Al Kaga; archery, Harry Ginsberg, Louis Satterfield; shoot-till-you-win, William Takai, S. Tomei; penny pitch, Jack Kitahara, M. Yoshimoto; long range lead gallery, W. F. King; photo strips, Mr. and Mrs. S. Shelton, Jane Walker, Jean Saylor, Don Captain; skill darts, E. English, Lester Morton, Faith Waller; blood pressure, Mrs. M. Hayworth; ten pins, George Hamai, Preston Ayles, Joe Tamaya; novelties, Mr. and Mrs. Bob Bernard; ham and bacon, Pete Bouchere, H. W. Battoe; play ball, Marion Hoover, A. W. Hoover; candy apples, Sol Golden, Rose Howard, Charles Cooper, Helen Mack; wire jewelry, Saul Breetwar; pig slides, Leonard Gins-

berg, Shorty Summerall; guess-your-age, Jack Leoni; scales, R. S. Morris; long range lead gallery, W. F. King, James Cunningham; pig derby, L. A. Wallace, Jed Moorefield, Harry Binns; nail store, James Penner, Joe Anderson.

Five-way bottle game, Herman Gushman, Pete Palma, George Palma, George McFarland, Dan Kirsch; shoot-till-you-win, A. P. Perry, J. S. Riddleberger; novelty wheel, M. E. Gardner, Martha Pelton; shoot-till-you-win, Mr. and Mrs. Nate Picus; headlines, Jack Hessler; graphology, Jane Horrell; lunch and fruit juices, Gold, Dorothy Mack, Gladys Dee; play ball, B. B. Dale, Frank Lush; Record-your-voice, Syd Shelton, Bill Merrill; lunch and drinks; Walter Weiskirk, Dave Flett, Scotty Iverson, Mickey Curran, Bruce Bell; rack-a-tack, Lucille Zimmerman, owner; flips, C. H. Alexander, Tom Puckett; balloon darts, Joe and May Conel; the grill, J. E. Symmes, Harry Glenhart, James Padgett; boat barge, R. F. Offinger, Oscar Edginger, Burt Thompson; Chowder House, J. M. Blackshear, Harry Boyleston, Sid Kramer, Janice Mortenson; tropical fish, Tom Nagamako, B. Shigura; candy flasher, Murray Kleeman, Madge Thorwaldsen; frozen fruit juices, Ada Wagner, Nell Palmer; candy and soft drinks, Madge Mahoney, Hilday Reinartz; novelties, B. Demarest, pineapple, Joe Kenniston; chutes, Ocean Park Pier Co., owner; Harlan Weir, foreman; Bob Griffin, Ernest Jobe, Tim McAdams, Joe Wurster; Leona Shell, cashier.

Some Rides and Shows

Diving bell, E. S. Martine, Lew Gilpin, Frank O'Brien, Tom Gradison; whip, Ocean Park Pier Co., operator; Dana Valdez, foreman; Kenny Woodall; Jimmy Long; Mary Jane Weir, cashier; whirler, Ocean Park Pier Co., operator; Walter Friege, foreman; Harry Montgomery; Mrs. Ella Weir, cashier; derby, B. I. Miller, Eda Jahn; skooter, Nate Miller, Rudy Illions, owners; Jack Bayne, foreman; Lane Short, Joe Illions, Francis Illions, Grace Illions, Ruth Illions, cashier; merry-go-round, American Amusement Co., operator; Joe Barton, Jack Bailey, Ned Farnsworth; Stephana Johnson, cashier; Toonerville Trolley, Frank Weir, foreman; J. E. Johnson, Fay Sewell, cashier; miniature train, Saul Guld, owner; Jack Wittwer, Mildred Kalacis, cashier; acroplane, Robert Anthony, Bob Markle, Sam Simons; Roll-o-Plane, E. S. Hill, Jim Mahoney; highboy, Harvey Schell, Bob Sewell, Fuzzy Hiner, foreman; Florence Sales cashier; shows, operated by John R. Ward, side show, Leroy Perryman, front; H. Kirby, inside lecturer; fun house, A. Baird, cashier; Kenneth Johnson, inside gorilla baby, Pauline Wilke, cashier; Dr. Vance Offut, inside; French follies, Ruby Smith, Lucille Hodde, Eva Alexander; dope show, Margaret Roberts, Leah Myers, birth of twins, Lew Abrams, front.

BALBOA ADDITIONS

(Continued from page 48)

form men; John Archuletta, Gordon Swoffer, clutchmen; Dorothy Sanborn, tickets, Kiddieland, Fred Kiddie, foreman; Bert Ellis, Harvey Noyes, assistants; Marion Gaylord, tickets, Seaplane, George Young, foreman.

Concessions include paddle boards and kyacks, Dan Parker, manager; Ted Carlson, cashier; Ben Murphy, Eddie Durward, Henry Ward, assistants. Fishing boats, M. W. Boogie, manager; Ray Turner, Jack Clary, assistants. Swimming and diving tower, Eddie Stephens, manager; Babe Papich, Eleanor Ostwald, instructors. Speedboats, Ronney Vallee, manager; Don Kinsella, Mark Osborn, assistants. Al's Recreation Center, Al Rothgery and Bob and Sallie Brown, Peninsula Club, Bob Murphy and Ed N. Workman, owners; Carl Robertson, manager; Charles Rayburn, Jean Keller, Ernie Posedal, Genevieve Carston, entertainers; Arline Moussant, hostess; Marvin Cassell, cashier. McNally's Aquatic Sports, Joe McNally, owner; James Forbes, Tom Kinsella, Bruce Genet, assistants. Apple store, Evelyn Cooley, Russell Bruster, Neva Bruster, James Cooley. Grunt derby, Norman Leiman, Sam Young. Photos, Sam Williams, Gene Foulder, Penny pitch, Guy Maffie, Edith Jarvis. Ring-a-duck, George Crocker, Ned Olney. Jewelry and novelties, Maurice Sacks. Bang-a-deer, Jerry Schneider, Mart Howard. Play ball, Dick DeFir and Bill Law; Mina Beard, scorer. Orange juice, Donald Durante. Penny arcade, Leo Owers, Eleanor Jacobson, Lillian Nielson, cashiers. String game, Jack (Whitie) Carroll, June Wardner. Balloon darts, Eloise Loewer, Kate Majors. Anti-aircraft guns, Shirley Smith, Lora Bowen. Frozen custard, Jack and Ruth Skinner. Lunch, Ruth and Ted Carlson. Cigaret wheel, Richard O'Hara, Ted Gardner. Soto's antiques, M. Soto, K. Nasuma, Miss O'Tamagara. Ham and bacon, Buddy Winston, Kent Lowery. Machine gun gallery, Thelma Hayes.

Bowling alley, Chauncey Didier, manager; Dallas Custer, Harry Porter. Myrt's lunch, Oscar Kirkpatrick, manager; Joyce Coomes, Lloyd Poell, H. E. Bruner, Mickey Clelland. Rancho Grande, Rosalie Ochoa, Sabina Gonzalez, Refugio Covanu Basia. Santa Sussana Race Track, Lawrence Wallace, Heber Hansen, Ruth Wallace, Kerry Patterson. Paddle boards and kyacks, Harry M. McCoy, Paul Aubrey, Joe Denton. The Key, E. N. Workman, Bob Murphy, Al Rothgery, owners; June Perry, hostess; Millicent Houma, Nila Gregory, entertainers; Ludeen McGruder, cashier. Dutch Inn, Dutch Smelson, owner; Jim Fogelman, Dollie Smelson, Mildred Andrews, Clark Burke, Allen Voigt, Jean Hale, Mollie Harrington, Wayne Highely.

Concessions Numerous

Machine gun gallery, Thelma Haynes, Judy Cavaretta. Hoopla, Leslie Arnold, Jim Farris, Elaine Whitney. Fun in the kitchen, Phil Castanza, Pete Torres. Hit the spot, Grace Chapman, Nell Andrews. Amado shop, Gordon Young, manager; Harry Corcoran, Gannon Hall, Lewis Simons, Pete Young; Genevieve Young, cashier. Archery, Janet Taylor, Babe Schneider. Scales and guess your age, Don Price. Spill the milk, Harry Brown, Milt Price. Monahan's Arcade, J. L. McKinley, manager; Merritt Smith, Jack Parent; Rena Billingsley, cashier. Electric grill, Lawrence and Elizabeth Hood, managers; Al Butler, Charley Crawford, Fyrese Crofoot, Vera Fellers, Eleanor Jordan. Seafood, Harry Finney, manager; Bert Hill, Frank Mika, Loretta Hill, Betty Boyd, Myra Sewell, Clifford McGee; Louise Davis, Ruth Anderson, cashiers. Sea shell, Gus Tamapolis, Court Watt, Ernie Wall, Claude Greenlee, Luther Lewis, Bill Bramley, Max Didier; May Pappas, cashier. Photos, Kent and Peggy Hitchcock. Balboa Lunchery, Edw. H. Allen, Elizabeth Krause, James P. Neill, Tom Kirt, Raymond Hanawalt; Mrs. Claire Allen, cashier. Carmel corn and French fried nuts, George Magruder, Vivian Devinney, Marjory Baldwin. Hamburgers and drinks, Harry Hightower, Betty Belding, Orpha Bond, Royal Fowles. Long-range lead gallery, Frank Rathjen, Elisa Janeway. Cross Roads of the World Arcade, Don Phillips, manager; Grant and Ralph Phillips, William Higgin, Jean Crougham; June Reid, cashier. Currie's mile-hi frozen delicacies, Lee Mowray, manager; Laverne Berry, Ethel Gill, June Sain, Doris Chapelle, Alta Mae Osborn, Lawrence Rheamey, Evelyn Lewis, Nadine Berry, Anna Fowle. Candy, Mr. and Mrs. I. Weiner, Dorothy Weimer. Ping pong and mo skeet, J. Borter, Bob Strickland, Horace Perry, Giles Morgan, Harry Watterson. Archery and badminton, J. Borter, manager; Jack Winston, Hugh Westervelt, Morton Showles. Outboards, J. B. Kennedy, Sam Merschall. White Spot Lunch, Vaux and Art White, owners; Lee Downs, Rex Canterbury, Lona Hovell, June Triggs, Mabelle Farrar, Nellie Gill, Lorraine McMillen, Sigurd Williams, Fannie Carter, Janice Horton; Jean Sanders, hostess; Skeets Blauer, Jack Frawley, James Edwards, Neal Atwell, Hal Baker, Dick Rutledge.

Spot the spot, Jerry Planchet, Gus Meadows. Casino Lunch, Abraam Kraak, owner; Charles Whitman, manager; W. L. Ross, Marion Barnwell, Della Ellerson, John Holman, Pat Kratky, Len Evans. Bait shop, Cliff VanKannel. The Pavilion, John R. Graham, manager; K. K. Trickey, Al Polzer, Dale Wood, Sam Barker. Rhea McTaggart, Mickey Langford. Carmel corn and peanuts, Mr. and Mrs. J. R. Ossier. Gill's Bamboo Room, Bob Murphy, owner; Claude Darden, manager; Charles Seaver, Jess Trigg, John Clarkson, Ray Hathaway, Adolph Didier, Bill Chapman, Nell Clarke, Beatrice Garrett; Dorothy Touissant. Marilyn Enslav, entertainers. Murphy's lunch and drinks, Viola Taylor, Leona Parska, Marie Correll, Clark Wilson, Carlo Foster. Strand Cafe, Percy Wilson, Cleo Wallens, Parker Martin, Martha Dearsdorf; Gwen Brower. Dan's lunch and drinks, W. F. (Bill) Ireland, owner. Al Westphal. Doc Barker, Melvin Glasgow; Blanche Morgan, cashier. Balboa Sea Grotto, Ed N. (Dad) Workman, owner; Roe Forsythe, John D. Gatcher, George (Tex) Stafford, Belle Forsythe, Jane Hawthirth. Frozen fruit juices, Bill and Edna Cornelius. Skill darts, Harry Pierson, Mike Ogilvie. Inn of the Harbors, Dick Dickens, manager; Gertrude Canterbury, Dorothy Hedrick, Bernadotte Anderson, Francis Wilson, Harold Dickens, James Malone, Wilbur Dickens. Four-way ball game, M. E. Johannsen, Lewis Ober, Delbert Jansen. The Lunchery, Mrs. Ida Brinkman, owner; Fred Umbenhauer, Hilda Briscoe, Margaret Cage, Nina Walters, Ossie Grey, Norbert McHorter, Elsie Jane Allen, Maria Spaziola, Emil Wendland.

CANADIAN LOOP IS UP

Gain in Regina; RAS Takes Rise

Last in Class A assured of surplus — Sedlmayr gratified by increased receipts

REGINA, Sask., Aug. 10.—Attendance at Regina Provincial Exhibition, July 29-August 3, exceeded expectations of fair directors and receipts will assure a large surplus on the board's operations, it having been the biggest Regina fair in years.

Total attendance was 128,528 as compared to 115,768 in 1939 and grandstand attendance was 69,472 as compared to 59,133. Pari-mutuels take was \$229,718 compared to \$205,887 in 1939, an increase of about 12 per cent. Last day of the races saw the biggest pari-mutuels business in history of the fair. Total was \$60,373, nearly \$16,000 over the same day last year. Carl J. Sedlmayr reported a 35 per cent increase in business of the Royal American Shows.

More Money Evident

Giveaways of five cars, four bicycles and nearly \$1,600 in cash in front of the grandstand during the week and increased circulation of money since outbreak of war helped considerably to put the fair on the right side of the ledger. Special railway and bus fares and a special train from Moose Jaw also helped.

Main-gate figures as compared to 1939 were: Monday 25,166 (24,142); Tuesday 14,972 (14,841); Wednesday 23,324 (22,534); Thursday 19,107 (17,907); Friday 22,488 (17,371); Saturday 23,471 (17,963). Grandstand figures: 12,647 (9,467); 7,326 (7,070); 13,137 (13,671); 11,039 (10,167); 13,518 (10,080); 11,805 (8,678). Main-gate tickets sold at 25 cents and grandstand tickets at 50 and 75 cents.

Barnes-Carruthers' *Flying Colors* revue was featured in front of the grandstand. Visitors included J. H. Warren, E. S. McEachern, A. M. McIntyre, W. R. Monroe and Sid W. Johns, all of Saskatchewan Exhibition board. Fair was officially opened by Lieutenant-Governor W. J. Tupper, of Manitoba. *Regina Leader-Post* and Stations CKCK and CJRM co-operated with Publicity Director Sam Stratton, of the Royal American Shows.

Midway Crosses Bigger

Gratified with midway business over the Class A circuit was Carl J. Sedlmayr, of the Royal American Shows, who reported an 11 per cent increase in Brandon, a 15 per cent increase in Calgary, an increase of 25 per cent in Saskatoon and an increase of 35 per cent in Regina. Midway business in Edmonton totaled \$40,000, slightly over the 1939 take despite an attendance drop of about 4 per cent. Lottie Mayer's Watercade Show topped the midway around the circuit with Royal Ice Palace a close second.

Texas Meet Set for Dallas

DALLAS, Aug. 10.—President V. F. Fitzhugh, Texas Association of Fairs, announced that the annual meeting will be held in the Adolphus Hotel here on January 30-February 1. Frank Thompson, manager of Red River Valley Fair, Sherman, is chairman of the program committee. Serving with him are C. O. Miller, Texas Fruit Palace, Palestine; C. A. Koenig, Fayette County Fair, La Grange; J. H. Nussbaum, Bi-Stone Fall Fair, Mexia, and A. B. Davis, Panhandle-South Plains Fair, Lubbock. Those on the attendance committee include O. L. Fowler, Denton County Fair, Denton, chairman; H. H. Blackburn, Leonard Fair; H. C. Copenhaver, Wharton County Fair, Wharton, and H. B. Waite, Brazos Valley Fair, Waco.

WHITE HALL, Md.—Preparations for four-day White Hall Fair are at an advanced stage, said W. Evans Anderson, Midway Manager John T. McCaslin having booked May Collier, high diver, and Prof. Rosella, Punch and Judy entertainer. Concession space is selling rapidly.



AT PENNINGTON COUNTY FAIR, Thief River Falls, Minn., July 31-August 4, addition of an extra day, Sunday, put the annual in the black despite rain each day except Saturday, when there was record attendance. Shown here in front of the office wagon are Fritz Kimbrell; H. B. (Herb) Shive, of the shows; Oscar C. Paulsen, business manager of the fair, and Owner and Manager Oscar Bloom, Gold Medal Shows.

Two for Mobile This Year; Balloonist Killed in Fall

MOBILE, Ala., Aug. 10.—Two fairs are in sight for Mobile County this year, one to be staged here by Mobile County Fair and Development Association, organized on August 5, and the other to be Greater Gulf Coast Fair, which has been operating here for a number of years.

Benjamin Deakle, St. Elmo, has been named president of Mobile County Fair; E. H. Norton, vice-president, and Mort L. Bixler, formerly of Montgomery, manager. Bixler announced that a contract has been awarded to Great Lakes Exposition Shows for the midway. While the fair will feature Mobile County and its varied resources, competition will be open to Alabama and Mississippi, Manager Bixler said. Arrangements have already been made for a large number of exhibits. Bixler, who also manages Central Alabama State Fair, Montgomery, said that practically all exhibits to be entered at Montgomery will come to Mobile. Tom Cosgrove has been appointed assistant to Bixler and said he will put on a program of horse, motorcycle and midget auto races.

DETROIT, Aug. 10.—Charles Etherington, balloonist, was killed last Sunday in a 200-foot fall when, according to witnesses, his balloon split at that height and he attempted to use a parachute, which failed to open. His partner, Sheldon Davenport, stayed with the balloon, which drifted into a tree, and he received only scratches.

O. Annual Good for Midway

WOODSFIELD, O., Aug. 10.—Largest attendance in recent years was reported for Monroe County Fair here on August 1-3 and ride and concession operators reported it profitable. Happy Paulson's rides were on the midway and Boone County Jamboree was the free attraction Thursday night. Lillian Stroock, Arnesen Brothers and the Conner Troupe, set by C. A. Klein, were grandstand offerings on Friday and Saturday nights, augmented by *Klein's Rhythm Revue*, including Jimmy Harrison's Band. Mrs. Margaret Klein was in charge. Lester Rodgers was here with peanuts. All departments reported overflow exhibits.

In Front of the Grand Stands

ROY H. BROWNLEE reported his Hickville Follies has been set by Williams & Lee Agency to play fairs in Arlington, Cambridge and Montevideo, Minn.; Hamilton, Mo., and Mauston, Ladysmith and Phillips, Wis.

ATTRACTIONS set for one day each at three-day Holmes County Fair, Millersburg, O., will include Pine Ridge Follies, B. Ward Beam's Congress of Dare-Devis and Boone County Jamboree. There will also be daily concerts by Willie Green's Band.

BUTLER (Mo.) Horse Show will have radio performers as added attractions, said Dr. A. Graham Woolridge, who is in charge of the program. For the first night there will be Hiram Higsby, Smoky Barker, Penny Linn and Ezra and Faye. Prairie Pioneers will appear on the second night.

MAL B. LIPPINCOTT, magician, who played Tioga County Fair, Owego, N. Y., on July 31-August 3, reported other acts included Reg Kehoe's Girl Marimba Band, Sky High Alcedos; Cooke and Cooke, clowns; Skating Dexters; Bruffy, "Man Who Hangs Himself"; Marshall and Helen and Tudor Sisters and Avery. Harry Cooke was in charge of the show.

HARRY LAWRENCE, booker for the Ben Yost office, has set the Ben Yost White Guards with Barnes-Carruthers for a tour of fairs, including Wisconsin State Fair, West Allis, reported Lyn Dudley. Ben Yost Varsity Eight has been booked by Lawrence thru the Frank

Wirth office for a 14-week tour, including Cortland (N. Y.) Fair.

OSAGE CITY (Kan.) Fair has booked a group of WIBW entertainers, including Henry and Jerome, harmony; Edmund Denney, blind tenor; Cipher, comedian; Dude Hank, trumpet; Jeanne Benson, vocalist, and Maudie Schreffler, accompanist. Eber Johnson will emcee a home talent show between acts. Prince Budah, magic and punch, will appear on the final night of the two-day fair.

FRANK R. WINKLEY, manager of a Jimmie Lynch Death Dodgers unit, which recently appeared before about 1,500 in Bottineau, N. D., reported the date was played on two-day advertising as a result of opposition to a Sunday showing. Tho the sponsoring American Legion Post and the unit lost money on the show because of the change, the unit received favorable publicity in the local paper because no opposition to the church protest was offered.

EDYTHE SIEGRIST, who plans to go on the road soon, entertained at her home in Richville, O., on July 24 in honor of Mrs. Jeanette Power, owner-manager of Power's Dancing Elephants, which have been playing Meyers Lake Park, Canton, O. Buffet supper and refreshments were served. Guests were Mrs. Powers, Lislotte Jaekel, Mrs. Ida and Burdeen Deppish; Ted Deppish, photographer of the Charles Siegrist Showmen's Club, who snapped the group; Miriam and Judy Mattern and Paul Griffey.

"Town Fairs Association — Its Value"

The benefits of this New York organization to its membership and the part it played in behalf of State aid to fairs will be outlined under this title

By BLIGH A. DODDS

in the

FALL SPECIAL OF THE BILLBOARD

Watch for This Issue Bearing Date of August 31

Davenport Trying Big Advance Sale

DAVENPORT, Ia., Aug. 10.—A ticket-selling queen contest is expected to turn in \$20,000 before opening of the 1940 Mississippi Valley Fair and Exposition here. It is the first time in history of the fair that such a contest has been held, but this year's annual will be different in other ways.

Treasury is virtually empty and the liquidation corporation wants to sell the plant to the county for \$50,000 and if there are enough signers to put the question on the ballot this fall it will be put up to voters. Last year in a re-organization the liquidation corporation took over. The fair paid for itself and there were no high interest payments to make because the plant previously had been sold under the hammer at foreclosure sale.

This year an advance ticket-selling contest was inaugurated and more than 500 persons in five counties are joining in an effort to sell 80,000 25-cent tickets before opening. Fifteen girls have entered and the winner will be crowned queen of the fair. Neal Rohlfis is director of the advance sale. Awards totaling \$5,000 are being offered at the fair. Because they feel that largest attendance will be city folks, officials have substituted motorcycle races for harness racing.

DES MOINES, Ia.—Secretary A. R. Corey, Iowa State Fair here, announced that a sixth band had been added to the group to play at the 1940 fair. Addition of Ted Fio Rito was made for the last night. Others scheduled are Johnny Scat Davis, Paul Pendarvis, Anson Weeks, Griff Williams and Louis Armstrong.



C. E. MAEDGEN is newly elected president of Panhandle South Plains Fair Association, Lubbock, Tex., succeeding S. C. Arnett. With board members, Fair Manager A. B. Davis and Publicity Manager R. D. Shinkle, he is preparing for the 27th annual this year. Goodman Wonder Shows have been contracted for the midway.

BEWARE!
of a certain S. A. SMITH
representing himself as agent
of the
GUS SUN BOOKING AGENCY
Make anyone claiming to be our
agent show you credentials or wire
GUS SUN AGENCY
SPRINGFIELD, OHIO

ATTENTION, FAIRS!
SOUTH
EZRA BUZZINGTON
— IN PERSON —
AND HIS FAMOUS
PINE RIDGE REVUE
Has Sept. 22 to Oct. 6 Open in Your
Territory. Write or Wire
GUS SUN BOOKING AGENCY
SPRINGFIELD, OHIO

WANT LEGITIMATE CONCESSIONS FOR
"DAYS OF '49"
FARIBAULT, MINN.
On the Main Streets of the City
October 1 and 2
Rides and Shows already booked.
FARIBAULT COMMERCIAL CLUB
By Miller, Chairman of Concessions

87TH OGLE CO. FAIR AND HORSE SHOW
OREGON, ILL.
3 Days—3 Nights
Aug. 31-Sept. 1 and 2
Want to hear from Free Acts which book independent. Give price in first letter, time too short to argue. Free Acts, write to
E. D. LANDERS, Secy., Oregon, Ill.
Concessions, write to **GEO. A. CHASM, Supt., Oregon, Ill.** All Concessions must comply with Ill. Ag. Dept. rules.

6 Days & Nights **BEAVER VALLEY FAIR** **Week**
Aug. 26
JUNCTION PARK, WEEK AUG. 26
Wanted — Wanted — Wanted
Independent Shows, Rides and all kinds Concessions "except Bingo." Dr. Hamilton, Bernice Smith, answer. Mrs. Williams and Tony Ride, answer. Baby and his 3 Shows, answer. Want 2 Big Exhibit Tops, Street Decorator. Will book Carnival complete. First Fair 7 years. Pay days and billing like a circus. Write, wire Fair Office, **CHESTER JORDON, Secy., Rochester, Pa.**

HARFORD COUNTY FAIR
Bel Air, Md., U. S. Route No. 1
August 28, 29, 30
Big display Livestock, Farm Products and Machinery. Horse and Pony Show, Amateur Contest. Admission Free.
WALTER ARCHER, Concession Agent
GLADDEN DAVIS, Secretary

WANTED
Good Carnival with several Rides, Shows, Concessions during
OTTAWA COUNTY FAIR AND HORSE SHOW
August 28-29-30. Address:
J. L. MITCHELL, Minneapolis, Kansas, at once.

CAN USE
Good clean Carnival, August 28 to 30, Inclusive
WASHAKIE COUNTY FAIR
P. F. McCLURE, Secretary, Worland, Wyoming

WANTED
SEPT. 18 to 21
Concessions, Free Acts and Shows
GEO. D. WALKER, Secy., Manistee County Agricultural Society, Bear Lake, Mich.

Premium Facts
Data collected from
lists received by
The Billboard

YAKIMA, Wash.—Central Washington Fair, 2d annual, September 26-29. 46 pages. Officers: Perry B. Woodall, president; A. E. Lawson, vice-president; D. R. Canfield, secretary; Charles A. Rankin, treasurer; J. Hugh King, manager. Admissions: 25 cents; children under 16, 10 cents; vehicles, 10 cents. Attractions: Midway, Ziegler Shows.

TULSA, Okla.—Tulsa State Fair, September 8-14. 132 pages. Officers: P. E. Estill, president; R. H. Hughes, vice-president; H. E. Bridges, secretary. Admissions: 25 cents; children under 12, 10 cents. Grand stand, 50 cents. Attractions: Thearle-Duffield fireworks, Barnes-Carruthers' Show of a Century, Ainsworth Dancers, Five Albanis, Bernhardt Dancers, Jimmie Lynch's Death Dodgers and Novak and Fay. Midway: Goodman Wonder Shows.

MUSKOGEE, Okla.—Oklahoma Free State Fair, 25th annual, September 29-October 5. 112 pages. Officers: W. F. Durnill, president; William S. Warner, T. Elmer Harbour, Harry W. Gibson Jr., vice-presidents; B. H. Stewart, treasurer; Ethel Murray Simonds, secretary-manager. Attractions: grand stand, MCA-booked Johnny (Scat) Davis Orchestra, auto races, Cavalcade of Stars, Capt. Bob Ward's Hollywood Daredevil Aces, Bob Neller. Midway: Hennies Bros.' Shows.

CENTRE HALL, Pa.—Grange Encampment and Fair, 67th annual, August 24-30. 88 pages. Officers: George W. Ralston, chairman; Henry Stover, vice-chairman; John B. Wert, treasurer; Mrs. Samuel Grove, secretary. Admissions: 50 cents weekly; automobiles, 25 cents.

ROGERSVILLE, Tenn.—Hawkins County Fair, September 2-7. 28 pages. Officers: A. B. Long, president; A. B. Wallen, Sarah McHarris, Grace B. Long, vice-presidents; Mrs. W. W. Legg, secretary; Hal Haynes, manager. Attractions: Grand stand, free acts and fireworks. Midway: Crystal Exposition Shows.

BEAVER DAM, Wis.—Dodge County Fair, 53rd annual, September 7-11. Eighty-six pages. Officers: C. J. Schoenfeld, president; H. C. Reckner, vice-president; J. M. Malone, secretary; E. R. Frederick, treasurer. Attractions: Grandstand, Thearle-Duffield fireworks, Jimmie Lynch's Death Dodgers, auto and harness races, Rise and Cheer; Elvira Morton, Bankoff and Carman, Arsene Gautier's Steeplechase, Donatella Bros. and Carmen and Two Saxons.

AUDUBON, Ia.—Audubon County Fair, 61st annual, September 2-6. 105 pages. Officers: J. J. Ruhs, president; Thomas Rutherford Jr., vice-president; Ira Miller, treasurer; W. G. Wilson, secretary. Admissions: 35 cents; children, 12-14, 15 cents; vehicles, 35 cents; children 8-15, night, 15 cents; children under 8, free. Grand stand, 25 cents. Attractions: grand stand, Miller's Jewels; Joe Morris, auto thrill driver. Midway: Fuzzell's United Shows.

WATKINS GLEN, N. Y.—Schuyler County Fair, 87th annual, August 21-24. 73 pages. Officers: O. D. Spaulding, president; David Love, Mrs. Clarence Robinson, vice-presidents; Milo Hitchcock, secretary; Nathan Vary, treasurer. Admissions: 35 cents; children under 12, 10 cents.

"Legal Points for Fair Officials"
By **LEO T. PARKER**
Attorney at Law
Will Be a Feature of the
FALL SPECIAL OF THE BILLBOARD
Watch for This Issue
Bearing Date of August 31

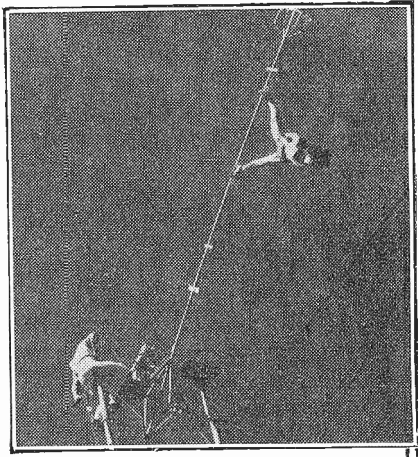
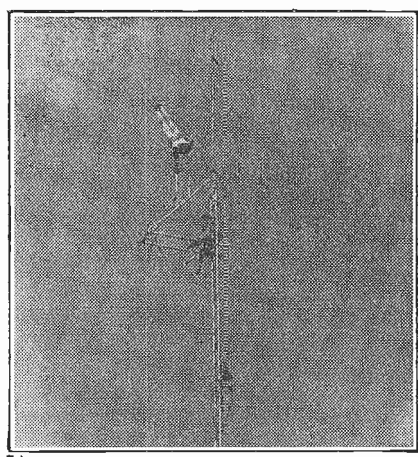
O. Annual Has Heavy Draw
MANSFIELD, O., Aug. 10.—Richland County's 72d annual fair, July 31-August 3, drew about 5,000 on closing day, giving the exposition its best attendance in recent years, officials said. International Congress of Oddities was the only show on the midway. Seccium Park rides included an Eli Wheel, Merry-Go-Round, Octopus, Chairswing and Kiddie Autos. There were more than 20 concessions, including Constant's cookhouse. Departments were filled with exhibits. Grand-stand shows were on a par with former years. Banard's Circus and Harry Taylor's Rodeo appeared on Thursday night, following B. Ward Beam's Congress of Dare-Devis on Wednesday. Banard's and Taylor's shows repeated Friday, together with Calvert's Egyptian Follies, all set by the Gus Sun Agency. Boone County Jamboree and a drill performance by Troop A of the Cleveland mounted police were attractions on closing night.

EDMONTON, Alta.—Edmonton branches of the I.O.D.E. and Red Cross received \$957 each as proceeds of the benefit show held at midnight on July 18 of fair week in front of the exhibition grandstand. Entertainers from the Flying Colors grandstand revue and Royal American Shows worked without pay and orchestra, gatemen, ushers, butchers and others gave their services. Employees of Royal American Shows bought tickets valued at \$696, public sale of reserves netted \$270, sale of boxes to fair officials and city firms at \$25 per box brought \$375 and balance was made up of sale tickets by groups and by donations.

GREAT GRANGERS' PICNIC
68th Year
AUG. 26 TO SEPT. 2 INC.
WILLIAMS GROVE, 'MECHANICSBURG, PA.
Only Member of Fair Association
Operating on Basis of
FREE ADMISSION—FREE PARKING
All of which makes this one of the best spots for Shows and Concessions. Write or wire **R. E. RICHWINE, Secy.**

WANTED
SHOWS AND CONCESSIONS
COVINGTON FREE FAIR
Covington, Ind., on Public Square
August 26-31
Gooding's Rides booked.
J. L. Morton, Concessions

WANTED
For Norfolk County Fair, Portsmouth, Va., Sept. 16 to 21; Warwick County Fair, Newport News, Va., Sept. 23 to 28. Demonstrators, Pen and Jewelry Workers and other legitimate sale booths for exhibit tents. Can place to high-class Office Managers. Write or wire **G. A. ABBOTT, Box 651 or 513 Middle St., Portsmouth, Va., P.S.: Dodson's World's Fair Shows on Midway—Above dates.**



THE THREE MILOS ★ SENSATIONAL MARIONS
125 Feet 115 Feet
BY POPULAR ACCLAIM
WORLD'S GREATEST THRILL SENSATIONS
DEATH DEFYING AERIALISTS
APPARATUS PROTECTED U. S. PATENT 2,198,537
For Open Time Write or Wire
CHARLIE ZEMATER 54 W. Randolph St. Chicago, Illinois

NORTHAMPTON, MASS., AND TUNBRIDGE, VERMONT, FAIRS
NORTHAMPTON, MASS., SEPTEMBER 5-6-7
TUNBRIDGE, VERMONT, SEPTEMBER 17-18-19
Good space still available for Wheels, legitimate Grind Stores, Refreshments and Shows. Al Vantres, wire. Walter Duprey, write. Some good space available at Lancaster, N. H., Fair, Aug. 31-Sept. 1-2. Write or wire
LAGASSE AMUSEMENT CO.
12 WHITCOMB STREET, HAVERHILL, MASS.
P.S.: 8 Iron Claw Diggers for sale, price \$200.

WILLOW GROVE PARK FAIR
Combined With the
GREATER PHILADELPHIA CAVALCADE OF PROGRESS
WILLOW GROVE PARK (Philadelphia's Playground), LABOR DAY WEEK, SEPT. 2 to 8, Inc. Limited amount of space in Exhibit Hall for Jewelry, Wire Workers, Glass Blowers, Beads, Pens, Peeler Workers, Embroidery Needles, Social Security Plates, Kitchen Gadgets, Juicers, Subscriptions, etc. PRICES RIGHT—**CETLIN & WILSON SHOWS ON MIDWAY.** Wire or Write for Reservations.
G. HODGES BRYANT, DIRECTOR, 806 CROZER BLDG., PHILA., PENNA.

THE GREATER BEDFORD FAIR
AUGUST 20 TO 24, BEDFORD, PENNA.
Sixty-sixth Annual Fair
Bigger and Better in Every Way
WANTED—Jewelry, Novelties and Souvenir Concessions for Main Exhibition Building. Legitimate Concessions for Midway.

Extension of Minn. Annual For 1 Day Puts It in Black

THIEF RIVER FALLS, Minn., Aug. 10.—Pennington County Fair board extended its 39th annual exposition a day and made good on it. It was scheduled to run four days and close on August 3, but because of a Friday night rain directors decided to operate on Sunday with a full amusement program.

First day drew exhibits that filled all available space. Chief entertainment was the WCCO Cross Road Party, which drew a fair crowd. Remainder of afternoon grand-stand programs were provided by Hoaglan's Hippodrome. Night show was Ernie Young's *Continental Revue*. Gold Medal Shows were on the midway and drew consistent crowds. Friday brought the biggest afternoon crowd in the fair's history, but rain drove spectators home and caused cancellation of the night show. Largest crowd of the week attended Saturday night, when an automobile was given away. Excellent weather Sunday brought another large crowd, which officials said was expected to put the association in the black by a good margin.

Performers with the WCCO troupe included Bob-o-Link Trio, vocalists; Plehal Harmonica Twins; Dorothy Taggart, soprano; Charles Brugge, acrobat; Professor Wart, dialect comedian, and Chellan Card. In the revue cast were Willie Necker's Doberman Pinschers; Large and Morgner, one-legged pair; Four Siegfried's, Three Taceta Japs and the Mills Trio. For the first time in years there were no horse races, the hippodrome feature, which took well, replacing them. Numerous bands from nearby towns played and brought their followers.

SASKATOON, Sask.—Sid W. Johns, secretary-manager of Saskatoon Industrial Exhibition, was nominated as Independent Liberal candidate for the Saskatoon seat in the House of Commons.

Selden
THE STRATOSPHERE MAN
World's Highest Aerial Act!
TIME AVAILABLE FOR A FEW LATE DATES.
Write or Wire Care of THE BILLBOARD, CINCINNATI, O.

Meeting With Public Acclaim Everywhere
BOB FISHER'S FEARLESS FLYERS
World Renowned Aerialists
France, Spain, South America, Germany, Cuba, Hawaiian Islands, Mexico, Yucatan, Canada and, of course, the United States—the public's reaction is always the same... hearty approval of thrilling and exciting performances.
HAVE TIME OPEN FOR LATE DATES
Write or Wire Care of THE BILLBOARD, CINCINNATI, O. See Us at the Homecoming, Houston, Mo.

ATTENTION FAIRS AND CELEBRATIONS Acts of All Kinds
Priced Right LARGE AND SMALL REVUES
SIDNEY BELMONT
Fullerton Bldg., ST. LOUIS, MO.

WANTED
Concessions, Games and Shows. Must be licensed by the State of Ohio. Midway under direct supervision of the board of directors of the fair.
DATES—SEPT. 12 TO 15, 1940, INCLUSIVE
Address: CHARLES GLANN, Sec. 411 Michigan St., Toledo, Ohio

CARNIVAL WANTED
Anderson County Fair
Garnett, Kansas, Sept. 5, 6 and 7
Wire or Write FRED L. COLEMAN, Secretary

Fair Grounds

CLARKSBURG, W. Va.—Drivers of Class C, Central States Racing Association, will feature Thursday and Friday auto race days at Central West Virginia State Fair here, said L. C. (Ted) Miller, fair manager, who reported that the contract for speed days has been awarded to Henry Miller, Pittsburgh, auto racing starter, who is conducting CSRA-sponsored races at numerous fairs this year.

SHREVEPORT, La.—N. C. McGowan and Walter B. Jacobs, utility company head and banker, respectively, were elected to the board of Louisiana State Fair Association. A report on building activity on the grounds, where a tornado last March almost demolished the plant, was given by George Freeman, chairman of the building committee, who said contracts have been awarded for much of the renovation work. Entrance arches will be erected at all gates and terracing and beautification are planned. The board praised Governor Sam Jones for his work in getting a bigger 1940 appropriation and assisting in carrying out the rehabilitation program.

ELKADER, Ia.—Elkader Fair President Joel Clark and Secretary Pat O'Brien are making preparations for this year's show, reported E. F. Seifert, superintendent of concessions. The city recently purchased the fairgrounds and a \$10,000 improvement program is under way. Grand stand has been rebuilt and grading of grounds and repainting of buildings among other improvements is to be completed by fair time.

AYERS CLIFF, Que.—Three-day 95th annual Stanstead Regional Fair here has booked Wallace Bros.' Shows of Canada for the midway, reported Gordon H. Beerworth, director of publicity and advertising. On opening day there will be a children's program, featuring kid performers. Exhibit prizes will be paid on a percentage basis, according to cash on hand, due to cancellation of government grants. A 35-cent gate has been set, with advance tickets selling four for \$1. Children under 10 will be admitted free. There will also be gate awards. Officers are Hugh McClary, president; W. B. Broan, vice-president; Homer G. Curtis, secretary-treasurer.

CROCKETT, Tex.—Preparations are being made to handle record crowds which are expected to attend six-day Houston County Fair and Live-Stock Show here as a result of the best crop conditions since 1926, said Secretary Stanley W. Mims. Committee appointments have been completed and Fairly & Little Shows have been booked for the midway. Since reorganization in 1938, when about \$100,000 was spent on new buildings and in landscaping the 65-acre plot, the association has been successful.

BOISE, Ida.—Red and white paint and extensive remodeling have prepared all buildings of Western State Fair here for the 1940 annual. Several hundred citizens are rehearsing for a pageant, "Fifty Years of Statehood."

WILMOT, Wis.—About 10,000 paid admissions were reported at Kenosha County Fair, which closed a three-day run here on August 8. Entertainment included Bessie Barnes Revue and free acts. The fair recorded expansion in every department.

DE PERE, Wis.—Directors of Brown County Fair Association voted on August 6 that if stationary stands along the midway are not rented by August 15 the nominal owners will lose all rights and the fair directors will use the stands as they see fit. The resolution was aimed at stand proprietors who do not wish to run the stands themselves but hold out for exorbitant rentals.

VEGREVILLE, Alta.—Record attendance and receipts were chalked up at Vegreville Exhibition, July 29-31. J. C. Bowen, Lieutenant-Governor, officially opened the fair and visitors included Fred Kemp, Past President of Edmonton Exhibition Association. Entries were heavy. Wallace Bro's. Shows were on the midway.

MINEOLA, L. I.—With appointment of Ralph A. Hankinson to conduct auto races at Mineola Fair on opening day, President J. Alfred Valentine announced the program for the 98th annual of Nassau-Queens Agricultural Society complete. Frank Wirth has the contract for the night show, afternoon acts and bands. There will be two days of trotting and pacing races. New features will be a Pre-

paredness Exhibit by the United States Army, Navy, Marine and Aviation Corps.; bee industry exhibit; pet show, first in history of the fair, and a health and hygiene exhibit.

LYNDONVILLE, Vt.—Caledonia County Fair Association here has announced that there will be no gate charge at the 1940 annual. It is said to be the first Vermont fair to introduce the policy. Purses for harness racing have been increased.

CORNWALL, Ont.—If Cornwall Fair does not operate this year it will be the only one in this district not carrying on. Cornwall Agricultural Society has made no arrangements for a 1940 fair, due to war conditions. Annuals in Newington, Avonmore and Williamstown are to be held and proceeds of Newington Fair will be turned over to the Red Cross.

REGINA, Sask.—Saskatchewan livestock board has decided to split the various livestock shows between the two usual winter shows in Saskatoon and Regina, in view of withdrawal of the Federal Government's winter show grant. Sheep and swine show will be held at Regina Winter Fair and poultry show in Saskatoon.

ROSEAU, Minn.—Restrictions imposed on Canadian traffic to the United States was blamed by Roseau County Fair officials here for a \$500 slump in attendance receipts on July 22-24. Most of the drop was on the first night when Canadians usually come in large numbers. Attendance on the other two days was about normal. However, the association expects to fair well financially, since reductions in expenses were made which will practically offset the gate loss.

DARLINGTON, Wis.—Despite two days of rain, Lafayette County Fair here ended a four-day run on July 28 with a creditable showing. B. Ward Beam's thrill troupe, scheduled for Friday, was rained out. Snapp's Shows were on the midway.

ABILENE, Tex.—Grover Nelson has been named full-time manager of West Texas Fair here, relieving Merle Gruver, manager of the local Chamber of Commerce, from managerial duties of the fair.

MARSHALL, Tex.—Work costing \$1,000 has been completed on Central East Texas Fair grounds here, said Secretary J. P. Duncan. Farm displays will appear in one-third of the merchants' building this year. They were formerly housed in a tent. Repairs have been made on the stadium and grounds have been renovated.

LONGVIEW, Tex.—Walter P. Hurst was elected president of Gregg County Fair here. Other officers are L. L. Mackey, Gardner Mitchell, Charles Devall and B. H. Broiles, vice-presidents, and Grady Shipp, secretary-manager. Preparations are being made for live stock, poultry, horse and automobile shows. There will be a county-wide 4-H and home demonstration club rally at this year's fair.

LUBBOCK, Tex.—C. E. Maedgen was elected president of Panhandle-South Plains Fair Association.

SPRINGFIELD, Mass.—Governors of Maine, New Hampshire, Vermont, Connecticut and Massachusetts have accepted invitations to attend the Governors' Day ceremony which will open Eastern States Exposition here, while the governor of Delaware and lieutenant governors of at least two other North Atlantic States will be present if possible, said General Executive Secretary Fred D. Griggs of the Governors' Day committee.

DES MOINES, Ia.—Iowa Supreme Court reversed a District Court decision which had awarded Mary Coakley \$5,000 damages against Waterloo (Ia.) Dairy Cattle Congress. Her claim was that she had been injured by a frightened horse in a barn at the show in 1937 and she originally sought \$25,000 from the congress and Buford Reece, owner of the horse and an exhibitor. District court awarded her \$5,000 for personal injuries and both defendants appealed and won a reversal. Supreme Court held that neither the congress nor the exhibitor had shown negligence.

SILSBEE, Tex.—Directors of Hardin County Fair here have decided to cancel the 1940 fair, reported Secretary-Treasurer J. F. Weathersby.

Fowlerville Uses Radio

DTROIT, Aug. 10.—Radio advertising in the Detroit area brought additional patronage outside of the usual district to Fowlerville Fair, first in Michigan, July 31-August 3. Series of spot announcements wound up with a word of thanks to Detroiters who had visited the fair, 60 miles away, on the day after the fair closed with a plug for the 1941 fair. An extensive program covering several stations is being okehed now for Michigan State Fair here.

Revival for Lapsed Pa. Fair

ROCHESTER, Pa., Aug. 10.—Beaver County Fair is to be revived here in Junction Park under sponsorship of the American Legion Post after a seven-year-lapse, reported Jack Robertson. It will operate six days under direction of Secretary Chester Jordan. Days will be dedicated to children, sports and exhibits and there will be free acts and a midway. An extensive advertising campaign is scheduled. Plans call for street decorations in surrounding towns and ticket sales to be handled in nine towns.

MANSFIELD, La.—Dr. W. B. Hewitt was elected president of the newly organized De Soto Parish Fair Association, which has been granted a State charter. Others elected are H. H. Samuels, vice-president; Mrs. Margaret Holcomb, secretary; Oliver Sample, treasurer.

CONEY ISLAND, N. Y.

(Continued from page 50)

that got away. Ralph Testa and Artie Luckman, regularly assigned to Skee Ball, take turns at the cigaret shoot. Boomerang has Jimmie Albino in the box and Pete LaBianca, Larry San Girardi and Leo Garofalo on the platform.

On the Bowery business still holds up. If you want to hear the good things about this street, ask Whitey Anderson or Sid Persly. The patriotic trend has hit the New Dodgem, and American flags have been put on the cars. This ride, owned by Jack and Joe Asemocopolis, has Jackie Madoni in the box, Gus Protentas and Bob Barton on the platform. Bowery friends of Mannie Jackson are wishing him a speedy recovery.

WITH THE ZOOS

(Continued from page 50)

New York to purchase the elephant. A trailer expedition by them will return the elephant to Fort Worth. It will replace Sugar, executed a month ago after an attack on an attendant.

PHILADELPHIA.—Reptile collection in Philadelphia Zoo now has an eight-foot king cobra, brought from India. Last specimen of this species died in the zoo in March, 1934, after being there less than a year. Two black bear cubs have arrived, gift of Pennsylvania Game Commission. They live in the Baby-Pet Zoo so that visitors can feed them from bottles. Goliath the Second, 20-year-old tortoise, at the zoo for seven years, was moved from the reptile house to outdoor quarters. Bamboo, giant gorilla, is now 14 years old.

MILWAUKEE.—Washington Park Zoological Society and county park commission are co-operating to co-ordinate future animal purchases with the zoo's building program to economize in upkeep, administration, service and animal protection, to provide better sanitation and to eliminate fire hazards. After a plan has been agreed upon, units will be built around such fixed sections as main zoo building, monkey island, sheep mountain, antelope house and bear dens.

NASHUA, N. H.—John T. Benson, fast recovering from a long illness, reports best business in history of the Benson Wild Animal Farm here. On three successive Sundays attendance on each has been more than 25,000, an all-time record. Mabel Stark works daily, training wild animals. Eddie Jackson is a Benson aid and public relations agent. In Georgetown, a few miles from the Benson farm, is the newer Hickory Tree Wild Animal Farm, owned and operated by Charles W. Phelan, who hired Gus Tramer, young animal trainer, to manage the farm. Phelan has erected a big top with three rings, and daily exhibitions of wild animal training are offered. On a recent Sunday the farm had 8,000 paid admissions.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

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 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.

ACTS, SONGS AND PARODIES

LICENSED, CERTIFIED ARRANGER — REASONABLE rates. Member of Local 4, A. F. of M. **HANK CUQUA**, 11423 Clifton Blvd., Cleveland, O. au31

MUSIC COMPOSED TO WORDS — WORDS TO MUSIC Arrangements. Copying. **UNIVERSAL MUSIC SERVICE**, 1241 Broadway (2d floor), New York City. au17

AGENTS AND DISTRIBUTORS WANTED

AGENTS, 300% PROFIT — SIGN LETTERS for store fronts, offices, windows. Free samples. Write **JOSEPH CURIN**, 1807 S. Carpenter St., Chicago.

BIG MONEY TAKING ORDERS — SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD**, 4922-A Lincoln, Chicago. au31x

CHRISTMAS FOTOCARDS — SENSATIONAL Novelty. Sell on sight at 25 for \$1.00. Working kit, 25c refundable. **FOTOCARD COMPANY**, 1395 Broadway, New York. au24x

CIGARETTE SALESBOARDS — PENNY PLAY. Best deal, low factory prices. Write **STANDARD SALES**, 600 Merchants' National Bank, Omaha, Neb.

DEMONSTRATORS, AGENTS — AMERICA'S newest sensation for parties, etc.; sells like magic. A hot 25c-\$1.00 seller. Costs you only 12c wholesale. Complete details, including sample, 25c. **AMERICAN DISTRIBUTING COMPANY**, 32 E. Madge, Hazel Park, Mich. au17x

EASIEST, QUICKEST MONEY IN AMERICA Today—Sell beautiful Artistic Scrolls of the Ten Commandments. Size 11x15; 15 scrolls for \$1.00, postpaid. Resell 50c per scroll. We have salesmen selling 40 to 60 per day. **GEORGE CABBELL BROKERAGE CO.**, 1905 Broadway, San Antonio, Tex.

EVERYBODY BUYS SENSATIONAL "GOLDEN Rule" Assortment—21 Christmas Folders, including Souvenir Calendar. Free Christmas Motto with each box. Unparalleled value. Costs you 50c; sells on sight for \$1.00. Actual retail value \$3.00. Ten other bargain assortments. Everybody, all ages, making easy-as-pie sales. Nothing to lose. Sample "Golden Rule" assortment sent on approval, with free offer. **SILVER SWAN STUDIOS**, 320 Fifth Ave., Dept. 35, New York. x

"GOD BLESS AMERICA" STICKERS — BRIGHT, flashy, \$1.00 per 100. Samples, 10c. Fast nickel seller. **SAVAR**, 429 Market St., Philadelphia, Pa.

JUNGLE ROSE BEANS — AGENTS! CONCESSIONERS! Millions sold at fairs. Big profits. Sample, particulars, 10c. **TROPICAL TRADERS**, Box 2145, Miami, Fla. x

JUST OUT — U. S. PATENTED TROUSER-Guards. Prevents fraying and wear bottoms of men's pant cuffs. Nothing like it. Retail 25c. Write for free illustrated details. Samples 25c. **NATIONAL TROUSER-GUARD COMPANY**, 222 Simon Bldg., Shreveport, La. au24x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 Degraw St., Brooklyn, N. Y. au17x

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 31. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, AUGUST 21. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MAKE EXTRA MONEY EASY — SHOW SMART Personal Christmas Cards with name, 50 for \$1.00 up. Outstanding values. Also 21-Card Assortment, \$1.00; others. Big profits. Samples free. **WETMORE & SUGDEN**, 749 Monroe, Dept. 914, Rochester, N. Y. x

PERFUME BUDS — COST 1c EACH; SELL 5c. Particulars free. Samples, 10c. Agents, Streetmen, Demonstrators. **MISSION**, 2528 W. Pico, Los Angeles, Calif. au31x

PIE CRIMPERS, WAFFLE IRONS AND PATTY Shell Forms. Prompt shipment. **McCLEARY NOVELTY CO.**, 24 N. Patterson Blvd., Dayton, Ohio.

PITCH MEN — NEW, APPEALING, NEEDED, small, fast selling, big profit 25c item. Write **KINNER PRODUCTS, INC.**, Springfield, Ohio.

SELL ORIGINAL 9x11 BLUE SIGNS — YOU'VE tried the rest, now try the best. (Since 1890.) **KOEHLER**, 335 Goetz, St. Louis, Mo. au31x

SELL NEW, USED CLOTHING FROM HOME, Auto, Store—Men's Suits, 77c; Leather Jackets, 29c; Overcoats, 54c; Dresses, 20c; Ladies' Coats, 36c. Other bargains. Catalog free. **NATIONAL**, 436 E. 31st, Chicago. x

STATE DISTRIBUTORS WANTED — GYPSY Fortune Teller Coffee. Write for free sample on your letterhead. **H. M. HERMAN**, Hotel Florence, Pullman, Ill.

WALTHAM ELECTRIC SHAVERS, 75c EACH; All American and Tryme Double Edge Blades, \$3.50 a thousand; Army and Navy Needles, \$3.50 gross. **AMERICAN DIST. CO.**, Box 724, Knoxville, Tenn.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. se7x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. au31x

ANIMALS, BIRDS AND PETS

AFRICAN LION CUBS—PERFECT CONDITION, \$85.00 each; Boas, \$10.00; Dens Snakes, \$10.00. Price list. **TROPICAL AMERICAN COMPANY**, St. Stephen, S. C.

ALLIGATORS, SNAKES, LIZARDS, TURTLES, Animals; \$5.00, \$10.00 and \$15.00 dens. Specify sizes wanted. Price list. **ROSS ALLEN**, Ocala, Fla. au31

BARGAINS — ARMADILLOS, \$1.50; PRAIRIE Dogs, \$2.00; Kangaroo Rats, \$1.50; Black Squirrels, \$8.00 pair; Orange Squirrels, \$8.00 pair; Flying Squirrels, \$4.00 pair; Wild Cats, \$6.00; Coti-Mundis, \$12.00; Mexican Giant Owls, \$10.00; Road Runners, \$10.00. **NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

CHIMPANZEES — FOUR MALES. SACRIFICE for quick sales. Also Rhesus Javans. **MONKEY ISLAND**, 3300 Cahuenga Blvd., Hollywood, Calif.

DONKEYS (BURROS)—VERY TAME; SPECIAL for children to ride on, baseball play, polo play, \$18.00 each. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

FOR SALE — FREAK HAIRLESS CALF, 10 months' old. Normal and healthy. Write for pictures and price. **PHELPS BROS.**, Pottersville, N. Y. au24

HAVE TO SELL MEXICAN PUMA, 5 YEARS old; will have cubs in October, \$85.00; Pumas, one year old, \$75.00; Mexican Pure Jaguar, 2 years old, \$175.00. Wire **NATIONAL PRODUCTS COMPANY**, Laredo, Tex. x

LARGE SPHINX BABOON, \$100.00; SMALL and Medium, \$35.00 each; Sooty Mangleby Monkeys, tame, \$25.00 each; Mother and Baby, \$60.00; Mona Monkeys, \$25.00 each; Monitor Lizards, \$15.00 each; Rock Pythons, up to 5 ft., \$2.00 ft.; Chimpanzees, 25 inch sitting; other stock. Send for list. **BUCK**, 420 Garden Ave., Camden, N. J.

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders, perfect specimen. Mother and Babies, \$9.50. Also Armadillo Baskets, Lamps, Novelties. **APELT ARMADILLO FARM**, Comfort, Tex.

PLENTY SNAKES — ALLIGATORS, GILA MON- sters, Iguanas, Armadillos, Dragons, Horned Toads, Monkeys, Agoutis, Coati-mundis, Kinkajous, Puma Cubs, Baby African Lion Cubs, Peafowl, Parakeets, Parrots, Rats, Mice. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. au31

SPECIAL — 10 FAT, HEALTHY RATTLE SNAKES, fix or unfix, \$10.00; 8 Harmless Snakes, \$10.00; Horned Rattle Snakes, \$5.00; Horned Toads, \$1.00 dozen; Leopard Iguanas, large size, \$3.00. **NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

STUFFED TEXAS HORNED TOADS, \$1.95 dozen; Stuffed Baby Alligators, \$9.00 dozen; Armadillo Baskets, \$9.00 dozen; Genuine Fur Tails, 60c dozen; Rabbit Foot Charms, 35c dozen; Texas Longhorns, mounted, \$20.00 up. **NOWOTNY'S**, 1331 Broadway, San Antonio, Tex. au17

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD**, Oceanside, N. Y. Direct importers from all over the world.

BUSINESS OPPORTUNITIES

ATTRACTIVE BALL-THROWING GAMES — Bottles, Cats, Dolls, Kids, Tenpins. Complete portable outfits and supplies. **LA MANCE**, 782 Marion, S. E., Atlanta, Ga.

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 31. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, AUGUST 21. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

WANT RELIABLE PARTNER — 1/2 INTEREST. Rat Game, Hoopla, Bail Game, \$175.00. **FITZE**, Owensville, Ky., Fair this week. Out all winter. x

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.

ALL LIKE NEW — TRIUMPHS, \$39.50; 1940 Bally Alley, \$47.50; Dandys, \$19.50; Guaranteed Free Plays, Fifth Inning, Box Set, \$17.50; Bubbles, Fair, \$14.50. **PAYNE AMUSEMENT**, 409 St. Michael, Mobile, Ala.

CANADIAN OPERATOR — ONE EVANS TEN Strike, excellent condition, \$150.00. Canadian price. **ROGER BOULAIS**, 71 St. James St., St. Jean, P. Que., Canada.

FOR SALE OR TRADE — WESTERN DELUXE 1940 Baseball Combination. Chicken Sam with base, 5th Inning, Twinkle, Stop and Go, Up and Up, Mills Rio, Chubbie, Majors, Scoop, Vogue, Fantasy, Snooks and Speedy. **AUTOMATIC VENDER COMPANY**, 152 Houston St., Mobile, Ala.

FREE PLAY GAMES — CHEVRONS, \$16.50; Champion, \$22.50; White Sails, \$26.00; Mr. Chips, \$29.50; Commodore, \$35.00; Big Show, \$37.00; Roxy or Big Town, \$40.50; Score Champ, \$46.25; Mills 1-2-3, \$62.50. 1/2 deposit. **W-W PRODUCTS**, Pine at Kibby, Lima, Ohio.

GOODBODY HAS A MESSAGE FOR EVERY OP- erator reading this advertisement. Send in your name and address at once. **JOHN GOODBODY**, 1824 E. Main, Rochester, N. Y. au24

GUARANTEED FREE PLAY GAMES — Oh, Johnny, \$69.50; Drum Major, \$69.50; 1-2-3, \$65.00; Triumph, \$37.50; Gottlieb Bowling Alley, \$32.50; Lucky, \$29.50; Variety, \$27.50; Champion, \$25.00; Miami, \$25.00; Big Six, \$22.50; Cowboy, \$18.50; Chevron, \$18.50; Spotted, \$13.50; Chubbie, \$13.50. **THE MARKEPP COMPANY**, Cleveland, O.

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KEENEY MACHINE GUNS, BLACK CABINETS, \$149.50; Chicken Sam Consoles, \$69.50; crated \$3.00 additional. **CENTRAL DISTRIBUTING COMPANY**, 916 Scioto, Indianapolis, Ind. au24x

MILLS NICKEL MELON, CHERRY BELLS, JEN- nings Nickel, Dime Club, \$49.50 each. Time tested Slot Repair Parts. **COLEMAN NOVELTY**, Rockford, Ill.

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trades. Send for 1940 catalog. **MIKE MUNVES CORP.**, 593 10th Ave., New York. tfn

PHOTOMATICS (8) WITH EXTRA PARTS — Perfect condition, like new. Will sacrifice for quick sale. **MAZCO SALES**, 707 H St., N. W., Washington, D. C.

REAL BARGAINS—40 MILLS (DELUXE) Phonographs, 8 Rolascopes, 5 Rock-o-Ball Junior, 3 Rock-o-Ball Senior, 3 Tom Mix Radio Rifles, 6 World Series, 5 Rock-Ola Ten Pins, 29 Rock-Ola Lo-Boy Scales, 2 Mills Scales, 17 Daval X-Ray (5c), 4 Bally Alleys, 9 Lucky Strikes. All machines in perfect condition. Write, call. **FORTUNA MUSIC COMPANY**, 5120 W. Fullerton, Chicago. Berkshire 2440-41.

SACRIFICE!!—5c "HOT" PEANUT, ROTARY 4 in 1, \$2.95; Stewart-McGuire, 1 and 5c, \$3.95; Penny Snacks, \$7.50; Advance Ball Gum, \$2.95; 10 Column Dualway Cigarette, \$44.50; Penny Phonograph, \$50.00. Wanted: All type Machines. **MIDWAY**, 500 W. 42d St., New York.

SACRIFICING — POSTAGE STAMP VENDORS, \$3.50 each; Stewart-McGuire Nut, \$4.00; Ball Gum, \$1.50; Ever-Ready, \$4.00; Bingos, \$4.50. **CAMEO VENDING**, 402 W. 42d, New York.

SIXTEEN MAYBEE HOT PEANUT MACHINES— In perfect condition. Group for \$200.00 or \$15.00 each. Cash sale. **HAROLD MARTIN**, R. R. 2, Chillicothe, Ill.

Additional Ads Under This Classification Will Be Found on the Next Page.

LAST CALL

Your Classified Advertising Copy Should Be Mailed Today for Insertion in the

FALL SPECIAL

Issue of

The Billboard

Classified Advertising Forms Close Promptly in Cincinnati

Wednesday 4:30 P.M. Aug. 21

25 OPERA PLACE CINCINNATI, O.

SLOT MACHINES FOR SALE — THREE MILLS
5c play War Eagles; two Mills 10c play War
Eagles; two Jennings 1c play Dutchess; one 5c
play Pace Bantam. All above machines in first
class condition and look the same. All with
Jack-Pots. Will sell any of above for \$25.00
each or \$175.00 for lot. 1/3 deposit, balance
C. O. D. Give shipping instructions. You can
return if not satisfactory. **W. F. DUGGAN**,
5551 Greenwood Ave., Seattle, Wash. se7x

SLOT MACHINES, WATLING FORTUNES,
\$37.50; W. S. Co., Guessers, steel cabinets,
\$65.00; Watling Juniors, factory rebuilt,
\$35.00; Kirk Horoscopes and Watling Horo-
scopes. **HAWES**, 541 N. Eighth St., Philadel-
phia, Pa.

SPECIAL SALE ON FREE GAME MACHINES IN
Perfect Condition — Lot-o-Funs, \$20.00;
Jollys, \$40.00; Super Sixes, \$32.50; Lite-o-
Cards, \$37.50; Fantasys, \$27.50; Superchargers,
\$25.00; Eureka's, \$25.00. **NEW ORLEANS**
NOVELTY COMPANY, 238 Dryades.

THREE MILLS VEST POCKET MACHINES —
Serial No. 11000 and over; \$25.00 each, three
for \$65.00. **WILLIAM EVITT**, Box 205, Lin-
coln Place, Pittsburgh, Pa.

TWO LATE '39 EVANS 10 STRIKE — EXCEL-
lent condition, \$100.00 each. 1/3 deposit.
HUTZLER VENDING MACHINE CO., 900 Win-
chester Ave., Martinsburg, W. Va. au24

WANT ALL TYPES COIN OPERATED MA-
chines, also Phonographs. Give lowest cash
price. **MASSENGILLS**, Kinston, N. C. au31x

WURLITZER BARGAINS — 4 TWELVES, \$29.50
each; 6 Sixteens, \$49.50 each; all thoroughly
reconditioned and clean cabinets. Also have
Used Free Game Tables and Consoles. Write
for prices. **J. L. JONES SALES COMPANY**,
P. O. Box 507, Hickory, N. C. au17x

5/8" BALL GUM, FACTORY FRESH, 12c BOX;
Tab, Stick, Midget Chicks, every Vending
Gum. **AMERICAN CHEWING**, Mt. Pleasant,
Newark, N. J. se7x

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1; COSTUMES, \$1 UP.
Fans, Hulas, Hindoo, Evening Gowns, Wraps,
Furs. Bargains. **CONLEY**, 310 West 47th,
New York.

BEAUTIFUL RED VELVET CURTAIN, 9x40,
\$35.00; Sateen, \$15.00; thirty Boys' Band
Coats, \$45.00; thirty Caps, \$15.00. **WALLACE**,
2416 N. Halsted, Chicago.

FORMULAS

THAXLY FORMULAS FOR SUCCESSFUL PROD-
ucts. Accurate Analyses Assured. Result-
ful Research. Catalog free. **Y. THAXLY CO.**,
Washington, D. C. x

FOR SALE—SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES—
Guaranteed. Heavy aluminum geared Pop-
ping Kettles, \$7.50 each. **CARMEL KORN**
EQUIPMENT, 122 S. Halsted, Chicago.

CORN POPPERS, GEARED KETTLES, GRIDDLES,
Stoves, Lanterns, Burners, Tanks, Tubing,
Repairs. Lowest prices. **IOWA LIGHT CO.**,
111 Locust, Des Moines, Ia. au24x

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FOR SALE — ELABORATE 19' CURTIS AERO-
car, powered by Buick Coupe. Sleeps four,
separate monolithic kitchen. Cost \$4,500 com-
plete. Will sell half price. Excellent condition.
Details and photographs on request. **P. O.**
BOX 1492, Richmond, Va. Price includes
Buick.

FOR SALE — DUNBAR PEANUT AND POP-
corn Truck, cheap. Write **H. G. WYMER**,
care Billboard, Cincinnati, O.

POPCORN MACHINES — PEERLESS, DUNBAR,
Cretor, Long-Eakins, Star, geared Popping
Kettles; Caramelcorn Outfits, all kinds. **NORTH-**
SIDE MFG. CO., Indianapolis, Ia. oc19x

FOR SALE—SECOND-HAND SHOW PROPERTY

AUCTION SALE — THOMAS P. LITTLEJOHN
Carnival outfit, at Troy, Ala., August 28,
1940. Eli Ferris Wheel, Merry-Co-Round, Smith
Chair Plane, Trip-to-Mars, Truck, Trailer, Bus,
Car, Calliope, Big Tops. Write for list and
submit bids. **A. E. SMITH**, Administrator. x

BALLOONS, PARACHUTES AND TENTS — NEW
and used. Established 1903. **THOMPSON**
BROTHERS, Aurora, Ill. au31

FOR SALE — ONE DOUBLE LOOP-O-PLANE,
one Frozen Custard mounted on Dodge
Truck, and one Rabbit Races. All in first-class
condition and can be seen here. **G. C. HOL-**
LAND, Conneaut Lake Park, Pa.

FOR SALE — ONE HEY-DEY AND ONE
Waltzer. Both in good condition. Can be
seen now operating for rest of season at Seaside
Heights, N. J. Can be moved at any time.
J. STANLEY TUNNEY, Box 26, Seaside Heights,
N. J.

Show Family Album



THIS PICTURE, snapped in October, 1914, should be of special interest to troupers who have played the State Fair of Texas, Dallas, as it shows some people who were there at the time and still take an active part in the annual. Left to right, standing, are Jim Martin, barbecue stand operator; Phil Little, restaurant man; a Mr. English, raincoat concessioner; Bob Carey, restaurant man; Jack Heeman, cookhouse operator in the old live-stock zone; "Fats" Harris, cookhouse operator on the main drive, and R. E. Elkin, who sells coffee to fairground restaurants. Seated, left to right, Mrs. Bob Carey, floss candy concessioner; the late James Anderson, fair concession manager, and Eva Smith, cashier in the Carey restaurant.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially 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.

EIGHT CAR WHIP, \$400.00 — CAN BE SEEN
running, Sodus, N. Y., August 16-17. **THOS.**
HOCTOR, General Delivery, Williamson, N. Y.

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FOR SALE — A MANGELS WHIP, 12 CARS, IN
fair condition, \$800.00 cash. **SILVER BEACH**
AMUSEMENT CO., St. Joseph, Mich. au17

FOR SALE — TWENTY-FOUR SEAT CHAIR
Plane complete, Ferris Wheel, Aero Plane,
Wurlitzer Organ, Style 125. **CALVIN GRUNER**,
Pinckneyville, Ill. au17

LARGE QUANTITY GRANDSTAND CIRCUS
Seats, Tents, Poles, Stakes, cheap. **GENERAL**
WRECKING & LUMBER CO., 5820 S. Ashland
Ave., Chicago.

MERRY-GO-ROUND, FERRIS WHEEL, TWO
other Rides, two Semi-Trailers, three Trucks,
one Mechanical Man. **RAY YARHAM**, Newton,
Ia.

MILK BOTTLE BALL GAME — COMPLETE
with some stock. Stored in Chicago. Bar-
gain at \$20.00 if you haul it away. **TOM Mc-**
NALLY, 114 Hunt Ave., Charleston, W. Va.

PENNY PITCH BOARDS—WITH OR WITHOUT
Jackpot, \$10.00; 48"x48". \$2.00 cash, bal-
ance C. O. D. **WICKESSEER**, 13 Prospect St.,
Holyoke, Mass.

PROFESSIONAL STAGE TRICKS, ILLUSIONS—
Beautiful Stage Curtains, Trunks. All per-
fect. Don't wait, send for list. **LANDRUS**,
34 N. 10th St., Harrisburg, Pa.

ROAD PENNY ARCADE OUTFIT OF 50 MA-
chines, Truck, Tent. Booked with good
carnival. \$1,000 cash. Can be seen in opera-
tion. **315 HAMOR ST.**, Du Bois, Pa.

TRUNKS — MISCELLANEOUS SIZES AND
kinds, good strong fiber, \$5.00 each. State
your wants. **WM. LESSER**, 517 Monroe St.,
Chicago, Ill.

3 GASOLINE U-DRIVE-IT CARS, \$250.00;
Kiddie Aerial Mixup Ride, \$200.00. **W. R.**
STOPHEL, 11431 Fairchild Ave., Cleveland, O.

20x40 COOKHOUSE, 5x6 AWNINGS — COM-
plete with Truck. Canvas like new. Truck
A-1 condition. **OSCAR DECKER**, 542 Jackson,
Jersey City, N. J.

5,000 PORTABLE GRAND STAND BLEACHER
Seats—All sizes for indoor and outdoor use.
New and used. Address **MICHAEL H. WELSH**,
Ridley Park, Pa. x

HELP WANTED

BOOKER WITH CAR — EXPERIENCE, REFER-
ence. Contact schools, organizations. War-
Post Lecturer. Liberal percentage. No ad-
vance. **WILL ROGERS**, New Albany, Ind.

ENTERTAINING WAITRESSES, CIGARETTE
Girl, etc. Summer season. Western Acts
preferred. Room, board and tips. Write **DUDE**
RANCH, Atlantic City, N. J. au24x

MAN WITH SOUND TRUCK TO OPERATE
35MM. Picture Machine or Learn. Good
proposition, percentage basis. Tell all first
letter. Be honest about it. **B. H. SCHLOM-**
BERG, 1209 154th St., Beechhurst, L. I., N. Y.

MED PERFORMERS — ALL LINES; BLACK
Face Comedian. Join on wire. **W. E. BAKER**,
Albert Lea, Minn.

MODERN GUITAR, DOUBLING ELECTRIC
Steel. Smart Cocktail Unit paying \$30 mini-
mum. Complete details first letter. **BOX**
C-541, The Billboard, Cincinnati, O.

WANT GOOD ORGANIZED DANCE BANDS
for auditions, including men. Name band ex-
perience preferably. Also, Three-Stroller Com-
binations. **BOX 444**, Billboard, Chicago.

WANTED — ELI WHEEL OPERATOR. MUST
be sober and reliable. Jim William Daniels,
write **V. LA BOYTEAUX**, 304 1/2 N. Main,
Kokomo, Ind.

WANTED — HIGH DIVERS, MALE OR FEMALE.
State all, free act. **J. H. MACK**, General De-
livery, Providence, R. I. x

WANTED — MOVIE OPERATOR. EXPERI-
enced 16MM. All after joining. Make salary
low. Join on wire. **MGR. LAYNE'S TENT SHOW**,
East Rainelle, W. Va.

WANTED — COLORED MEDICINE SHOW PER-
formers and Musicians. Those doubling pre-
ferred. Drunks, lay off. Salary sure. Write
GEORGE WARD, Dumas, Ark.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTAL-
ism, Spirit Effects, Magic, Horoscopes, Fore-
casts, Buddha, Future Photos, Crystals, Lucky
Pieces, Palmistry, Graphology Charts and Books.
Wholesale. Largest stock. 164-page illus-
trated catalogue, 30c. **NELSON ENTERPRISES**,
Nelson Bldg., Columbus, O. se7

LARGE PROFESSIONAL MAGIC CATALOGUE,
25c. **MAX HOLDEN**, 220 W. 42d St., New
York City, N. Y. au24x

LATEST 216-PAGE ILLUSTRATED PROFES-
sional Magic Catalogue of Tricks, Books,
Supplies, Ventriloquist Figures, etc., 25c.
KANTER'S, 1311 Walnut, Philadelphia, Pa. au24

PUNCH, VENTRILOQUIAL FIGURES AND
Marionettes — Guaranteed strictly profes-
sional. Some used bargains. New lists and
breezes free. **PINXY**, 1261 N. Wells, Chicago.

MISCELLANEOUS

FOR SALE — LONG-RANGE SHOOTING CAL-
leries; make your own loading tubes for
1c each; instructions \$1. **H. B. SHERBAHN**,
Wayne, Neb. x

FOR SALE — YELLOW SOUTH AMERICAN
Dynamite Pop Corn. Priced right. **RAN-**
DOLPH MILLING CO., Bandana, Ky.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of in-
terest to roadshowmen will be found in
The Billboard's new film department. Look
for "Non-Theatrical Films" in the index
on page 3.

AMBITIOUS?—SHOW TALKIES THEATRELESS
Communities. Sound Equipment. Weekly
Programs rented. Used 16MM. Sound Pro-
jectors, \$145.00. **ROSHON**, 711 Steuben Bldg.,
Chicago, Ill. x

BARGAINS IN USED PROJECTION MACHINES,
Opera Chairs, Screens, Spotlights, Stere-
opticons, etc. Projectors repaired. Catalogue
S free. **MOVIE SUPPLY CO., LTD.**, 1318 S.
Wabash, Chicago. au31x

BARGAINS IN 16MM. SILENT AND SOUND
Projectors, Films and Accessories. Write for
list. **ZENITH**, 308 W. 44th St., New York.

FIGHT PICTURES NOW LEGAL EVERYWHERE
—Real opportunity to buy outstanding Fight
Films reasonable. **FILM CLASSIC**, 505 Pearl
St., Buffalo, N. Y.

FOR SALE OR TRADE — 35MM. WESTERNS,
Features and Serials, almost perfect prints,
\$10.00 to 25.00. **TARKINGTON'S SHOWS**,
Warner, Okla.

NEW RELEASES JUST OUT — 16MM. SOUND
Films, Equipment. Get our new fall catalog.
Roadshow, school. Over 100 Features and
Serials now, more coming in. **SWANK**, 5861
Plymouth, St. Louis, Mo. se7

SENSATIONAL CLOSEOUTS — 16MM. ROAD-
show Features and Shorts. Steeles-Maynards-
Tylers-McCoys, etc., \$4.50 reel up. Programs
rented day or week. Projector and accessory
bargains. List free. **SOUTHERN VISUAL**
EQUIPMENT, Box 2404, Memphis, Tenn. au31x

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR
"Black Magic Miracles," never before shown
in America. Address **J. PIATEAU**, 1122 Tulane
Ave., New Orleans, La. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY —
New Portable Double Unit, with cool fluo-
rescent lighting system. Takes both 1 1/2"x2"
and 2 1/4"x3 1/4" pictures. Send for general
catalog and information on new metal pre-
cision enlarger-reducer. **MARKS & FULLER,**
INC., Dept. BC540, Rochester, N. Y. au31x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON
all Machines and Supplies. Full Length
Cameras. **WABASH PHOTO SUPPLY**, Terre
Haute, Ind. au17

AT LAST!—ALL YOUR SNAPSHOTS IN NATU-
ral Colors. Roll developed, 8 natural color
prints, only 25c. Reprints, 3c. Amazingly
beautiful. **NATURAL COLOR PHOTO**, Janes-
ville, Wis. au17x

DOUBLE CAMERA, ONLY \$25.00—MODERN-
ize your Strip Photo Machine with this
Camera. Makes 1 1/2"x2 and 2 1/2"x3 1/2 inch
photos. Used with either one or two lens.
OLSON SALES CO., 315 9th, Des Moines, Ia.

FOR SALE — P.D.Q. CAMERA, MODEL B,
like new. Makes Photos in 1 minute, \$50.00.
ISETTS COIN MACHINE CO., Kenosha, Wis.

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK
Matches, Gummed Tape, Restaurant Neces-
sities, Salesbooks, Advertising Specialties, Pen-
cils, Picture Cards, Straws, Paper Towels,
Napkins, Ice Cards. Lowest prices. 40% com-
mission. Free deals. Sales portfolio free.
WILLENS, 2130 Gladys, Dept. AV, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND
Pictorial Panels — Positively no disappoint-
ments. **NIEMAN STUDIOS, INC.**, 1236 S.
Halsted St., Chicago, Ill. au17

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL, Machine Roped, White, good as new, 7 ft. high, \$16.80; 8 ft., \$18.90 per 100 ft. long. Deposit required. Some Used Tents. **KERR CO.**, 1954 Grand, Chicago. au17

SIDEWALL BARGAINS — 15,000 FEET slightly used; seven feet high, \$16.00 per 100 feet; eight ft., \$18.00; nine ft., \$20.00; good as new, light tan. **MAIN AWNING-TENT CO.**, 230 Main, Cincinnati, O. x

THEATRICAL PRINTING

FREE! — HANDY LEATHERETTE CARD CASE with 500 Quality Printed Business Cards, \$1.00 postpaid. **HOSLEY PRESS**, 8 Seminary St., Auburn, N. Y.

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penn. x

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WINDOW CARDS — 100 14x22" WHITE NON-bending, \$2.50; 2-Colors, \$2.95. Bumper Signs, 100 5x20", \$2.25; 5 1/2x28", \$2.95. Quick service. **SOLLIDAYS**, Knox, Ind. x

At Liberty Advertisements

5c a WORD (First Line Large Black Type).
2c a WORD (First Line and Name Black Type).
1c a WORD (Small Type.) Figure Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPY.

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 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.

AT LIBERTY ACROBATS

TUMBLER — First class. Do fast flipflops. Wants connection with good acrobatic act or troupe. Don't misrepresent. I don't. **DON MAURO**, 530 Bainbridge St., Brooklyn, N. Y. au24

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — ADVANCE AGENT WITH CAR. **TOMMY TOMPKINS**, General Delivery, Batavia, N. Y.

ADVANCE AGENT — With car, specializing in booking stage attractions and organized units into best theatres. Profitable, consecutive routes all territories. Reliable managers and performers who can stand prosperity rush full details and photos for quick action. Address **BOX C-469**, care Billboard, Cincinnati, O. au17

CARNIVAL-CIRCUS AGENT. Publicity Director, Contractor, Booker—Twenty years' circus, theatrical, vaudeville experience. Expert contractor, booker, high powered press. State salary. Join on wire. **F. ROBERT SAUL**, 149 N. Winter St., Adrian, Mich. au17

AT LIBERTY BANDS AND ORCHESTRAS

ANN AND HER RAINBOW SWEETHEARTS — All Girl Orchestra, open for engagements. **SCHOOLEY**, 6374 Richfield Rd., Flint, Mich.

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 31. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, AUGUST 21. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

COLORED BAND — Twelve pieces and Girl Vocal-ist open for engagements following Labor Day. Locate or travel. Good bookers and promoters wire, write **BANDLEADER**, Lake Bluewater, Montpelier, Ind.

FAST LARGE OR SMALL Colored Ork Available. Versatile entertainers, union. Write **EDDIE ROBERTS**, care Amsterdam Musical Assn., 107 W. 130th St., New York City. au31

MODERN FIVE-PIECE UNIT Available Sept. 2. — Uniformed, fronts, amplification system. Neat, congenial. Vocals, novelties, good transportation. Closing one year engagement here at exclusive country club. **DAL MITCHELL**, 18 Gloucester Ave., Gloucester, Mass.

SWING With the Swingsters—Piano, drums, doubles, novelties, vocals. Perfect rhythm, large library, uniforms. Write **SWINGSTERS**, General Delivery, Minneapolis, Minn.

THREE TOMLINSON BROTHERS — Union; Swing Dance Band. Play 10 different instruments. Also 10 vaudeville specialties. For Pairs, Clubs, Lodges, etc. Circular mailed. **3600 Addison, Chicago.**

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NEW OX RIDE — A real drawer. Everybody wants to ride back of a real yoke of oxen. Flashy cart holds twelve children or eight adults. Write or wire **GRANT SENECALE**, Chelsea, Mich.

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AT LIBERTY — Colored Drummer. Experience, read, fake, feature. Hotel, clubs, theatre, floor show. Also, two Orchestras, small, swing. **MUSICIANS**, 712 W. Monroe, South Bend, Ind.

COLORED Personal Serviceman, Bellman or Switchboard Operator—15 years' experience. At Liberty until September 3. Neat and dependable. **EDDIE COLLINS**, 1704 Arctic Ave., Atlantic City, N. J. au31

AT LIBERTY DRAMATIC ARTISTS

TWO YOUNG, Attractive Dramatic Women — Reliable, ability, congenial. Any type part. Single or joint. Specialties. Address **LOUISE MOSHER**, 64 W. Ontario St., Chicago, Ill.

AT LIBERTY MAGICIANS

MAGICIAN (SMALL MAGIC) — HIGH CLASS Comedy and Straight, wide variety apparatus. Three 20-minute acts. Experience, wardrobe, ability. No booze, no backer. Only reliable people reply. **O. B. THORNBERRY**, Lost Creek, W. Va.

CRYSTAL GAZING, Magic, Hypnotism, Straights in Acts. Private readings. Man and wife. Open at once. Gas and oil advance. **ELMAR**, 2311 Scioto Trail, Portsmouth, O.

AT LIBERTY MUSICIANS

A-1 TROMBONIST WANTS JOB IMMEDIATELY—Distance no object if job good. All essentials, read, fake, take-off, tone, range, modern. Cut any job. Also double fine vocals. Anybody needing good man, wire immediately. **SLIM BURNS**, 504 E. Chestnut, Dodge City, Kan.

AT LIBERTY — HAMMOND ORGANIST. Experienced, good skate tempo. **GLADYS DAVIDSON**, Shell Lake, Wis. au24

DRUMMER — AFTER SEPTEMBER 1. UNION. Complete set with vibraphone. Photo on request. South preferred. **MATT SISSON**, 216 First St., Ithaca, N. Y. au31

DRUMMER — EXPERIENCED, SOBER. READ or fake. Have car, go anywhere. Union. **RUSSELL HACHEY**, 1317 Banks Ave., Superior, Wis.

EXPERT GUITARIST (SPANISH) — EXPERIENCED all lines. Sings any part. Work any combination. **GUITARIST**, P. O. Box 122, Kankakee, Ill. au24

FEATURED GUITARIST AND VOCALIST — Read, jam, take-off; cut anything. Seven years' experience. Sober, reliable and neat. Prefer location, anything considered. No panics. **EARL HENCEY**, 810 S. Grant, Springfield, Mo.

HAMMOND ORGANIST — OWN ORGAN. Hotel or cocktail lounge, sweet or swing. **TED MILLER**, 168 N. Liberty, Conneaut, O. au17

STRING BASS — TONE, READ, FAKE, SWING. Thoroughly experienced, young, reliable. Accept good proposition. Also Tenor Sax available. **BILL LEEK**, Hunter, N. Y.

STRING BASS — DOUBLE VIOLIN. Available September 1. Thoroughly experienced dance and concert. Solid tone and rhythm, good intonation. Young, neat, sober, reliable. Two years on present job. Union. **WALLY PELLETIER**, Erie, Ill.

TENOR SAX, CLARINET—2D, 4TH OR LEAD Tenor. Dixie "go" on both instruments. Name band experience. Also String Bass Player available. **BOB ANDREWS**, Box 112, Hunter, N. Y.

TENOR SAX, CLARINET — READ. I AM EXPERIENCED, large or small band. **F. G. WEILERT**, Conway, Mo.

TENOR SAX, CLARINET — SEPTEMBER FIRST. Units, dance or fair bands. No take-off. Union. Write **ART MEYERS**, Apt. 25, 80 W. Ferry, Detroit, Mich.

TROMBONIST — 21, UNION, SOBER, NEAT, experienced. College education. Fine tone, good reader, take-off. Locate or travel. **MUSICIAN**, Box 735, Burlington, Kan.

TRUMPET — UNION, GOOD READER, YOUNG, no habits. Expert copiest, some arranging. Featured vocalist, radio experience. Go anywhere, need ticket. **ORLIN HAMMITT**, Alchester, S. D.

ACE ALTO SAX-CLARINET—Read or anything; wide experience; possesses ability plus ambition. Single, congenial, willing. Only reliable offers considered. Write **JOHN KIDWELL**, Crittenden, Ky. se7

AT LIBERTY — A-1 Violinist for dance band or hotel preferred. Read anything, fake and transpose. Young, A-1 appearance, absolutely sober and reliable. Join at once. Please state all offers considered. **SIDNEY PELES**, Green Tavern, South Monroe St., Monroe, Mich. au17

AT LIBERTY — Soudaphone and String Bass. Experienced dance man. Neat, congenial and reliable. **CARL W. STOLL**, Hicksville, O. au17

BOTH UNION — Would like to work together, but will separate. Trumpet, read, fake, arrange, good appearance. Drummer, have car, read, fake, solid rhythm. Married, wife hooper. Prefer Michigan. Trumpet, **ELM POWNELL**; Drums, **OGGIE PRICE**, 109 Trenton Ave., Findlay, O.

DRUMMER — Available September first. Pearl drum outfit, with toms. Play plenty four hammer choruses on xylophone; also modern style choruses for swing. Read all, arrange for orchestra, also xylophone. Plenty musical schooling, fine rudimentalist on drums, etc. Double floor show on xylophone. Write for further details. All offers considered, troupe or locate. **BOX C-539**, Billboard, Cincinnati, O.

DRUMMER — Young. Six years' experience in orchestras and shows. Available August 26. **BOB BENECKE**, 305 S. Leland, Bloomington, Ill.

EXPERIENCED Dance Orchestra Violinist—Dou-bling Spanish, Hawaiian Guitar. Union. Conservatory graduate teacher. Desires reliable playing connection where teaching is possible. **MUSICIAN**, 1006 Raynor, Joliet, Ill.

GIRL DRUMMER and Trumpet—Union, experienced, good readers, excellent tone and good voice. Floor show numbers. Available after August 8. **BOX C-540**, Billboard, Cincinnati, O.

HAMMOND ORGANIST — Non-union, reliable, experienced. Large library. Skating rink, restaurant or cocktail bar. Do not own instrument. **ORGANIST**, 221 Lexington Ave., Buffalo, N. Y. no23

HAMMOND ORGANIST — Owner of organ. Open for high class engagement. Years of experience in all musical lines. Union. Wishes hotel, restaurant, cocktail lounge, club or any establishment where good music is preferred. No dance. Address **ORGANIST**, 18 12 St., N. E., Rochester, Minn. au24

MUSICAL INSTRUMENTALIST — Playing Ac-ordion, Saxophone, Clarinet, Bass, Cello. Arranging. Wide experience, symphonic, hotel dance music. Library. Age, thirty, good appearance. At Liberty from September 5. **MUSICIAN**, care Bader, 639 W. 207th St., New York City. au24

PIANIST — Young man, early thirties, union. Wide professional experience concert, dance. Trained musician. Desires reliable opening where talent is appreciated. **BOX C-542**, Billboard, Cincinnati. au24

TENOR SAX — Modern tone and phrasing. Take-off passable but nothing terrific. Prefer third or fourth. Read third alto parts. Can arrange for small combinations. Good on clarinet. Union, 24, good appearance, reliable. Will travel or locate. Write or wire **HOWARD EHRLICH**, R. D. No. 1, Conneaut, O. au24

TENOR SAX, Clarinet, Voice — Name band experience; 27. Read, jam, phrase, tone, swing or sweet. Join any style band at once. Write or wire **PEE WEE CLARK**, 412 E. Water St., Apt. 6, Austin, Minn.

TROMBONE — Age 23. Seven years' experience. Fine tone, high range, fast reader. Sober, dependable. Arrange. Prefer location. Go anywhere. Write **PHIL LAYTON**, Corning, N. Y. au31

AT LIBERTY PARKS AND FAIRS

A-1 BALLOONIST—AMERICAN BALLOON EXHIBITION CO., Permanent address: Humboldt, Tenn. au24

BALLOON ASCENSIONS — With one or more Parachute Drops by Girl or Gent jumpers. Modern equipment. **HENDERSON BALLOON CO.**, Haskins, O. au31

BALLOON ASCENSIONS — With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. **CLAUDE L. SHAFER**, 1041 S. Dennison St., Indianapolis, Ind. se7

HIGH SWAYING POLE — And World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. **BOX C-476**, The Billboard, Cincinnati, O. au31

SWAYING HIGH-POLE Act priced reasonable. Some open time in August, September and October. Write or wire **BOX C-479**, Billboard, Cincinnati, O. se28

AERIAL ORTONS — "AMERICA'S FASTEST" Double Trapeze Act," also outstanding chair balancing trapeze novelty. Special lighting effects, using over three hundred bulbs in display. Some open time in September and October. Write **Adel**, Ia. au31

DE POLO — HIGH POLE AND TRAPEZE ACT. Write or wire **BILLY FAUST ATTRACTIONS**, 1810 Perk Ave., Reading, Pa. au31

FOUR HIGH-CLASS ACTS—WORLD'S GREAT-est Slack Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. se7

LOOK, MR. SECRETARY, MR. COMMITTEE-man—If you can not figure out just what you want for your Free Attraction don't worry yourself sick. Just write the F. F. Smith Society Circus Unit and your worries are over. We have just what it takes to put your Celebration over. Won't you let us prove it to you? You be the judge, the price is right. Write or wire **F. F. SMITH'S SOCIETY CIRCUS UNIT**, 119 S. Fares Ave., Evansville, Ind.

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MAKE YOUR CELEBRATION A SUCCESS BY using The F. F. Smith Society Circus Unit for your Free Attraction. Write or wire **THE F. F. SMITH SOCIETY CIRCUS UNIT**, 119 S. Fares Ave., Evansville, Ind.

SI, FANNY AND TRICK MULE, ABNER — Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Few dates open. **SI OTIS**, care Renfro Valley Barn Dance, Mt. Vernon, Ky. au24

THE CARMENES — TWO COMPLETE AND Distinct Acts. Gymnastic and Ladder Balancing Act, Comedy Acrobatic Act. Price and literature on request. **BOX 21**, Williamston, Mich. au24

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**, Wabasha, Minn. au24

A CLEVER COMBINATION—Clown Comedy Slack Wire, Balancing and Juggling Act, with nice wardrobe and apparatus. A platform attraction. **DONALD CLARK**, Route 1, Springfield, O.

CHAS. LINDAIR — Trapeze Artist (Platform Act). Contracting outdoor celebrations. Flashy paraphernalia. A Real Act. For literature, particulars address **CHAS. LINDAIR**, 1304 S. Anthony Blvd., Fort Wayne, Ind.

DASHINGTON'S CIRCUS—Ten dogs, cats, mon-key; two distinct acts; guaranteed to please and present something different. 429 Sixteenth Ave., Moline, Ill. au17

DIXIE DANDY DOG and Monkey Circus — Three separate fast, clever, classy Acts. Presented by man and woman. Price reasonable. Address **3880** Drakewood Drive, Cincinnati, O.

FEATURE PLATFORM ACTS — Tight Wire, Slack Wire, Rolling Globe and Juggling. As good as the best. Write for prices and literature. **THE CHURISTYS**, Keokuk, Ia. se28

FOUR ACTS — Expert Rope Spinning and Wonder-ful Educated Horse Act; Muscle Control and Strong Man Act; 1,000-pound horse supported by a 150-pound man. Twice featured in "Believe It or Not." Ideal for street fairs. Labor Day open. **LEISTAD'S ATTRACTIONS**, Elkhorn, Ia. au31

OUTSTANDING CLOWN — Parks, fairs, clubs. Can produce laugh provoking numbers, any kind of show. Best of everything, change lots and often. **ROY BARRETT**, Billboard, Chicago. se14

PAMAHASIKA'S SOCIETY CIRCUS—Dog, Pony, Monkeys, featuring the Act Beautiful, the Famous White Cockatoo, Military Macaws. Presented by the only original Prof. Pamahasika. Address **Circus Headquarters**, GEO. E. ROBERTS, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

THE ORIGINAL WOLTERS TRIO—Three Dist-inct Acts. A positive feature on your program. Featuring 10-year-old Miss Violette, America's greatest acrobatic marvel in single acrobatic solo; 2 Man Comedy Acrobatic Knock-About Act and 3 people Novelty Balancing Act that is tons. Open for fairs and celebrations. Write or wire **THE ORIGINAL WOLTERS TRIO**, 801 N. East Ave., Waukesha, Wis. Phone 2452. au17

THE GUTHRIES—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze, Lady and Gent. Beautiful wardrobe. Reasonable. Care **The Billboard**, Cincinnati, O. au31

THREE TOMLINSON BROTHERS—For Every Occasion and Budget. Comedians, Musicians, Professional Entertainers; Sing, Tap, Eccentric Dancing, Club Juggling, Baton, Rope Twirling, Play Ten Different Instruments, Comedy Blackface Sketch, Clown, Punch-Judy, Ventriloquism, Community Singing, Amplifying System. Extensive Wardrobe. Go anywhere. References. Circular mailed. **3600 ADDISON**, Chicago. Phone Keystone 8491. au24

TWO FIRST CLASS ATTRACTIONS—High Flying Single Trapeze Act performed by lady. Sixty foot rigging. Two-people comedy acrobatic act. **BESSIE HOLLIS**, Billboard, Cincinnati, O. se7

AT LIBERTY PIANO PLAYERS

AT LIBERTY — DANCE PIANIST, ARRANGER. Reliable, all-round modern style playing, show experience. Young, neat, single. Good offers only. **TONY FRANKLIN**, 3934 Arnold Ct., Cleveland, O.

PIANO PLAYER — EXPERIENCED MUSICIAN, dance and show business. Sight read, etc. Will travel, details. **EDDIE FELLOWES**, 3962 Wallace St., Philadelphia, Pa.

AT LIBERTY SINGERS

AT LIBERTY SEPT. 1—Baritone and Bass. Reliable or else; for fairs. At present with Lewis Bros.' Circus. Contact as per route. **DAVID ANDERSON**, care Lewis Bros.' Circus.

YOUNG MAN, 25—Baritone. Popular. Radio, vaudeville and club experience. Wishes work evenings in city or vicinity. Write **RAYE**, 154 E. 103d St., New York City.

AT LIBERTY VAUDEVILLE ARTISTS

TEAM — Lady, Piano, General Business, Man, Comedy, General Business. Single and double specialties. Have car. Address **TEAM**, care Billboard, Arcade Bldg., St. Louis, Mo.

THREE VERSATILE TOMLINSON BROS.—Sing-ers, Dancers, Comedians, Union musicians. Club juggling, rope, baton twirling, ventriloquism, clown, blackface sketch; many other professional specialties. Adaptable every occasion. **3600 Addison, Chicago.** Keystone 8491. au24

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

- Carrizosa, J. E., 10c Higgins, Windy, 11c
Checo-Checo, Chief, 7c
Colston, The, 6c (Perishable) 25c
Crowe, Mrs. E. C., 20c
Cole King, 3c (Montgomery Ward) 20c
Hawells, John, 5c Wilson, Marie, 3c

Women

- Adams, Mrs. Ala Adams, Mrs. Felix
Ainslow, Betty Lou
Alberts, Leona
Alicido, Mrs. Wilfred
Alexander, Mrs. Rena
Alfredo, Mrs. Alice
Alph, Miss Leif
Alperin, Mrs. Vickie
Anderson, Jean
Anderson, Margie
Andrews, Mary
Arthur, Mrs. Audrey
Baldwin, Jean
Ballenger, Mrs. Sarah
Barnes, Lois
Barrett, Betty Lee
Bawtinheimer, Mrs. Chas.
Beall, Mrs. Louise
Beers, Mrs. Chas. W.

- Bell, Lucille
Bell, Mrs. Marie
Bennett, Mrs. Alice
Bentley, Maud "Ma"
Berr, Mrs. Jack
Betty-John
Beyer, Beatrice
Billings, Mildred
Blair, June
Blanchard, Mrs. T. A.
Blankenship, Marlyn
Blanton, Frances
Boardman, Bessie
Bodine, Mrs. Bertha
Bonberg, Gertrude
Borts, Zella
Bradley, Millicent
Briskley, Mrs. Tom
Brown, Mrs. Corda
Brown, Mrs. Dorothy
Brown, Mrs. Frances
Brown, Mrs. Lillian
Brown, Mrs. Ople
Brown, Miss Toots
Bruer, Betty
Bullard, Mrs. Flossie
Bungarner, Mrs. Pat
Burke, Dardanella
Burke, Mrs. Gladys
Burlingame, Mrs. Alma
Burns, Mrs. James
Byerly, Mrs. Carmen R.
Call, Mrs. Bessie
Carlson Sisters
Carpenter, Toni
Carroll, Dee
Carson, Viola
Carver, Ella
Chanev, Mrs. Charlie
Childers, Patsy
Oildsons, Mrs. Estelito
Claire, Mrs. C.
Claire, Madam
Cleo, Princess
Clunter, Nellie
Cnaughia, Maxine
Coles, Mrs. Norman B.
Collins, Mrs. E. G.
Collins, Molly
Command, Margie
Connell, Kay
Cook, Mrs. Myrtle
Cooper, Cecel
Coper, Virginia
Coriell, Verene
Cortez, Flores
Crawford, Mary
Crinklaw, Mrs. R. B.
Ondney, Mrs. C. H.
Cunningham, Mrs. James
Dabney, Bertha
Dakoff, Mrs. Jo Ann
Dale, Mrs. F. C.
Daniel, Lucille
Dardnella (Acrobatic Dancer)
Darling, Mrs. Dorothy
Davis, Miss Bobbie
Davis, Dixie
Davis, Mrs. Forest
Dawkins, Mrs. A.
Dawn, Lili
Dawson, Dorothy
Dawson, Mrs. Bessie Mae
DeCisars, Mrs. Jane
Dean, Dorothy
Dearo, Corinne
Dickman, Mary
Dickerot, Mickey
Dionne, Mrs. Babe
Dixon, Miss Buenos
Dixon, Pauline (Mickey)
Dolan, Mrs. Jo
Donahue, Judy
Donovan, Doreen
Duffy, Fern
Dutcher, Mrs. S. E.
Duval, Miss Mickey
Eagle, Mrs. John
Easter, Mrs. Alice
Elbert, Mrs. Davis P.

Lewis, Alma
Lillu, Margaret
Lind, Mrs. Art
Lindsey, Mrs. C. R.

Little, Mrs. C. T.
Loter, Marie
Love, Billie
Lovera, Princess
Luane, Mrs. Queen
Luthern, Mrs. Ann
McCarthy, Mrs. E. R.
McCurdy, Mrs. W. R.
McDonald, Doris
McGuire, Mrs. Smilo
McNealy, Pauline
Mack, Mrs. Mada
Madison, Mrs. James

Manning, Mrs. Mary
Mary Englund
Marcus, Marie
Marshall, Mrs. Rachael
Marta, Madam (Mentalist)
Martin, Mary
Kukowski
Martini, Mrs. Tony
Masumato, Mrs. Harmita
Maydoniah, Mrs. Carol J.
Meadows, Jo Anne
Messmer, Mrs. Betty
Meyer, Helen
Meyers, Mrs. Billie
Melrose, Madam
Miller, Mrs. Alberta
Miller, Carroll
Miller, Marie
Miller, Nancy
Miller, Wanda
Mimi & Hippopotamus Girl
Miranda, Carman
Mitchell, Betty
Mottelle, Mrs. Helen
Montana, Trixie
Moore, Dotty
Moore, Florence
Moorehead, Mrs. C. L.
Moran, Mrs. Frances
Morgan, Hila
Morgan, Rosetta
Morris, Mrs. Phyllis
Morrison, Babe
Morse, Mrs. Virgie
Newadov, Jo Anne
Nelson, Mrs. Rosie Mae
Newell, Miss Bobby
Nocross, Mrs. P.
Nocross, Mrs. Dard
Norton, Alice
Norton, Patricia
Nye, Rhea
O'Neil, Mrs. G. G.
O'Neil, Ruth
O'Shea, Sydna
Odann, Ruby Jean
Oliver, Lillian
Olson, Eunice
Ortagus, Mrs. L.
Overman, Mrs. Clarence
Packer, Hazel
Padgett, Mrs. Babe
Paige, Betty
Parks, Frances
Peasley, Mrs. Frances
Peggy, Madam
Pence, Mrs. Geo.
Perkins, Mrs. A. H.
Perry, Mrs. Clyde
Peters, Mrs. Frank
Phillips, Mrs. Ruth
Pichango, Frances
Polston, Mrs. L. C.
Popkin, Mrs. Willa
Porter, Mrs. G. D.
Powell, Mrs. Eleanor
Prevost, Sally
Priest, Mrs. W. J.
Pritchard, Mrs. J. L.
Provener, Mrs. Era
Puckett, Mrs. Eula
Quick, Mrs. Marion
Quick, Mrs. Ralph E.

Saunders, Mrs. Ola
Schneekloth, Mrs. Dorothy (Fate)
Schreiber, Mrs. Harry
Scott, Mrs. E.
Scott, Nina
Seabourn, Mrs. Myrtle
Selby, Mrs. Laura
Semon, Primrose
Shade, Dorothy
Shadle, Mildred
Sharp, Mrs. Katherine
Shell, Mrs. Alice
Shelton, Sue
Shurber, Mrs. C. C.
Simons, Mrs. Ruth
Smith, Ella Mae
Smith, Mrs. Howard
Smith, Marjoretta
Smukler, Mrs. Marie
Snyder, Mrs. Helen
Solvan, Mrs. Doris
Sorgee, Mrs. W. C.
South, Mrs. Earl
Spain, Mrs. Jackie
Spain, Lucy
Sparks, Miss Billie
Stanley, Miss J.
Stanley, Minnie
Stein, Mrs. Sam
Sterchi, Mrs. E. B.
Stephens, Mrs. B. A.
Stevens, Miss Bobbie
Stickler, Charleen L.
Story, Mrs. Eula
Sumral, Mrs. Frances
Swain, Mrs. Daisy A.
Sykes, Vera
Symons, Mrs. Bert
Tanner, Martha
Tedrow, Mrs. Paul
Teeter, Jaque
Tenneyson, Mrs. Charlotte
Teondar, Mrs. Cora
Terrie, Dianne
Thomas, Gracie
Thomson, Mrs. Jacklyn
Thorp, Mrs. Helen
Townsend, Mrs. Grace
Trainer, Mrs. H. S.
Tromblay, Rosie

Turner, Mrs. Ida
Twohey, Lillian
Van Lt, Mrs. Van Sickle, Katy
Vincent, Miss Bubbles
Vogt, Margaret
Wade, Bertie (Tattooed Lady)
Wade, Mrs. Mae
Wagner, Mrs. Amelia
Walker, Belle
Wall, Mrs. I. Pansy
Wallace, Irene
Walls, Mrs. Herman H.
Walls, Mrs. Mertyle
Ward, Alma
Wasson, Grace
Watkins, Miss Al
Watson, Mrs. Zoria
Wayland, Mrs. Florine
Webb, Mrs. Lorran
Weathers, Mrs. Vivian
Weaver, Elvry
Weedin, Carolyn
Welch, Mrs. Dock
Wells, Miss Ersel
Wheeler, Mrs. Geo.
White, Mrs. Willie Mae
Williams, Charolette
Wilson, Mrs. Emily
Wilson, Evelyn
Wilson, Mrs. Pop
Wimberly, Jessie Mae
Winston, Sherri
Woods, Mrs. Frank
Wray, Janis
Wright, Jessie
Wright, Rusty (Miss)
Wright, Mrs. Vernon
Wyatt, Mrs. Phelma
Wyble, Mrs. Kay
X, Madam
Yonker, Mrs. Elsie
York, Mrs. James A.
Young, Mrs. Bruce
Young, Loreta
Zeit, Mrs. Carmen
Zetta, Madam
Zimmer, Florence



Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads-Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Blankenship, A.
Blanton, W. J.
Blue Eyes Shows (Train Crew)
Blue Ridge Shows
Boger, Ramond
Bogue, D. C.
Bohannon, S. W.
Bolt, J. P.
Boone, Bob
Boone, C. R.
Borella, Arthur
Bozeman, Dr. James Kennedy
Bozza, Tim
Bradley, Gene
Brady, Terry
Branholtz, Jake
Brassfield, Rod (Rubie)
Braswell, Jimmy
Bray, Harry
Bree, W. M.
Breece, Del
Breese, Wm. M.
Brice, Sonny
Brin, Emile
Brison, H. R.
Britt, B. H.
Brock, Thos. V.
Brockelman, Freddie
Brookwell, Philip
Bronckton, Benny
Brooks, O. C.
Brown, Elmer I.
Brown, Forrest F.
Brown, Joe
Brown, Roy A.
Brown, Wm. J.
Bruce, Kid
Bruckner, Jos. F.
Brundage, Bert
Bruno, Henry L.
Bruno, Russell
Bruton, Frank P.
Bryan, Doc's Med. Show
Bryson, Chick
Buchanan, Geo. (Buck)
Buckland, Harry
Buckminster, J. R.
Buraft, Thomas
Burch, C. O.
Burchman, Pop & Mom
Burge, Shorty
Burke, Curley L.
Burke, Jimmie E.
Burke, Lester (Curly)
Burke, W. O.
Burschire, Bob
Burns, Harold
Burns, James
Burns, Oliver C.
Burt, Al
Bussell, Jack
Butterfield, Fred (Blondy)
Buttler, Bill
Buzzell, Jack
Bydairk, Frank
Byrne, Ralph
Cactus Kidd
Caldwell, J. E.
Call, Buster
Callvert, Thomas
Camp, Herb
Canady, Jack
Candler, Att
Cantrell, Earl & Ada
Caplin, Sam
Caplon, Bennie
Carey, Tom
Carl, Irvin J.
Carlson, Arthur A.
Carmey, Paul
Carpenter, Harry
Carr, Chas.
Carr, Lee
Carr, L. R.
Carrell, Jack
Carrell, Ray
Carter, W. H.
Catis, Geo. H.
Cato, Raymond
Catron, Harold M.
Caullid, Alvira
Caughey, Russell
Cerey, Tommy
Chambers, Bob
Chambers, Slim
Chaney, Charley
Chaney, Chas. W.
Chapman, L.
Chatfield, Curley
Checo-Checo, Chief
Berg, Carl
Berg, C. J.
Bergstrom, E. J.
Bergstrom, Carl
Berni, Gean
Berni Viel, Count
Bacon, Wm. R.
Badger, E. N.
Bailey, Wm.
Bailey, Wm.
Baillie, John B.
Bain, Alvin or Riley
Baker, B. (Pitchman)
Baldzer, Geo.
Ballenger, R. G.
Bammel, Clifford
Bancroft, Dr. Wm.
Bardo, Bill & Orch.
Barlow's Show
Barker, Frank

- Blankenship, A.
Blanton, W. J.
Blue Eyes Shows (Train Crew)
Blue Ridge Shows
Boger, Ramond
Bogue, D. C.
Bohannon, S. W.
Bolt, J. P.
Boone, Bob
Boone, C. R.
Borella, Arthur
Bozeman, Dr. James Kennedy
Bozza, Tim
Bradley, Gene
Brady, Terry
Branholtz, Jake
Brassfield, Rod (Rubie)
Braswell, Jimmy
Bray, Harry
Bree, W. M.
Breece, Del
Breese, Wm. M.
Brice, Sonny
Brin, Emile
Brison, H. R.
Britt, B. H.
Brock, Thos. V.
Brockelman, Freddie
Brookwell, Philip
Bronckton, Benny
Brooks, O. C.
Brown, Elmer I.
Brown, Forrest F.
Brown, Joe
Brown, Roy A.
Brown, Wm. J.
Bruce, Kid
Bruckner, Jos. F.
Brundage, Bert
Bruno, Henry L.
Bruno, Russell
Bruton, Frank P.
Bryan, Doc's Med. Show
Bryson, Chick
Buchanan, Geo. (Buck)
Buckland, Harry
Buckminster, J. R.
Buraft, Thomas
Burch, C. O.
Burchman, Pop & Mom
Burge, Shorty
Burke, Curley L.
Burke, Jimmie E.
Burke, Lester (Curly)
Burke, W. O.
Burschire, Bob
Burns, Harold
Burns, James
Burns, Oliver C.
Burt, Al
Bussell, Jack
Butterfield, Fred (Blondy)
Buttler, Bill
Buzzell, Jack
Bydairk, Frank
Byrne, Ralph
Cactus Kidd
Caldwell, J. E.
Call, Buster
Callvert, Thomas
Camp, Herb
Canady, Jack
Candler, Att
Cantrell, Earl & Ada
Caplin, Sam
Caplon, Bennie
Carey, Tom
Carl, Irvin J.
Carlson, Arthur A.
Carmey, Paul
Carpenter, Harry
Carr, Chas.
Carr, Lee
Carr, L. R.
Carrell, Jack
Carrell, Ray
Carter, W. H.
Catis, Geo. H.
Cato, Raymond
Catron, Harold M.
Caullid, Alvira
Caughey, Russell
Cerey, Tommy
Chambers, Bob
Chambers, Slim
Chaney, Charley
Chaney, Chas. W.
Chapman, L.
Chatfield, Curley
Checo-Checo, Chief
Berg, Carl
Berg, C. J.
Bergstrom, E. J.
Bergstrom, Carl
Berni, Gean
Berni Viel, Count
Bacon, Wm. R.
Badger, E. N.
Bailey, Wm.
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Baillie, John B.
Bain, Alvin or Riley
Baker, B. (Pitchman)
Baldzer, Geo.
Ballenger, R. G.
Bammel, Clifford
Bancroft, Dr. Wm.
Bardo, Bill & Orch.
Barlow's Show
Barker, Frank

- Barlow, Carl (Red)
Barlow, Wilford
Barnes, Chas. D.
Barnes, Edw.
Barnes, Harold
Barnes, Gordon, Esq.
Barnes, James S.
Barnes, Roger
Barnes, R. A.
Barnett, Bill
Baron, Henry
Barry, Geo.
Barry, Wm. T.
Bart, Don
Baurac, Dan
Bawtinheimer, Chas.
Baylor, Maurice
Beard, Elbert
Beall, A. A.
Beasley, O. Dell
Beaty, Walter
Beers, C. W.
Beers, Geo. R.
Beers-Barnes
Beggar, George
Behce, Earl R.
Belderes, Bill
Belchers, Johnny
Belknap, M.
Bell Bros., Circus
Bell, Capt.
Bell Jr., J. T.
Belles, Robert Lee
Belting, Clemens
Bellows, Howard
Benesch, Frank
Arienda, Antonio
Arsenaute, Geo. Art, Duke
Asher, Frank
Ashman, Chas.
Atterbury, R. L.
Austin, Gene (Tent Theater)
Austin, Harry Z.
Austin, John
Babbis, Speedy
Bacon, Wm. R.
Badger, E. N.
Bailey, Wm.
Bailey, Wm.
Baillie, John B.
Bain, Alvin or Riley
Baker, B. (Pitchman)
Baldzer, Geo.
Ballenger, R. G.
Bammel, Clifford
Bancroft, Dr. Wm.
Bardo, Bill & Orch.
Barlow's Show
Barker, Frank

- Barlow, Carl (Red)
Barlow, Wilford
Barnes, Chas. D.
Barnes, Edw.
Barnes, Harold
Barnes, Gordon, Esq.
Barnes, James S.
Barnes, Roger
Barnes, R. A.
Barnett, Bill
Baron, Henry
Barry, Geo.
Barry, Wm. T.
Bart, Don
Baurac, Dan
Bawtinheimer, Chas.
Baylor, Maurice
Beard, Elbert
Beall, A. A.
Beasley, O. Dell
Beaty, Walter
Beers, C. W.
Beers, Geo. R.
Beers-Barnes
Beggar, George
Behce, Earl R.
Belderes, Bill
Belchers, Johnny
Belknap, M.
Bell Bros., Circus
Bell, Capt.
Bell Jr., J. T.
Belles, Robert Lee
Belting, Clemens
Bellows, Howard
Benesch, Frank
Arienda, Antonio
Arsenaute, Geo. Art, Duke
Asher, Frank
Ashman, Chas.
Atterbury, R. L.
Austin, Gene (Tent Theater)
Austin, Harry Z.
Austin, John
Babbis, Speedy
Bacon, Wm. R.
Badger, E. N.
Bailey, Wm.
Bailey, Wm.
Baillie, John B.
Bain, Alvin or Riley
Baker, B. (Pitchman)
Baldzer, Geo.
Ballenger, R. G.
Bammel, Clifford
Bancroft, Dr. Wm.
Bardo, Bill & Orch.
Barlow's Show
Barker, Frank

Dupuis, O.
Dupham, Frank
Dykes, Bill
Dykman, Dick
Eade, Milton & Joan
Eagle Eye, Chief
Eaves, G. T.
Eckart, Harry A.
Edwards, Blackie
Edwards, G. E.
Edwards, J. D.
Edwards, V. L.
Eldridge, Arthur
Ellenberg Jr., O. M.
Eilman, Mark
Emswiler, A. I.
Emswiler, L. H. (Babe)
Ephrim, Mito
Escote, James
Esken, Jim
Ethridge, Lloyd (Whitey)
Etley, Dave
Eutah, Harold
Evano, Nichol
Evans, Bob
Evans, Doc
Evans, James B.
Everts, Stanley (Monte Novaro)
Eves, Toney M.
Exler, Joe
Eyler, Walter
Eyster, James H.
Faber, Lindsay
Fagnas, Charlie (Shooting Gallery)
Fahay, Frank
Falkner, John
Falkner, L. R.
Fann, Carl J.
Fanning, John
Farmer, Paul
Farquhar, James
Farrell, Bob
Farrell, Chas. B.
Farrall, Talmadge
Faulner, Jack
Faunce, Edw.
Fauy, Henry
Fay, Leo
Fendrick, Boyal
Ferdon, James M.
Finer, George
Fine, Allen H.
Fineman, David E.
Finnegan, Frank
Fish, James
Fisher, Harry
Fleming, Jack
Fleming, W. E.
Fletcher, Roy
Flock, F. L.
Flourney, G. J.
Ford, Mack & Peggy
Fogel, Eli
Fonda & St. Clair
Forkins, Morty (Mgr.)
Forrester, James D.
Foss, John D.
Foster, Victor J.
Foutz, Jack
Fox, Ed
Francis, D. J.
Francis, Frank M.
Frank, Wiskers
Franks, Three (Frank LeFavor)
Franks, W. E.
Franelon, Fearless
Frazier, C. M.
Frazier, Leonard
Frazier, Whitey
Frederickson, Dave
Fredrick, Alfred
Freeman, Carl
French, James
French, Alfred L.
Fuller, Robt. X.
Fulton, L. B.
Funn, Les F.
Gage, Harry (Go-Go Clown)
Galler, Frederick (Tex)
Garber, Edward
Garner, Horace
Garner, Leslie M.
Garner, R. E.
Garner, E. M.
Gashert, Joe
Gates, Eddie (Comedian)
Gatewood, A. L.
Gay, H. S.
Gaye, Billy
Gehrig, Roy
Geiger, Willard
George, Tom
Geord, Charles
Gerry, Rev. F. J.
Gesmundo, Victor
Getman, Leroy
Gilbert, Les V.
Gilbert, Loyd
Gibby, Howard
Gile, Oscar
Gil, Jimmie
Gilmore, Pat
Gipson, Benie
Glasscock, D. F.
Gleason, W. F.
Glenny & Ford
Glinea, Morris
Glover, Tally
Goad, Dan
Golden, Nat
Gooding, Roy
Goodwin, Doyle A.
Goody, Ray
Goorean, Leo H.
Gordon, Danny
Gorrell, Marshall
Goshert, Joe
Gowley, J. E.
Gowdy, M. A.
Grace, Paul (Perris Wheel)
Grady, Michael
Grafioe, Ephram
Grafioe, John
Graham, Basil (Jimmie)
Grape, Norman
Gratort, M. J.
Gray, Bill (W. N.)
Gray, E. M., Mgr. Greater Amer. Shows
Green, William
Greiner New

England Shows
Gressam, R.
Grice, (Cotton)
Grice, Thomas (Baby)
Griffith, B. S.
Grime, Howard P.
Gruker, Vincent A.
Gulifer, Phil
Guy, Ed
Hackett, Happy
Hagy, Homer
Hale, J. F.
Hale, Walter
Halke, R. S.
Hall Bros.' Show
Hall, Al K.
Hall, Carl
Hall, Dewey
Hall, Geo., Mgr.
Hall, Luscouse
Hall, Otis
Hain, Eugene J.
Ham, Prof. A.
Hambrick, Harrie
Hammon, R.
Hampton, Jack
Hankenson, Dr. C. E.
Hanley, John
Hanna, Jimmie A.
Hardesty H.
Hardy, Bob 'Domino'
Hardy, Paul
Hargadon, Frank
Hargrove, R. H. (Runt)
Harlston, C. E.
Harmon, Bob
Harper, Eddie L.
Harrell, Ralph
Harral, Jack L. R.
Harris, Melvin
Harris, N. C.
Harris, Oliver Vee
Harris, Rome
Harrison, Tex
Harry, Sailor
Hartley Jr., Geo.
Haskell, V. C.
Hasson, Olie
Hasson, Tom
Havey, Henry
Hayes, Bill
Hayes, C. B.
Hayes, "Suicide"
Hazard, Stuart
Heald, Elmer
Healy, Mike
Heintz Jr., Carl
Hendeshot, J. B.
Hendricks, Eddie
Hendrix, Cecil
Hendrix, Paul C.
Henry, S. S.
Herrick, The Three
Hewitt, Raymond
Hewitt, Sherman
Hewitt, Willie (Store Operator)
Hex, Lou
Hicks, Bill Shorty
Hilborn, Ray
Hilliard, W. J.
Hilton, Louis
Hindu Charlie
Hirschman, John J.
Hochmuth, Enos
Hodges, Chas. H.
Hoffman, L.
Hoffman, Louis
Hoffman, Wm. Pleasant
Holland, James
Holland, Dick
Holm, Charles
Holt, R. L. (Bob)
Holt, S. R. (Blackie)
Hook, G. S.
Hooper, Glenn
Hooper, Frank
Hopper, H. H. (Blackie)
Horton, Ray
Horton, I. J.
Horton Jr., W. M.
Honck, Paul
Howard, Buddie
Howard, Holly
Howe Jr., A. J.
Howe, Wm. Lee
Hubbard, Eddie
Huddle, Glen
Huggins, Pope
Huff, L. H.
Huffman, Wm.
Hughes, Homer
Hull, Chuck
Hullinger, Dillon (Monkey Circus)
Humphrey, Hayden
Hunt, Chas. T.
Hunt, Joe
Huson, Orville
Hutchison, Eugene
Ingelheim, Louis J.
Ireland, A. T.
Isgit, W. S.
Jack, Housie
Jack, Wm. E.
Jacks, Ed
Jackson & Blackwell
Jackson, Ellis
Jacobs, Arnold
James, Ray
James, Jack
Janette, John
Jasper, L. L.
Jefferies, Edw.
Jefferies, Jerry
Jennings, Ted
Jensen, Eddie
John, Chas.
Johnson, Albert
Johnson, Claude
Johnson, Dr. E.
Johnson, Harry
Johnson, Harry W.
Johnson, J. Andrew
Johnson, Newtie M.
Johnson, P. D. (Midcamp)
Johnson, Roy T.
Johnson, Steve
Johnson, Toby McGee
Johnson, Jas. H.
Johnstone, Frank
Jones, Alvin
Jones, H. W.
Jones, Johnny J. (Col.)
Jones, Major
Jones, P. M.
Jordon, Bill
Jowce, James A.
Jule, Fred

Juneau, Carlisle
Kallis, Almo
Kalman, A.
Kane, Earl
Kane, E. J.
Kaplan, Ben
Kaplin, Sam
Karr, Rajah
Karr, Joe
Kasler, Charles
Kasin, Sam
Katzell, Robert
Kearns, Paul J.
Keating, Robt. F.
Keefe, Geo. W.
Keen, Billy
Kelleher, James R.
Kelly, F. E.
Kelly, Geo. W.
Kelly, Jack & Mae
Kelly, James T.
Kelly, Ray
Kelly, Ray
Kempf, Irving A.
Kenner, Ben
Kenyon, Jack
Keown, Joe
Kern, John W.
Kerns, Jim
Kerns, Norman
Kessler, Marion
Kessler, Norman
Kimball, Dude
King, Billy
King, Bob (Human Pincushion)
King, Don
King, Gilbert
King, Robt.
King, Tommy
King, Floyd
Kingston, Ola
Kirby, H. H.
Kirkham, Charles M.
Kirksey, Marvin
Kleinert, Chas. Albert
Knauff, Earl D.
Knight, H. C.
Knob, Katcni
Knott, Joe
Korie, Eddie
Kramer, Paul E.
Kreiger, Eddie
Kruger, Ernest
LaBa, Dewey
LaDow, Bud
LaFavour, Jim
LaMar, Bobby
LaMont, Joe (Scales)
LaParr, Henry
Laure, Jack
Ladeaux, Jack
Laird, James
Laird, Marvin Moon
Lamar, Brownie
Lamb, Kenneth Tex
Lamb, Toney
Lambe, Lee
Laumont, C. R.
Landon, Geo. A.
Lands, Victor
Lane, C. E.
Lane, J. D.
Jimmie
Lang, Geo.
Langwin, Francis
Langley, G. Mac
Lantz Jr., Harry
Lantz, Johnny
Lash, Ray
Lashua, Geo. A.
Lassie, Don
Lassus, Nick
Laughon, Harold
Laurish, Matt
Lawrence, Fred
Lawrence, Larry
Lawson, Jackie & Everett
Lawry, P. G.
Laycock, Wally
LeCardo, Capt. Fritz
LeRoy & His Pals
LeRoy, Charles
Leaper, Jack
Lee, Bob
Lee, Buddy
Lee, Jimmie F.
Lee, Rusty
Lee, Willis
Leibin, Leonard
Leicester, Lee
Lemmons, A. L.
Lemon, Harold
Lenhart, Ray
Leonard, Eddie
Leroy, J. (Minstrel)
Leslie, Francis
Lester, James
Letterman, Wm.
Leverett, Robt. T.
Lewis, Happy Larry
Lewis, Harold
Liaw, H. C.
Light, Droll P.
Lindsley, Horace
Lindsley, Henry Bounding
Lingo, Jim
List, Jack
List, Herman
Litman, Len
Loaraine, Richard
Logsdon, Clarence
London, Jimmie
Longstaff, Burnie
Longston, W. E.
Lossmann, James N.
Lowe, Clifford L.
Lowes, James
Lowry, P. G.
Luback, Emor
Lucas, Don
Luigi, Count
Lynn, D. W. (Key Man)
MacNeill, A. W.
McAteer, B. B.
McCain, Albert
McCarthy, Will
McClurkin, Richard
McCormick, Bob
McCurry, Puntie
McCormick, Jack
McCune, Bob
McDonald, Wanza
McDonald, B.
McDowell, Harold
McGehee, Jimmie
McGill, Frank
McGill, J. W.
McGill, Raymond
McGill, Steve
McIntosh, George
McInturf, Robt. J.
McKenney, James
McKinney, Frank
McLaughlin, Bill
McLaughlin, C. L.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

McLaughlin, Earl Nollins, George
 McMorris, Herschel B. Norman, Dalton
 G. Norris, Como
 Notts, Jimmie
 Novelle Bros. & Sally
 Blackie
 McNeil, Everett O'Brien, Jack
 Macke, Herbert O'Brien, Don
 Mack, Lewis O'Brien, H. G.
 Mahon, R. E. O'Connor, James E.
 Mahon, Charles O'Day, Tim
 Malone, Paul O'Day, Henry
 Wesley Maurice
 Maney, H. E. O'Kelly, Rakph
 Manley, Lee O'Leary, Jack
 Marchbanks, (Babe)
 Joseph T. O'Neil, Buck
 Marino, Carmine Oakham, James
 Marion, Sidney Allen
 Markey, Robert Oates, Jimmie
 Marley, Guy R. Odell, Art
 Marley, Edward Odum, Bill
 Marlowe, Donald Odums, Roy
 Marrow, Walter Ogle, Bob M.
 Marsh, Jesse B. Ogle, Douglas
 Marshall, Dean Okada, Geo.
 Marshall, Harold Oliver, D. A.
 Marshall, Harry Oliver, George
 Marshall, Roy D. Olympia Boys
 Marshall, Troy R.
 Martin, Ben Orgie, Ray
 (Show) Otis, Raymond
 Martin, Grant James
 Martin, Harry Ott & Prescott
 Martin, Henry Outton, Bill
 Martin, J. N. (High Diver)
 Martin, Nelson Owen, R.
 Martini, Capt. Owens, Paul
 F. B. Owens, Rodeo
 Marvin, Jimmy Pablo, Don
 White Padgett, Pat
 Mason, Dr. H. Palmer, Joe V.
 Ralph Panther, Black
 Mason, Geo. Paris, Frank S.
 Parker, A. W.
 Mason, Jay C. Parker, Frank
 Matson, Clifford Parker, Frank
 Mattis, Linton (Custodian)
 Maynard, Earl Parker, Shorty
 Medley, Thomas Parks, Herman E.
 Mehler, Tom Parrish, Mae & Billy
 Mefford, Bud & Partello, Clinton
 Mellon, Eddie & Patrick, Wm. Frank
 Mendenhall, Betty Patterson, Frank
 Bud (Black Ace)
 Mendis, Grover Patterson, R. S.
 Menzinger, Ralph Patterson, Wm.
 Ruby L'airlet, Albert
 Mercy, Al Pauli, F. W.
 Merritt, Guy H. Pauli, H. G.
 Metro Show Pearl & Griffin
 Meyers, A. E. F. Pedro & Luis
 Mierke, Raymond Delak, Sam
 Mighno, John Pelley, Billy
 Miller, Archie Peoples, Monzy Lee
 Miller, Dave
 Miller, Happy Jack Pepper, Pinky
 Miller, Harry A. Perkins, Samuel
 Miller, Jack Perry, Frank Z.
 Miller, Lester Perry, J. N.
 Miller Products Co. Pesck, Otto
 Miller, Ray Petro, Rudolph
 Miller, Steve Puffi, Carl
 Miller, Virgil L. Puccio, Don M.
 Milligan, Tom Pharr, Henry H.
 Mills & Mills Phelps, Elver
 Mills, G. C. Phillips, Earl
 Mills, Percy Phillips, Pcte
 Edgar
 Miltona, Leon Phillips, Wm. Choc
 Milwanek, Red Pierce, Pat
 Minash, Henry Babe Cookhouse
 Pine, E. A.
 Mison, Louis Pink W.
 Mitchell, Alex Pinck, Charley
 Mitchell, Bob Pistol Pete
 Mitchell, Charlie Platten Jr., Frank
 Mitchell, E. W. Pocketbook Harry
 Mitchell, Frank C. Pollock, John
 Mitchell, George A. Pollock, Bud
 Mitchell, George J. Pontico, Joe
 Mitchell, G. L. Pontico, Joe
 Mitchell, Johnny Porter, Harry
 Mitchell, Lawrence Posey, E. E.
 Mitchell, Louis Poloma, Joe
 Mitchell, Miller Pots, Jack
 Mitchell, Dennis Potter, Harry
 Mitchell, Tom Presti, Frank
 Mitchell, Wm. S. Pribble, Harlan
 W. W. Red
 Moad, Rex Price, Thomas L.
 Moberly, G. H. Priddy, Reul. F.
 Modelle, Harry Priddy, Francis M.
 Moier, Jack Proctor, Bob
 Mollenkopf, H. F. Pugh, Harold
 Monocled Potter
 Ambassadors, The Quackenbush, Sheldon
 Monroe, John Raffles
 Monroe, Tex Raftery, Jimmy
 Moutana, Jimmie Ragland, P. C.
 Montes, Robert Ramacus, Ricardus
 Montgomery, Grover Rambo, B. R.
 Montgomery, Jack Ranno, the Second
 Moon, Doc R. E. Ramsay, P. T.
 Moore, Bennie Ratcliffe, P. T.
 Moore, Bill Rates, J. C.
 Moore, Bob Ray, Irving
 Moore, Doc J. G. Ray, Neil
 Moore, Donovan Reynolds, Tommy
 Moore, E. M. Reckless, Fred
 Moore, H. J. Blue Redding, J. R. R.
 Moore, Vernon Redman, Harold
 Morales, Pedro Redwood, Chief
 Morgan, Billy Reed, Curly E.
 Morgan, C. H. Reed, Lis
 Morgan, Jack Reed, Wm.
 Morris, Harry Trombone Player
 Morris, John Berdet Reese, Allan
 Morris, Raymond Reeves Jr., Johnnie
 Morris Jr., Wm. J. Reid, Earl
 Morrow, Wallace D. Reid, John F.
 Morse, Bond Reno, Eddie
 Mort, Joe Reno, Joe
 Mosher, Arthur Repensky Family
 Mosier, Walter Rey & Pence
 Mott, Jerry Reynolds, Bob
 Moudy, Jack Chips
 Moyer, Red Resler, W. H.
 Mugnum, Gale Rhoney, Jack
 Mullolland, Frank Ricado & Cleo,
 Munde & June the Dick
 Munden, Herman Rice, C. H. Slim
 Munn, John Holly Rice, Cecil C.
 Murdeck the Richey, Ralph
 Magician Rickman, Steve
 Murdock, Robt. K. Riley, Jimmie O.
 Murray, John P. Rine, Pat
 Murnell, Jack Snickers
 Myers, Gypsy Bob Rivers, Dr. E. J.
 & Billie Roach, Elmer
 Naflrau, L. Francis
 Naylor, Jack Roach, J. S.
 Neal, Jack R. Roads, Dusth
 Neal, James R. (Orch.)
 Neiter, Richard Robbins, Milt
 Robbins, W. F.
 Nelson, Art Roberson, Noah
 (Pitchman) Roberts, Anthony
 Neil F. Roberts, Stanley
 Neizabault, Mr. Robinson, John C.
 Neusanban, Carl Rockwood, Don
 Newton, Horace Rodgers, Leonard
 Nickling, Walter Rogers, Eddie
 Noe, Edwin Rogers, Frank
 Noel, Chas. S. Romito, Espero
 Nolin, Harry Ronbeck, A. W.
 Root, Leo M.
 Rose, Arthur D.
 Rose, Lewis Moon
 Rose, Louis Murphy
 Rosen, Joe
 Roser, Leslie B.
 Ross, Jackie
 Roudre, Eddie
 Rowe Bros.
 Royale, Geo.
 Ruch, R. R.
 (Wire)
 Rucker, E. H.
 Rucker, E. L.
 Ruddy, G. N.
 Rudy, Dr.
 Rueback, Jack
 Russell, Bill
 Saizer, Andy
 Sailer, Raymond
 Saunders, Geo. W.
 Sayvillia, H. J.
 Sax, Leo
 Scanlan, Neal
 Schermerhorn, Loyd
 Schreiber, Harry
 Schultz, Carl J.
 Schwartz, Herman
 Scott, John
 Scott, John Scottie
 Seals, Ernest Baby
 Sears, Sammy
 Segler, Jack
 Seig, Scotty Dog
 Seymour, W. O.
 Shafer, Danny
 Shannon, Jack Tex
 Sharp, R. M.
 Sharp, Paul
 Sharples, Herbert G.
 Shaw, C. Slim
 Sheck, Gene
 Sheldon, J. C.
 Shell, Ernest
 Everett
 Shelley, Jack
 Shelton, James
 Candy
 Shelton, Pat
 Sherman, Carl
 Shew, Carl
 Shipman, Tom
 Shipp, Russell A.
 Shore, Garry
 Shropshire Jr., Raymond
 Shunata, James A.
 Shurber, C. C.
 Schwartz, Herman
 Sikkal, Edward
 Sigle, Billy
 Siki, Stringbeans
 Silver Bros. Shows
 Simonson, Ralph
 Swede
 Simon, Harry
 Sink, Frank J.
 Sink, Ira (Scaleman)
 Sisk, Smity
 Sloan, Phil
 Skelton, Ralph or Cop
 Skidmore, Skip
 Skowronski, Gus
 Smith, A. C. Kid
 Smith, Benjamin
 Smith, Ben J.
 Smith, Chas.
 Smith, Chris M.
 Smith, Clarence W.
 Smith, Cole
 Smith, Curley
 Smith, Dick
 Smith, Geo. H.
 Smith, Glenn R.
 Smith, J. Lacy
 Smith, Karl E.
 Smith, Lewis Rastus
 Smith, Mel
 Smith, Nelson or Frank
 Smith, Norman Motordrome
 Smith, Sid
 Smithly, Wallace
 Smuckler, B.
 Snyder, Bobby
 Snyder, Francis
 Sotlers, Earl
 Sorenson, Asger
 Sotrie, Frank
 Spourse, Bob
 Spring, Toney
 Spring, Tony
 Spry, James W.
 Stacy, Harry
 Stacey, H. L.
 Stanley, Charlie
 Stanley, L. J.
 Starr, Eddie Joe
 Starr, Jerry
 Starrer, Bud
 Ste. Clair, Blackie
 Steadman, Lonnie
 Stearus, Jimmie
 Steiger, Wm. J.
 Stenenson, Geo. L.
 Sterling, D. B.
 Stevens, Danit
 Stevens, Jack J.
 Stevens, Jack J.
 Stevens, W. C.
 Stevenson, Leo
 Stone & Barton
 Stone, Kermit
 Stone, Roy S.
 Storey, Wm.
 Stropcke, Philip
 Stout, J. M.
 Strait, Sidney
 Strange, Bob
 Street, Claude
 Stricker, B. G.
 Stringer, Dock
 Stringfellow, K. L.
 Stroble, Charles
 Strode, Bill
 Stuart, Bobbie
 Stuart, Clifton
 Strout, Wm.
 Strums, Leonard
 Suesz, H.
 Suffin Sam
 Sullivan, Billy
 Sullivan, Ardey
 Sullivan, Art
 Sullivan, Paul
 Sullivan, W. Lee
 Sullivan, Wm. D.
 Summers, J. S.
 Summerfield Jr., Robt. B.
 Sumner, B. E.
 Sumner, Jack
 Swanger, Harry
 Swanson, Bobby
 Swanson, Carl O.
 Swartz, Herman
 Swartzlander, Lonnie
 Sweeney, Joe C.
 Swor, Bert
 Sykes, Jack
 Taggart, Monty G.
 Tarbes, Max
 Tavkinson, Blackie
 Tatam, Earl B.
 Taylor, Bud
 Taylor, Dudley
 Taylor, John L.
 Taylor, Tommy
 Taylor, Wm. Luther
 Teahan, John
 Teall, Smiles
 Teandar, Joe
 Tearno, Toney
 Teitenberg, Herbert
 Teter, Russell
 Thomas, Cliff
 Thomaston, Miller
 Thompson, James G.
 Thompson, Ray
 Thorman, Max
 Thorne, Jerry
 Thornton, C. A.
 Tillman, Fred
 Tusch, Frank
 Todd, Lester
 Togo
 Tolliver Alexander
 Tom, Walter
 Tompkins, Little
 Eddie
 Toms Amuse. Co.
 Travis, C. A.
 Travis, Doc A.
 Trayner, Jean
 Trigg, Jerry
 Truelson, Gale
 Two Eagles, John
 Tyler, Clinton
 Udy, Ben C.
 United Show Co.
 Ulrich, Dewey
 Ulrich, Miller
 Van Berkum, Nick
 Van Buren, Reginald
 Van Stetina, Anthony
 Vagge, Milo
 Vail, Frank
 Vailes, Arthur
 Vale, Al & Wanda
 Veitch, C. A.
 Vernon, Robt.
 Vebbard, Paul L., Musician
 Vince, Steve
 Vincent, Bill
 Vogt, Frank X.
 Voltago, Morris
 Von Eberstein, Mattie
 Voelker, Edw. O.
 Wagstaff, Dan
 Valigorska, Stanley
 Walker, Garnet
 Walker, Sweetie
 Wall, Ted
 Wallace Jr., Billy
 Walsh, Doctor
 Walton, Eddie
 Walthor, Richard
 Waltrip, A. E.
 Wamsley, J. H.
 Ward, Lew A.
 Ward, Harold
 Wardell, Wallace H.
 Ware, Dr. Raymond
 Warner, Bob
 Warner, Henry H.
 Warren, Bob G.
 Warren, Jimmy
 Wase, Edward C.
 Washington, Chief
 Watkins, Billy
 Watkins, I. J.
 Watson, John B.
 Watts, Blackface
 Watts, Ben Cotton
 Watts, W. T.
 Wavland, Ben
 Weaver, James & May
 Webb, Capt. Geo.
 Mercer, Frances
 Ramsey
 Mills, Irene
 Montague, Lillian
 Mix, Ann
 Palmer, Margaret
 Parish, Deone
 Piacentini, Frances
 Pitt, Lynne
 Podell, Virginia
 Scornlion, Jewel
 Sell, Mrs. Jack
 Sihan, Nedie
 Tabar, Helen
 Taylor, Toodles
 Thompson, Josephine
 Thorne, Mrs. T.
 Vendor, Mary
 Walter, Mrs.
 Eugene
 Walton, Olive
 Welcher, Richard D.
 White, Margie
 Wicks, Dorothe
 Wills, Mrs. Nat M.
 Wright, Mrs.
 Young, Mrs.
 Zara, Lilla
 Cowan, Harry C.
 Daly, James E.
 Davison, James
 DeCarro, Larry
 DeLema, Roberto
 Downing, John S.
 Drake, Erwin W.
 Duffy, George
 Dunahery, S. R.
 DuPont, Bert
 Edledge, K. A.
 Padell, Charles
 Fennell, George
 Forrester, James D.
 Gallagher, Francis
 Gaston, Fred
 Germain, Clarence B.
 B.
 Git Along Little
 Dogie
 Goldie, Jack
 Gomez Productions
 Gordon & Diana
 Gordon, Jimmie
 Gray, Clifford H.
 Haber, John
 Harding, Raymond

MAIL ON HAND AT
ST. LOUIS OFFICE
 390 Arcade Bldg.
Parcel Post

- Lampert Bros. 16c
 Mackey, Mrs. Vera
 Carl, Mrs. C. C.
 Mackie, Mrs. Robert
 Mel Roi, Mrs. Doc
 Moore, Mrs. H. J.
 Morton, Mrs. M. N.
 Norton, Helen B.
 Pike, Mrs. Pat
 Rogers, Betty Joe
 Roth, Mrs. Dorothy
 Smith, Mrs. James C.
 Spann, Virginia
 Stein, Mrs. A. E.
 Williams, Louise
 Wilson, Mrs. Pop
 Zimmer, Florence

Women

- Brown, Mrs. M. V.
 Carl, Mrs. C. C.
 Clark, Ruby
 Cloven, Mrs. Louise
 Davidson, Mrs. George
 Edwards, Mrs. George
 Fortune, Mrs. George
 Harris, Bess
 Havens, Mrs. Betty Jean
 Hutcherson, Mrs. Jack
 Jones, Mrs. Maxine
 Kendrick, Mae
 Laved, Patricia
 Mack, May
 (Whitey)
 Les & Poppy
 Madden, Joe
 McComb, Edgar
 Miles, Charlie
 Miller, Harold
 Mohamed, J. B.
 Monahan, Dave
 Moore, Thomas
 Morales, Thomas
 Nilla
 O'Shea, Johnnie & Edna

Men

- Alexander, Ted
 Anderson, Robert
 Anstett, Frank
 Bartholomew
 H. W.
 Mahl, Julie
 Maye, Joe
 Meade, W. H.
 Miller, Bertram E.
 Miller, Carroll
 Miller, Fred T.
 Miller, Ross
 Miller, Tom
 Morgan, Jack
 Morton, John
 Nelson, H. E.
 O'Brien, Robert L.
 O'Day, Michael
 Francis
 O'Neil, P. J.
 Parker, Shorty
 Pike, Wm.
 Tughe, George W.
 Raymond, Buddy
 Rice, G. S.
 Rice, G. R.
 Rice, Warren
 Roberts, John
 Roberts, Bill
 Roiter, Lawrence S.
 Roma, Rajah
 Ruckman, Gene
 Schofield, Blackie
 Scott, Sammy
 Snyder, D. E.
 Stanley, Lazie
 Stanley, Leroy
 Stewart, W. B.
 Stewart, E.
 Vibarek, Paul L.
 Wade, Roscoe T.
 Webb, Clyde
 West, Glenn
 Whelock Roy
 Williams, Joe
 Wilson, H. D.
 Wilson, William
 Mickel
 Zerado, Frank

MAIL ON HAND AT
CHICAGO OFFICE
 404 West Bldg.,
 52 West Randolph St.

Women

- Adams, Ruth (care
 Monroe & Adams
 Sisters)
 Asher, Mildred
 Barton, Dolores
 Browning, Mrs.
 Marianna
 Cook, Lorys
 Day, Mrs. Agnes
 Delmar, Mrs. Ethel
 Dixon, Margaret
 Ellamore, Allie
 Ernst, Ora Loretta
 Flowers & Boys.
 Erma
 Forrest, Evelyn
 Frank, Mrs. E.
 Frank, Jean
 Frank, Sylvia
 Frank, Virginia L.
 Gordon, Betty
 Goldman, Mrs.
 Mrs. A. Lavine
 Walls, Mrs. J. F.
 White, Belva
 Zimmer, Florence
 Hite, Jean (or
 Mrs. Gale Eaton)
 Hilton, Betty
 Hoff, H. N.
 Knight, Penny and
 Pat O'Day
 Lucky, Georgia
 McCawley, Jerry
 McFarland, Peggy
 Malloy, Ullaine
 Newman P.
 O'Brien, Helen
 Page, Ann
 Perez, Mrs. Ernesto
 Rankine, Mrs. Nan
 Royal, Mrs. Carrie
 Serpana, Ella
 Sherman, Betty J.
 Stewart, Florate E.
 Waldo, Gracie or
 Mrs. A. Lavine
 Walls, Mrs. J. F.
 White, Belva
 Zimmer, Florence
 Hayes, Mrs. Helen
 Hill, Ruth
 Wolfe, Bennie
 Wolf, Richard
 Wolfe, Bob
 Wood, Charles
 Woodards, J. C.
 Woods, Bryan
 Woods, Claude
 Woods, David
 Woodward, J. C.
 Worik, Al
 Worth, Ted
 Wright, J. Lawrence
 Wright Jr., Henry
 Yancy, Beeman
 Yonko, Vastean
 Young, Eddie
 Leonto
 Young, Johnny A.
 Yunker, Tony
 Zell, Bob & June
 Ziegler, Ger
 Zimmer, R. G.
 Zocco, Thomas
 Zschille, Fred

UNITED AMERICAN
 (Continued from page 42)

ly, Ia. While in advance of shows here, the writer visited Clear Lake cottage of President William Temple. Central Show Printing Co., who sustained a broken leg three months ago in an auto accident. Visitors included Mr. and Mrs. R. L. (Cotton) Grissom, Mr. and Mrs. Campbell, Mr. and Mrs. Wahl, Cecil Rice and family; Slim Johnson, Midwest Novelty Co., and Secretary Wilkenson, North Iowa Fair.

ated with special stories daily. Fred Spears, editor, complimented Owner Jack Ruback on manner of conducting midway in a feature story. Carriers of both papers were entertained. Members were grieved to learn of the death of Albert Wright's mother. Hypo Denecke and Bill Bass purchased new trailers here. Blacky Mac Pete and Johnny Graves played hosts to members with a fish dinner. Lorraine Bass' French Casino, Joe Murphy's Hawaiian Village and Speedy Dawkins' Motordrome did well here.

NEW YORK OFFICE
 1684 Broadway.

Women

- Ada & Her Wonder
 Ascot, Jennie
 Barnes, Irene
 Bede, Ardath
 Bozza, Charlotte
 Brandon, Joan
 Brown, Virginia
 Buchanan, Mrs. Pat
 Chernen, Sonya
 Clark, Elsie
 Cook, Betty
 Crawford, Margaret
 Demchaf, Mary
 Doyle, Patricia
 Ewell, Peggy
 Flynn, Mrs. J. F.
 Forrester, Buster
 Fox, Gladys
 Gordon, Betty
 Harris, Barbara
 Hearne, Lillian C.
 Huston, Peggy Ann
 LaMar, Ethel
 Lee, Mrs. Ch.
 Lucky, Georgia
 Martin, Alice

Men

- Allen, Jerry
 Allen, W. A.
 Balling, H.
 Banks, Norman
 Bardini, Chas.
 (Bogash & Bardini)
 Barry, Bill
 Barry, Martin
 Bede, Capt. Harry
 A.
 Belson, G.
 Bernstein, Joseph
 Blanket, Jackie
 Boucher, Cliff
 (Frenchy)
 Brown, Russell A.
 Buchanan, Tom
 The Cacanatas
 Carroll & Kay
 (Juggling Artists)
 Carter, Buck
 Carter, Robert C.
 Chappel, W.
 Chere, Max
 Cherkoski, Frank
 Cherkoski, Russell
 Chipman, Bert
 Clayton, Joe

J. R. Edwards
 (Motorized)

Byersville, O. Week ended August 3. Auspices, Byersville Home-Coming Celebration. Business, good. Weather, good.
 This spot proved a red one, with shows and rides doing well nightly. Chief Clearwater joined with his Western Review and Eric B. Hyde, owner of shows bearing his name, visited. Mrs. R. H. Wade and party also visited.
Barnesville, O. Week ended July 27. Auspices, American Legion Post and Volunteer Fire Department. Business, good. Weather, showers two days.
 Attendance here was good and all reported satisfactory business. Rain on two nights didn't seem to hurt much. K. Etzel joined here with his bullet ride and hoop-la. Mr. and Mrs. Earl Young are with him. EDDIE LEWIS.

Frisk Greater
 (Motorized)

Fronton, Minn. Week ended July 27. Location, local showgrounds. Auspices, American Legion Post. Business, good. Weather, fair.
 Shows opened July 22 at town showgrounds to a good spending crowd, under auspices of American Legion Post. Weather was fair and show luckily escaped damage in a severe storm that swept the northern part of the State. All rides, shows, and concessions chalked up good week. Octopus topped rides, and Joseph Sima's Animal Show led shows. Recent visitors included Bert Onsgard, Arrowhead Shows, and Noble C. Fairly, Fairly & Little Shows.

Alamo Expo

North Platte, Neb. Week ended August 3. Auspices, Fire Department. Business, fair. Weather, fair. Pay gate, 10 cents.
 Trip from Cheyenne, Wyo., was made in good time and shows located here on a downtown railroad showground. Attendance excellent, but date was off from previous stands. A good committee, plenty of billing by Tommy Stevens and extensive advertising in *The Daily Bulletin*, *Daily Telegraph* and local radio station were direct causes for good turnouts. A talkers' contest was staged over the local radio station with Speedy Dawkins and Joe Murphy the principals. Chris Miller, of Flying Millers, also participated. *The Daily Bulletin* co-oper-

LYLE KULENKAMP.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Merchandise Sales Increasing In Erie Section, Veteran Says

ERIE, Pa., Aug. 10.—“Merchandise is moving at a rapid pace, and carnivals, parks and fairs are putting out more of it than ever before,” says E. C. Brugger, who has been associated with the wholesale merchandise field for almost 50 years. “Cold weather early in the season discouraged some of the boys but they are optimistic now. The heat waves have

sent people to outdoor spots and they're really buying.”

Brugger said that in this area the new Polaroid sun glasses are leading the field and dividing honors with cap guns and caps, which were legalized in this municipality about two years ago. The latter item has been steadily climbing in popularity since July 4, when the demand hit a new peak. Since more and more people are seeking the cool breezes at lake and shore resorts, the demand for sun glasses have rolled up more sales and profits for the boys. The progressive workers who stocked up to take advantage of the turnover are now garnering nice profits, he said.

War Hurts Business

The field is not altogether a rosy one, Brugger added. The European situation has cut down on the importation of needles from England and harmonicas from Germany. These items have advanced in price, which, for the time, has cut down sales slightly. The bright side is that that the condition will acquaint people with American-made items and turn the trade to products made in this country. With Americans turning more and more to American products, the condition will soon be remedied, he said.

Brugger is connected with Cowell Amusement Co.

Merchandise Bingo Clicks in Detroit

DETROIT, Aug. 10.—Merchandise bingo is thriving here, local operators report. Regularly scheduled parish games are said to be giving more merchandise than ever before and better quality stocks have been generally noted.

Outdoor games are popular and those held in tents on carnival midways are playing to good crowds. These games, too, are for merchandise awards. Consensus is that by the time indoor games make their appearance the merchandise prize will have almost entirely replaced cash awards in this vicinity.

In the M. Friedman watch ads the past two issues the statement “\$1 Each, 18 Line Size,” should have read “\$1 Each, 18 Size.” Firm reports good response from *The Billboard* readers to its recent announcements and, what is most important, reorders are coming thru regularly. M. Friedman carries a complete line of Waltham, Elgin and other noted makes, and offers a catalog free for the asking.

“60,000,000 Coneyites Can't Be Wrong”

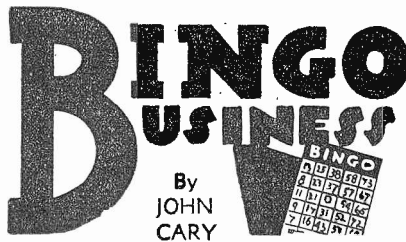
The policies of operation and management and distribution of prize merchandise awards at Feltman's, Coney Island, N. Y., will be outlined in an article under this title

By JULIUS TOLCES

in the

FALL SPECIAL OF THE BILLBOARD

Watch for This Issue
Bearing Date of August 31



DURING the past few weeks we've been doing a little ranting on the subject of indoor bingo games, despite the hot weather. Meanwhile reports have come from various sections telling of expected harvests soon to get under way. One of the reports is from the South, and we're glad to say that indications are that the season will be bigger than ever in that section. Only recently we told something of a town in Pearl River County, Mississippi, that had successful bingo games under the direction of Slim Pat Devine and the sponsorship of St. Mary's Church. Devine at that time said that success of the game hinged on two points—good merchandise and good crops. This town is in the cotton section, and reports from estimators in that area point to good harvests. Cotton picking generally starts the latter part of August and runs until the heavy rains in late November and early December. There have been occasions when the fiber was left in the fields because the bad weather prevented picking.

THE POINT is that the longer the harvest season lasts, the better for bingo. Pickers are paid so much per 100 pounds, and payday is every Friday. The people don't have much time for other activities, but they will take time out to attend a good bingo game. This has been proved in past years.

MERCHANDISE this year shows promise of being the best in recent years. One of the items that seems to be pointing toward big takes at bingo is the new glass knife. Among firms offering this item are the Kitchen Gadget Mfg. Co. and Plastic Creations, Inc. The former is offering the Dur-X and the latter the Pliabliglas kitchen knife, which is also known as the Aer-Flo fruit and cake knife. The Pliabliglas item is pliable, as the name implies, and may be bent without snapping. It will not chip and is designed so that it will not crumble the cake. Since knives of this type will appeal to housewives, a great demand is anticipated for the items at bingo games.

IN ANTICIPATION of bigger bingo merchandise business, Morris Mandell has moved into larger quarters to better service his growing list of bingo operators. The firm recently announced that it has a new Bakelite ball and emphasizes the fact that the ball is cut out to differentiate it from molded ones. Numbers are engraved on the balls. Another feature of this new product is that it is available in 10 pastel shades. There is a bit of a mystery surrounding a new product this company expects to release within a short time. A spokesman for the Mandell firm would not even give as much as a good hint as to what the item will be. However, he added that it would be announced in *The Billboard*.

AN EDITORIAL recently appeared in an Eastern newspaper in which it was stated: “Some of the volunteer firemen of the State seem to think there is discriminative procedure adversely affecting them in the enforcement of State laws—particularly in the definition of bingo even when it is played to provide funds for charity and public welfare.

“Our opinion on this matter is well known, for we have often expressed it. We think if bingo is carried on for some public beneficial purpose, and not for private profit, it ought to be permitted if the people want it. . . .

“The police in any community are fully capable of discriminating between the conduct of games for the benefit of welfare agencies such as fire companies, fraternal organizations, charitable or religious societies and games

Hot Weather Items Strong

Soaring mercury increases demand for bathing caps, sun glasses and hats

CHICAGO, Aug. 10.—Soaring mercury has boosted demand for hot weather items in this and other sections, workers at carnivals, resorts, parks and fairs report. While the season was late getting off, the boys are said to be optimistic over the outlook and predict that takes will be higher than in recent years.

Those operating at lake, mountain and seashore resorts are cashing in on the popularity of sun glasses, hats, sunburn lotion and bathing caps. In the sun-glass line the new Daisy model, having rims with projections resembling flower petals, is in the lead. The item is available with lenses of various colors, and for this reason is certain to appeal. Bathing caps have stepped into prominence at watering spots and are rolling up good revenue for the boys. Some concessioners are said to be flashing up their stands by putting inflated swimming tubes across the top and on the uprights to attract attention. At shore resorts sand toys are money-makers because prices are such that a sizable profit can be made.

Fans In Demand

Concessioners report that cooling breezes are insufficient for the visitors and many are availing themselves of the opportunity of winning an electric fan at a bingo or roll-down game. Fans of the smaller models are said to be leaders, with the visitors' choices being about equally divided between oscillating and stationary ones. The new rubber blade fans are proving a near sensation this year and winners who have small children in the house are selecting this type.

Cameras Click

Cameras, because of nationwide picture contests that were recently started, are coming to the fore and demand is probably larger than ever before. Small makes that do not require costly films are in demand. The cameras have been improved during the past few months and offer the public an opportunity to get good shots for their scrapbooks without previous experience or training. The lens and speed are set to get the best pictures under normal sunlight and amateurs find themselves doing exceptionally well with the boxes. In addition to the usual lines, flash cameras have become popular and the box with attachment to synchronize lens and bulb makes it possible to snap unposed pictures any place, regardless of light supply.

Life-saving campaigns have increased the swimming traffic in practically every location, and the boys are taking advantage of this fact. The safety drives have produced a new crop of swimmers who are in the market for bathing accessories. New lines of the items make it possible to supply bathers of any age with aids and are booming business for boys in this line.

which are operated solely for the benefit of someone's private purse.

“At the same time the leaving of such discretionary power in the province of the police would be bound to lead to evil.

“The right way to get done what most firemen and other organizations think should be done is to strike out the constitutional provisions on games—which have already been mutilated to absurdity—and then adopt some brief, comprehensive law, which will take cognizance of the truth that people want to prohibit those game from which some private person gets a rake-off or a profit.”



By BEN SMITH

It seems to us that salesboard operators should be able to get their share of the do-re-mi now being pocketed on the large quantity of red, white and blue merchandise being passed out to the public. We haven't yet seen a deal tied up with this patriotic trend and wonder how long it will take the boys to wake up to the fact that here is a possible opportunity to make some quick money. Even if there were no major item available for a run on a card or board, and it shouldn't be too much trouble finding such an item, there are countless numbers of inexpensive R, W and B items which could be used effectively as consolation awards. And giving a deal a patriotic twist may be just what the doctor ordered for some of those sick locations.

The odd thing about trends is that you never know how long they'll last. Too often in the past operators have kicked themselves in the pants for not acting fast enough on other trends.

With weeks of hot weather still ahead of us and a cool, refreshing drink still very much in order and welcome, the announcement made by Sparklet Devices, Inc., a division of Knapp-Monarch Co., of the introduction of a new line of Sparklet bottles is worth a look-see. The new line consists of two syphons which make charged water at home with the aid of the handy and inexpensive red-band Sparklet bulbs and a third, the Sparklet Aerator, which is designed either for use with Sparklet blue-band Spark-Whip bulbs to instantly whip cream, make light fluffy waffle batters, etc., or charge water as usual with the red-band bulbs. Claim is made that the models are simpler in construction and more efficient in use than previous bottles offered. To insure thoro carbonation they are charged from the bottom instead of the top and have wider mouths to permit insertion of ice cubes and to make them easier to clean and fill. Several years ago operators enjoyed a fair measure of success laying cards on the original Sparklets. Perhaps a deal on the new numbers would go as well.

F. L. Weiss informs us that the Chip-Tray Corp. is handling sales for the Chip-Tray and all other products manufactured by Novel-Craft Mfg. Co. Weiss also advises that the Chip-Tray is now available in two models, the regular model in black and the DeLuxe model in walnut.

How about a pipe from some of you boys in the hinterlands?

HAPPY LANDING.

GOD BLESS AMERICA FLAG BANNERS BUY DIRECT

Rhinestone Flag Pin Doz. 55c. Gross \$5.90
Lapel Flag Pin Doz. 50c. Gross \$5.50
Willkie Flag Banner, size 9x12. Doz. \$1.20.
Roosevelt Flag Banner, size 9x12. Doz. \$1.20.
GOD BLESS AMERICA SILK FLAG BANNERS
Size 5x8 1/2, Doz. 60c; Gr. \$6.75. Size 9x12. Doz. \$1.25; Gr. \$14.40. Size 12x18. Doz. \$2.40; Gr. \$27.50. **GOD BLESS AMERICA BUTTONS.** 100. 80c; 1,000. \$7.50.



BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

REPEAT ORDERS ASSURED BY OUR **FUR COATS** FREE CATALOG

Your season isn't started till you see our new catalog of more best sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles. Nothing was spared to obtain the most superb quality and quality! Satisfaction guaranteed or money refunded in 30 days. Same day deliveries. 25% Deposit, Balance C.O.D. **LOWEST PRICES!**

H.M.J. FUR CO.
150 W. 28 ST. N.Y.C.

Now **SPECIAL VALUES**

Waltham-Elgin and other famous makes
Write for catalog

\$1.00 EACH 18 SIZE ONLY IN LOTS OF 50 Samples 50% Extra

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

BINGO JOBBERS

Buy your Bingo Specials direct from the Printer. Up to 3,000 Combinations—No 2 Cards alike. Write to

ST. MARKS PRINTING CORP.
80 Fourth Avenue, New York, N. Y.

FURS
Coats—Jackets—Scarfs

All latest styles. Sealines, Kid Skins, Skunks, Foxes, Beaverettes, Coneys.

Write immediately for NEW 1940-'41 ILLUSTRATED CATALOG & PRICE LIST.

Best Quality LOWEST PRICES

M. SEIDEL & SONS
243 W. 30th St., N. Y. C.

ELGIN--WALTHAM
GRUEN--BULOVA--HAMILTON

Wrist and Pocket Watches. **\$2.95**
PRICES START
GUARANTEED LIKE NEW. Write for Catalog.

JOSEPH BROS., Inc.
59 E. MADISON STREET, CHICAGO

New! P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you 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, size 2 1/2 x 3 1/2 inches. **NOT TIN TYPES.**
Big attraction. Watch photos develop in daylight in one minute.
Easy to operate. Simple instructions show you how.
P. D. Q. Photos are guaranteed **NOT TO FADE.**
About \$60 starts you in this interesting, Big Money business.

P. D. Q. CAMERA CO.
109 E. 35th St., Dept. BA, Chicago, Ill.

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE ← WRITE!

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.

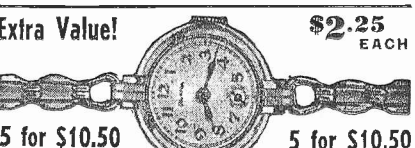
Political Badges

With the time approaching for presidential campaigns, pitchmen, streetmen and novelty workers will be able to garner cash from sale of political novelties. N. Shure Co. reports that large shipments of Willkie and Roosevelt badges are being made, the red, white and blue items cashing in on the patriotic and political trends. The Willkie badge is a red, white and blue button, 13/16 of an inch in diameter, with "America Wants Willkie" printed on it. A GOP elephant is attached by a cord. Buttons are available separately in 15/16 of an inch size and 1 1/8 by 1 3/8 inch sizes. The Roosevelt badge is also made in patriotic colors, with the slogan "For Roosevelt—Humanity." White celluloid Donkey charms with cords attached, 1 by 3/8 inches, are available. Other sizes are also available. The boys are taking advantage of the quick turnover and ordering in quantities, the firm reports.

Bumper Cards

Werts Novelty Co., Inc. reports that pitchmen, streetmen and fair workers are

Extra Value! **\$2.25 EACH**



5 for \$10.50

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.

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

FURS OF DISTINCTION
Direct From Our Factory

Make Your Selections From Our Sensational 1940 Styles

Muskats, Raccoons, Skunks, Foxes, Marminks, Checkiangs, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other fur from **\$7.50** Up

Write immediately for Our Free NEW ILLUSTRATED CATALOG and PRICE LIST.

ANDREW PAUL & E. ARKAS
Manufacturing Furriers
154 WEST 27TH ST., NEW YORK CITY

Campaign or Patriotic **BADGES and BANNERS** The Fastest Sellers Today



R. W. B. Willkie Button with Pin. Diameter 13/16 Inch. No. B3N547. \$.75 Per 100 . \$.75
New Style G. O. P. Streamlined Elephant Charms with cord attached. No. B11N17. Pearl Finish, 15/16 x 3/4 inch. Per Gross .85
No. B11N13. White finish, 15/16 x 1 inch. Per Gross 1.00
No. B11N14. White finish, 1 1/8 x 1 3/8 inch. Per Gross 4.00

R. W. B. Roosevelt Button with Pin. Diameter 13/16 Inch. No. B3N548. \$.75 Per 100 . \$.75
White Celluloid Donkey Charms with cord attached. No. B11N16. 1 x 3/8 inch. Per Gross .75
No. B11N11. 15/16 x 15/16 inch. Per Gross 3.60
No. B11N10. 1 1/2 x 1 1/8 inch. Per Gross 3.60

Note: Buttons and Charms Are Sold Separately

PATRIOTIC AUTO PLATES
LOWEST PRICE IN AMERICA!

Most spectacular seller in years—at the most sensationally low price in America! **RED, WHITE and BLUE** Patriotic Auto Plates, fit above or below license plate. Made of heavy sheet metal, size 5 1/2 x 10". Each plate in envelope, with fasteners. Rich, colorful . . . packed with patriotic appeal . . . a selling sensation in every territory! Every motorist wants them! Agents piling up Big-Time profits! Get in! At our price you can really clean up! Rush your order!

No. B3N544. Per Gross \$15.00
Sample Dozen \$1.75 Postpaid



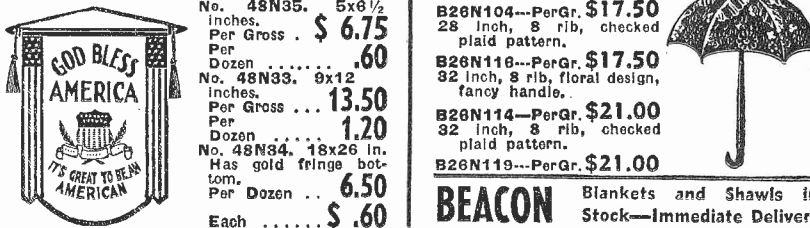
"God Bless America" Banner. Made of white rayon satin. Imprinted in red, white and blue. Double gilt spear point stick through top, and cord for hanging with tassels.

No. 48N35. 5x6 1/2 inches. Per Gross \$ 6.75
Per Dozen 60
No. 48N33. 9x12 inches. Per Gross . . . 13.50
Per Dozen 1.20
No. 48N34. 18x26 in. Has gold fringe bottom. Per Dozen . . . 6.50
Each \$.60

RAYON PARASOLS

28 Inch, 8 rib, hand painted floral design. **B26N104--PerGr. \$17.50**
28 Inch, 8 rib, checked plaid pattern. **B26N110--PerGr. \$17.50**
32 Inch, 8 rib, floral design, fancy handle. **B26N114--PerGr. \$21.00**
32 Inch, 8 rib, checked plaid pattern. **B26N119--PerGr. \$21.00**

BEACON Blankets and Shawls in Stock—Immediate Delivery



N. SHURE CO. 200 WEST CHICAGO
ADAMS ST.

Long May It Wave

GOD BLESS AMERICA

SIZE 5-5/8x10"
Made of Heavy Sheet Metal
Each Plate in Envelope With Fasteners

PATRIOTIC AUTO PLATES
LOWEST PRICE IN AMERICA!

A TREMENDOUS SUCCESS!

Most spectacular seller in years—at the most sensationally low price in America! **RED, WHITE and BLUE** Patriotic Auto Plates, fit above or below license plate. Rich, colorful . . . packed with patriotic appeal . . . a selling sensation in every territory! Every motorist wants them! Agents piling up Big-Time profits! Get in! At our price you can really clean up! Rush your order!

1/3 DEPOSIT ON C. O. D. ORDERS.
JOBBER: Wire or Air Mail for Quantity Prices!

\$1.25 PER DOZ. In Gross Lots
\$1.35 In Doz. Lots

F. O. B. CHICAGO TRIAL DOZEN ONLY \$1.75 Postpaid

H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

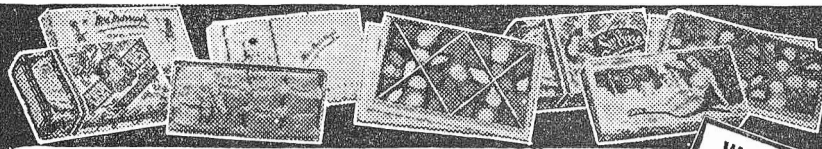
BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler PHILADELPHIA, PA.

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

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



AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM 1c UP

For Corn Games! Stock Wheels! Ball Games! Guess Your Weight and Age! Shooting Galleries! Humidor Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

Write for FREE Illustrated Circular!

CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois

A National Record Breaker!

"GOD BLESS AMERICA" BANNERS

No. 5557 Sell everywhere! Newest patriotic window and automobile banners! White satin-rayon, 5x6 1/2 in. printed in red and blue colors as illustrated. 9x12 in. 75c dz. Wood hanger across top has gilt decorative arrowheads at ends and colored silk hanging cord with tassels attached. \$1.50 dz. \$8.50 gr. \$1.65 dz. \$16.50 gr.

Send for FREE COPY of our BIG 1940 GENERAL CATALOG Over 400 pages illustrating the newest and flashiest Bingo and Concession Items, premiums, novelties and specialties of all kinds.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



THERE'S A REAL TIMELY SELLER!

MINIATURE AIR PORT SOCK ATTRACTION

SUPPORTED ON WIRE LOOPS WITH SUCTION CUPS FOR ATTACHMENT TO AUTOMOBILES

CLEAN UP ON WILLKIE BOOM

CAPITALIZE ON NATIONAL PARADE

PATRIOTIC—WHITE—WITH RED AND BLUE LETTERING. NEW—NOVEL—TIMELY. SELL LIKE HOTCAKES.

No. 10103—11 in. x 3 in. Diameter, \$18.00 a gross; a 25c seller
No. 20406—24 in. x 6 in. Diameter, \$4.00 a dozen; a 75c seller

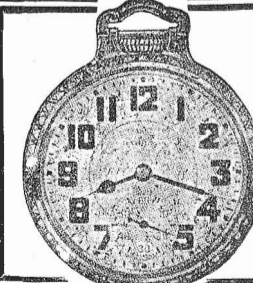
TERMS: 1/2 With Order—Balance C. O. D., Plus Postage.

LARSON SERVICE & SUPPLY CO., Pewaukee, Wis.

BINGO GAMES AND SUPPLIES CANES PLASTER CANDY

WRITE FOR OUR NEW, NO. 50, 1940 CATALOG MANY FAST SELLING ITEMS AT LOWEST PRICES BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.



ATTENTION! PREMIUM USERS

Would You Spend a Penny?

It will only cost you a Penny. Buy a government post card, place your name and address on it, and we will mail you our illustrated catalog showing the biggest deal on Watches and Diamonds in the country.

1c

Dept. L, **QUAKER CITY JEWELRY CO.** N. W. Cor. 8th & Walnut Sts., Philadelphia, Pa.

HAMILTON ILLINOIS BULOVA ELGIN WALTHAM

Orders filled same day as received

CONCESSIONERS—OPERATORS

YOUR BEST AND CLOSEST SUPPLY HOUSE

LATEST FLASH—QUICK SERVICE—LOWEST PRICES

Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Canes, Candy, Plaster, Dolls. Write for catalog.

ACME PREMIUM SUPPLY CORP. 3139 OLIVE ST., ST. LOUIS, MO.

making money with its new political bumper and window display cards. The item is copyrighted and consists of a card on which is printed a picture of George Washington with the slogans "Win With Willkie" and "No Third Term for Me." Prices to the trade allow an opportunity for sizable profits and territory is now being allotted, the firm reports.

R-W-B Balloons

A new patriotic balloon, inflating to a diameter of 10 inches, is one of the biggest sellers this season at fairs, carnivals and circuses, Toy Balloon Co., Inc., reports. Item has the American flag and patriotic expressions such as "God Bless America" and "We Are Proud To (See POPULAR ITEMS on page 64)

EXCLUSIVE FUR COATS

JACKETS ★ Luxuriously Marked BOLEROS ★ Beautifully Styled Quality Workmanship at Popular Prices. We offer \$8.00 Up

Coneys, Sealines, Beaverettes, Caraculs, Marminks, Krimmer, Squirrel, Persian, Raccoons, Skunks, Foxes.

Buy direct from manufacturer and profit. Write for FREE List and Catalog. Concessionaires, Bingo and Salesboard Operators, secure the best values. Ask for special details.

S. ANGELL & CO. Manufacturing Furriers 238 W. 27th St., Dept. B-35, New York, N. Y.

FLAG Decal TRANSFERS

For CAR WINDOWS • OFFICE • HOME

SIZE 3 1/2 x 3 1/4

SAMPLE - 10 CENTS BOX OF 100 - \$5.00 POSTPAID

LINDGREN BROTHERS 230 E. SPRAGUE - SPOKANE, WASH.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed. STARTS AT \$2.95

MEN'S WRIST AND POCKET WATCHES.

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF 729 Walnut St., Philadelphia, Pa.

BUY ALL FROM ONE HOUSE AND SAVE!

BB4357—5x7 in. Per 100 \$3.15
Per 1000 ... \$30.00

BB4358—8 1/2 x 12 in. Willkie or Roosevelt Satin Finish Rayon. Be Sure To State Name Wanted \$60.00 ... Per 1000

"GOD BLESS AMERICA" BB9271—Flag Button, 100 73c
BB6903—Rayon Banners, 100 ... \$10.50

10 YARDS SATIN RIBBON
No. 7 (BB1432) 40c 32c (BB1431) No. 5

25% Deposit Required With All C. O. D. Orders

If you don't have your New 250 Catalog, write today and state type of business NOT CONNECTED WITH ANY OTHER SUPPLY HOUSE

WE WILL NOT BE UNDERSOLD MORE THAN 50 YEARS' CARNIVAL TRADE EXPERIENCE

LEVIN BROTHERS TERRE HAUTE, INDIANA

"HOT" SPECIALS

Tails With Comic Cards. Per 100 \$3.25
Comic, Confucious) Per 100. .73
and Flag Buttons) Per 1000 6.90
Electric Pencil. Each55
Gold Foil, Per Doz. Rolls... 2.00
Professional Electric Pencil With Roll of Foil. Each. 4.75
Elephant and Donkey Charms. Gross65
25% Deposit with C. O. D. Orders.

Also a full line of Novelties for Showmen and Fair Workers.

(LEON LEVIN, New Owner)

KIPP BROS. CO. 117-119 So. Meridian St. Indianapolis, Ind.

★PATRIOTIC SPECIALTIES★

"GOD BLESS AMERICA" Rayon Satin Banners 5"x7" Doz. 65c; 100 \$ 5.00
9"x12" Doz. \$1.25; 100 10.00
WITH ROOSEVELT OR WILLKIE PICTURE 5"x7" Doz. 70c; 100 \$ 5.50
9"x12" Doz. \$1.40; 100 11.00


WINDOW STICKERS—24 to display. Sell 10c ea. Brings \$2.40. Cost you 70c card. METAL FLAG LABEL BUTTON, 100 for 80c (Deposit on All Orders—Include Postage)

● WAGONMEN — HOUSE AND PREMIUM OPERATORS—

Tremendous values in Fly Ribbon, Swatters, Snak-Insect Cards, White Shoe Polish, Notions, Carded Goods, Sideline Goods, Drug Items, Salesboards, Deals.

New Catalog of Complete Line—Free!

CHAMPION SPECIALTY CO. 814-R Central St., KANSAS CITY, MO.



WALTHAM ELGIN

Complete Selection of Reconditioned National Advertised Watches From ... \$2.95

Send for FREE Money-Making Illustrated Catalog.

PLYMOUTH JEWELRY EXCH. 163 Canal St., Dept. A, N.Y. City

SOCIAL SECURITY PLATES

\$3.00 PER 100

Cases, \$1.00 per 100. Stamping Outfit, letters, figures and gauge, \$4.00. Agents—Send for wholesale price list, name plates, stamping machines, etc. **FRANK BONOMO**, 65 Central Ave., Dept. BB-17, Brooklyn, N. Y.



NEWS FLASH!

NEW 3X BINOCULAR IS SMASHING SALES PROMOTION SUCCESS

An American made glass with strong metal frame covered with rich pebble grain leatherette. Black finish. 6" long extended. Weighs only 9 oz. Complete with neckstrap. A precision built full 3 power glass with a \$5.00 flash. Write or wire your order today. Order No. B20Q67. Dozen lots, Each 72c. Sample postpaid \$1.00.

Catalog 402 of 684 pages of quality merchandise ideal for premiums, prizes and awards, concessions sent on request. Mention your business. We do not sell retail. Prices less 2% cash. 25% deposit on C. O. D.

JOSEPH HAGN COMPANY "The World's Bargain House" 217 & 223 W. Madison Street, CHICAGO, ILL.

GOD BLESS AMERICA

STICKERS—\$ 1.25 PER HUNDRED
\$10.00 PER THOUSAND
MIRRORS—\$ 1.50 PER DOZEN
\$15.00 PER GROSS

Cash With Order—Postage Prepaid

Send 25c for Samples of Both. Also All Other Patriotic Items.

PITTSBURGH NOTION CO. 721 FIFTH AVE., PITTSBURGH, PA.

CATALOG No. 25...JUST OUT!
NEW ENGRAVING LINE

Brand - new "engraving pin" styles... big sellers that really "get money" a big complete "new line" of pins, lockets, tie chains, knives, bracelets, signet rings—all the big selling jewelry items... even 12 popular "American Flag" pins. Write for "new catalog No. 25" today—just off the press! State Your Business.



HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago, Ill.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

B. R. MOORE... scribes from Hamlet, N. C.: "Just passing thru here en route to the Georgia tobacco markets after having worked the North Carolina vegetable section to only fair results. Ran across Diamond Jim's show here recently and it seemed to be getting its share of the lucre."

THIS COLUMN could use more pipes from the subscriptionists.

REPORTS FROM... Colorado indicate that R. H. Butler is working that neck of the woods to satisfactory takes.

J. H. RUTLEDGE... after two and a half seasons with World's Med Co., has quit the road in favor of operating a night club in Pittsburgh.

SIGHTED WORKING... Indianapolis recently were Fred and Millie Halspeth, Monte Montaque, Len Cersinski and Red Knobbe.

ONE OF THE BEST means to a pitchman's success is to dress quietly and well.

WRANGLER RAMBO... pencils from St. Louis that he and Chief Buffalo have been working med in the Mound City to fair results.

"WORKED... the Cheyenne (Wyo.) Frontier Days Celebration and while I didn't do so well in town the early part of the week, I made it up by playing the Alamo Exposition Shows' stand over the weekend," pens Alan Weston from Butte, Mont. "Plan to remain here a month in the H. L. Green store, where I'm working Twitty's corn punk. Business so far has been good. Would like to read pipes from Russ Weith, Frank Twitty, Art Nelson, Eddie Murray, Bob Wolf, Dick Weith, Katherine Ray, Julie Condiff, Bob Artman and Dale Gerrett. Was glad to learn that my friend Lou Peters returned safely from Finland."

TRIPOD OPININGS: Why try to bull the public? It doesn't pay.

PAUL PAULUS... tells from Lansford, Pa., that he is planning on opening a juice layout to working fairs in New York and Pennsylvania.

JOHNNY VOGT... is reported to have gone to town with the only med stand on the grounds at the annual Cheyenne (Wyo.) Frontier Days Celebration. George Bramon assisted him.

"BUSINESS... in the Windy City is good for foot workers," wigwags Jake Miller from Chicago. "Am back with Mike Devine and all seven spots are running to good money. Let's have more pipes from the boys."

FAMOUS LAST WORDS: "I have all the dough I'll ever need."

JAMES NOLPH JR.... jewelry worker of note, advises from Punxsutawney, Pa., that the welcome sign is ever out in that city for legitimate pitchmen. He adds that there's no reader.

WORD DRIFTING IN... from Cheyenne, Wyo., has it that hard-working Sid Herse and wife ground out some good takes working scopes at the annual Frontier Days Celebration there recently.

"AFTER LAYING AN EGG... in Milwaukee I reopened here," scribbles Stanley Naldrett from Madison, Wis. "Al (Pop) Davis walked in on me for a short visit and he advised he's en route to Springfield and the Illinois State Fair. I plan to team up with him there after closing here."

PRETENSE is a self-accuser and sealer of its own destiny.

PADDLES LOUIE... intrigued patrons with his dancing dolls at annual Frontier Days Celebration in

Cheyenne, Wyo., according to reports from that section.

RED GUNN... who worked the New York World's Fair with Svengali decks last year, visited with some of the pitchfolk working the Cheyenne (Wyo.) Frontier Days Celebration recently after a successful stand in Walgreen Stores in Denver, where he worked white mice.

THINGS WE NEVER HEAR: "Since local citizens are spending no one else's money but their own, we feel they have the right to make purchases from whomever they please. That's why this community never has nor ever will instigate proceedings to have pitchmen barred from the town."—Local Mayor.

RAY FOSTER... is working Butte, Mont., with a nifty liquid thread demonstration to satisfactory results.

JOHNNY McLANE... comes thru with the following from State Sanitarium, Cresson, Pa.: "I'm doing okeh here and enjoyed visits from Tom Kennedy and Old Bill Ellis, who have been working this territory. Ellis reminded me of the day in 1936 when I borrowed Tommy Hoy's tripe and keister, dyed my gray hair red and did a pitch act on the stage of the Colonial Theater in Detroit. Have had numerous letters and cards from my friends in the business and they are always welcome to visit me here."

JOE MAHER... poke and pen exponent of note, is reported to be getting some gelt with those items out Butte, Mont., way.

ARE YOU boys and girls conscious of the fact that it's now about the middle of August? Check that bank roll and you'll get a good indication whether it will be sunshine or snowballs this winter.

AFTER SEVERAL... weeks in Indiana territory the affable Indian Chief Mexas, of med note, rambled into Cincinnati last week for a brief vacation. During a visit to the pipes desk the Chief advised that he plans to return to the Hoosier State, where he will remain until after Labor Day. He then plans to head for Ohio territory. He added that Muncie, Ind., is good for about a week's work and city can be worked without a reader. He'd like to read pipes from Billie Blackhawk and wife, Minnie.

WHAT'S THE WORD... you novelty men working Chicago?

ARE YOU planning innovative features for your pitch for the coming winter and early spring?

WHERE AT... and what's doin', Hubert Fulton, Sam Berman and Art Nelson? Pipe in, you fellows.

GEORGE HANEY... youthful Cincinnati pitch exponent, continues to hold down his spot in the Queen City with blades to fair takes.

WHAT EVER BECAME... of Fred McFadden? Wonder what's doing in his diggin's.

SOME PEOPLE need never be asked a question. Just stand around them and they'll tell you all they know.

OUR SCOUTS TELL... us that Rusty Rusmisse and Herb Johnstone continue to work Kansas City, Mo., to fair-to-middlin' business.

DOC JERRY COATES... letters from Indianapolis: "Business here is nothing to rave about. I'm holding my own and managing to get by. The weather has been too hot to get any real results. Reports from Elwood, Ind., where Republican Presidential Nominee Wendell L. Willkie will make his acceptance speech, indicate the people there are begging for concessions of all

OAK HYTEX BALLOONS *New*

SUPERMAN

PRINTS and TOSS-UPS
Make big money with these licensed, authentic Superman balloons.

Sold by Leading Jobbers
The OAK RUBBER CO.
RAVENNA, OHIO.

GOD BLESS AMERICA
DECALCOMANIA

4 COLORS: Red, White, Blue, Gold. Terrific seller, smashing all records! For stores, automobiles, trucks, windshields, homes, decorations, etc. Over 1,000 uses. Can be put everywhere. Outsell every other patriotic number. Two sizes: 5"x8", 90c per dozen, \$7.20 per 100; 3"x3", 45c per dozen, \$3.60 per 100. Send 10c for samples of both.

"GOD BLESS AMERICA" Silk Banners
"ROOSEVELT & WILLKIE" Silk Banners

5"x8 1/2"	\$.60 Doz., \$ 6.75 Gross
9"x12"	1.20 Doz., 14.00 Gross
12"x18"	2.30 Doz., 27.00 Gross
18"x26"45 Each, 5.00 Doz.

GORDON MFG. CO.
110 E. 23rd St., N. Y. City. Dept. CP 9

Miniature Blowglass Perfume Bottles

In beautiful colors, about 2 inches high, with glass dispenser and ornamented glass stopper.



\$1.80 per doz.

We have other blowglass goods, such as vases, pitchers, urns, ships. Completely illustrated pricelist mailed on application.

LEO KAUL IMPORTING AGENCY
115-119K South Market St., Chicago

ELGIN & WALTHAM
REBUILT WATCHES

7 Jewel, 18 Size, in S. H. Engraved Cases, at **\$1.75**

Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

NEW JEWELRY for ENGRAVERS,
Summer Resorts, Fairs, Demonstrations and Promotions!
Lockets, Rings, Crosses, Engraving Items, etc.
Send for Free CATALOG or \$2.00 for samples.



MAJESTIC NOV. CO., 307 5th Ave., New York, N. Y.

Goupen Workers... Sheetwriters... Pitchmen
Get the Pen That Makes You Money
WALTHAM

New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.

STARR PEN CO.,
800 W. Adams St., Dept. B, Chicago, Ill.

CHEWING GUM 23¢ BOX

RETAILS FOR \$1.00. Each box holds 20 Cellophaned Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.

SOCIAL SECURITY PLATES
\$3.00 per 100

OASES
\$1.00 per 100

Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.

RELIABLE SALES CO.
1183 Broadway, Dept. BG, NEW YORK CITY

AUTOMOBILE TROUBLE LITE
Adjustable to any position. Ten-foot extension cord. Operates with needle clip from battery wire. Has vacuum cup to fasten lite any place any time. EVERY AUTOMOBILE OWNER A PROSPECT.

Sells for \$1.50—Your Cost 75c.
Send today for full particulars and sample mailed prepaid anywhere in U. S. A. for 75c.

W. JOHNSON COMPANY
1226 ADAMS ST., CHICAGO, ILL.

FOR PRESIDENT WILL-NOVELTY PIN
Every Republican Will Want One

Flashy in colors with bright finished key. Fastest seller out. Clean up with Willkie. Your Key to Prosperity. Sells for 10 cents. 50% with all orders. Balance C. O. D. Send 10 cents for Sample.

PRICE **\$4.00**

PER 100

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BRIDGEPORT REFINISHING CO.
319 East Main St., BRIDGEPORT, CONN.

LOOK! Operators, Demonstrators, Concessionaires!

EXACT REPRODUCTIONS OF LICENSE PLATES OF ALL STATES with an outfit, including type, cases and foil for only **\$45.50**

EXACT SIZE
1940
3V-861
YOUR OWN STATE

Miniature Plates, complete with Frame and Chain, cost you only 6 cents each—they retail for 25 cents—a profit of 19 cents on every order! Don't delay! Write now for all details. Sample plate only 25 cents—send your license number if you want one.

FRANK BONOMO
Dept. BB-17, 65 Central Av., Bklyn, N. Y.

ROLLED GOLD PLATED WIRE
(Gold Filled)

of Holt & Bohne
227 Eddy St., PROVIDENCE, R. I.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

kinds. It should prove a winner if you have the right items. I'm opening with pins and you can book a spot cheap with any National Republican Campaign items. The railroad company has reserved space as far away as six miles from Elwood, so you figure it out. I'm also planning to spring a new item which I'm confident will be a winner. Would like to read pipes from Doc Meader, Doc Evans, Ben Gerber, George Thurman and Jay Ross."

IF YOU DON'T enjoy your work try some other line.

"I'M STILL . . . very much in circulation, but at present have taken a vacation from pitching and am running a high striker on Frank Burke Shows," pens Chief Blackhawk from Anaconda, Mont. "I believe that when a pitchman feels that pitching becomes boring he should make a change for a while and then he will be glad to return to the game. Have traveled thru Wyoming and Montana with the shows and haven't seen a single pitchman, altho the territory looks good. Everybody seems to be working here. I'll see some of you fellows on one of the Coasts when the snowballs fly."

WHO WAS IT who once said, "a demonstrator who can teach the public and present the same old package in a new way will have a better turn and more payoff?"

Events for 2 Weeks

- August 12-17**
- ARIZ.—Prescott. Pageant, 16-18.
 - Prescott. Coronado Cuarto Centennial, 16-18.
 - CALIF.—Chula Vista. Fiesta de la Luna, 15-18.
 - San Francisco. Coast Gift, Art & House Wares Show, 11-16.
 - Santa Barbara. Old Spanish Days Fiesta, 15-17.
 - COLO.—Loveland. Pioneer Celebration, 14-16.
 - CONN.—Norwich. Elks' Charity Bazaar, 12-17.
 - ILL.—Augusta. Live-Stock Show, 13-15.
 - Berwick. Home-Coming, 15-16.
 - Blandinsville. Farmers' Picnic, 15-16.
 - Chrisman. Horse Show, 14-16.
 - Cisne. Home-Coming, 12-17.
 - Clifton. Home-Coming, 17-18.
 - Cullom. Home-Coming, 16-17.
 - Morrisonville. Home-Coming & Picnic, 13-14.
 - Vandalia. Old Settlers' Reunion, 14-15.
 - IND.—Columbia City. Old Settlers' Day, 15.
 - Danville. Round-Up, 15-17.
 - Flora. 4-H Club Celebration, 15-17.
 - Galveston. Firemen's Street Fair, 14-17.
 - Odon. Old Settlers' Meeting, 15-17.
 - Otterbein. Legion Jubilee & Stock Show, 14-17.
 - IA.—Algona. Gladiolus Show, 17-18.
 - Denison. 4-H Club Fair, 14-16.
 - Gladbrook. Commercial Club Celebration, 15-17.
 - Sheldon. Air Show, 18-19.
 - State Center. Firemen's Fall Festival, 13-14.

- KAN.—Arma. Picnic, 12-17.
- Axtell. Community Picnic, 7-19.
- St. Paul. Old Settlers' Reunion, 12-17.
- Sterling. Rice-Reno Co. Old Settlers' Picnic, 15-16.
- Waverly. Ohio Days, 15-16.
- MICH.—Blissfield. Harvest Festival, 14.
- Constantine. Home-Coming & Water Pageant, 15.
- Jackson. Cascades Festival, 10-17.
- MO.—Buffalo. Soldiers' Reunion, 15-17.
- Cassville. Old Soldiers & Settlers' Reunion, 14-17.
- King City. Tri-Co. Live-Stock Show & Street Fair, 15-17.
- Miller. Picnic, 14-17.
- Puxico. Celebration, 12-17.
- Urich. Home-Coming, 13-16.
- NEB.—Omaha. St. Lucia Festival, 10-17.
- Swanton. Picnic, 17-18.
- N. H.—New London. Horse Show, 14-15.
- N. J.—Hammonton. Italian Religious Celebration, 12-17.
- Raritan. St. Rocco Celebration, 14-17.
- N. M.—Raton. Elks' Pioneer Days Celebration, 14-17.
- N. Y.—Rochester. Hamid Show in Airport Stadium, 12-17.
- N. C.—Newton. Soldiers' Reunion, 12-17.
- O.—Bryan. Horse Show & Centennial, 10-17.
- Cuyahoga Falls. Legion Home-Coming, 12-17.
- Green Springs. Firemen's Festival, 14-17.
- McComb. Legion Carnival & Calf Club Show, 14-17.
- Minerva. Home-Coming & Expo. of Progress, 12-17.
- Stow. Firemen & American Legion Home-Coming, 12-17.
- Warsaw. Home-Coming, 14-17.
- PA.—Harmonville. Fair & Hobby Show, 14-24.
- S. D.—Hudson. Firemen's Sports Day, 16.
- Timber Lake. Anniversary Celebration, 15-16.
- TEX.—Houston. Reunion, 15-17.
- VA.—Berryville. Clarke Co. Horse & Colt Show, 15-16.
- W. VA.—Bluefield. Coal Show & Industrial Exhibit, 15-17.
- WIS.—De Forest. Fall Festival, 17-18.
- Hustisford. Picnic & Dam Dedication, 17-18.
- Oregon. Legion & Firemen Festival, 17-18.
- Scandinavia. Free Fair, 16-18.
- CAN.—Charlottetown, P. E. I. Old Home Week, 13-16.
- Stratford, Ont. Gladiolus Show, 15-17.

is making inroads into cash kettles, and a transparent glossy striped balloon which is outstanding in flash, color and design. Other lines are also available, the firm reports.

Flag Auto Plates

New patriotic auto plates recently put on the market are earning big profits for pitchmen, streetmen and fair workers, H. Fishlove & Co. reports. Item is made in red-white-and-blue and fits above or below the automobile license plate. The patriotic tag has the pictures of two eagles guarding the American flag, with the slogan "Long May It Wave" over it and "God Bless America" in block letters below Old Glory. The tags are made of heavy sheet metal, 5 1/2 by 10 inches. They are individually packed in envelopes with fasteners. To introduce this line special prices are being offered, the firm reports.

Superman Balloons

Oak Rubber Co. announces that the Superman Balloon, recently introduced, is rapidly gaining popularity, and indications are that it will be one of the top numbers in the field. The Superman character is printed in two colors on a white background and has strong appeal for children. Walter J. Leatherow, Eastern representative for the firm, states that he has received large orders for the item. License to use the title and picture was obtained from Superman, Inc. Since this character is featured in syndicated comic strips and on the radio, the Superman Balloon seems sure to be one of the biggest money-makers of the season, the firm reports.

ALL STEEL HEADLINE MACHINE..... \$38.50

HEADLINE INK, Lb.	\$1.00	TYPE LOCKS AND KEY	95c
Special quick drying		Speeds operation	
HANDY INK ROLLER	\$2.35	PRECISION FURNITURE	\$1.50
For spreading ink		Spacing material	
STEEL INK PAN	45c	HEADLINE TYPE	\$18.15
For inking roller		165 Wood characters	
SAFETY BENZINE CAN, Qt.	\$1.75	FIGURE TYPE	\$2.85
Fire Underwriters Approved		26 Wood characters	
NEWSPAPERS		VISIBLE TYPE CASE	\$1.85
With Blank Title and Headline Spaces		COMPLETE OUTFIT	\$69.35
1,000 \$12.00	3,000 \$29.00	Terms 25%—Balance C. O. D.	
2,000 21.00	5,000 46.50	(ORDER BY WIRE OR WRITE)	

NAME IN HEADLINES EQUIPMENT CO.
1132 SO. WABASH AVE. CHICAGO, ILL.

JACK TAVLIN CAN PLACE FOR GOLDBLATT BROS.' DEPARTMENT STORE CHICAGO

During CHRISTMAS HOLIDAYS DEMONSTRATORS and PITCHMEN

WHAT HAVE YOU TO SELL?

DREW 450,000 PEOPLE LAST YEAR!!

Write for Terms, Giving Full Information About Your Line

JACK TAVLIN

Care AMERICAN JUBILEE, World's Fair, New York City

WIRE SPLICER

Sample 10¢ Write for prices

OUR NEW LOW-PRICED TOOL

E. P. FITZPATRICK 501 N. VAN BUREN ST. WILMINGTON, DELA.

- August 19-24**
- ARK.—Mammoth Spring. Soldiers & Sailors & Marines' Reunion, 19-24.
 - CALIF.—Hollister. San Benito Co. Saddle Horse Show & Rodeo, 23-25.
 - Pleasanton. La Fiesta, 24-28.
 - ILL.—Clayton. Old Settlers' Reunion, 22-23.
 - Dixon. Fair & Horse Show, 23-25.
 - Glenview. Glenview Days, 24-25.
 - Kenney. Old Settlers' Reunion, 25.
 - Maple Park. Home-Coming, 24-25.
 - New Windsor. Fair & Horse Show, 21-23.
 - Prophetstown. Kids' Day, 22.
 - Quincy. Barbecue, 25.
 - Savanna. Fair & Festival, 19-24.
 - Sheffield. Home-Coming, 22-23.
 - Stonefort. Reunion & Home-Coming, 21-24.
 - IND.—French Lick. Farmers' Fall Festival, 22-24.
 - Montpelier. Free Street Fair, 20-24.
 - Mooreland. Free Fair, 21-24.
 - Muncie. Industrial & Labor Expo, 19-24.
 - IA.—Denison. Old Settlers' Picnic, 22.
 - Drakesville. Old Settlers & Soldiers' Reunion, 22-24.
 - Griswold. Soldiers' Reunion, 20-23.
 - Sheldon. Air Show, 18-19.
 - Sigourney. Yen-Ruo-Gis, 25-27.
 - Wellman. Thanksgiving Town Festival, 21-22.
 - KAN.—Erie. Old Soldiers & Settlers' Reunion, 19-24.
 - Oskaloosa. Old Settlers' Reunion, 23-24.
 - Sparks. Picnic, 22-25.
 - KY.—Fulton. Live-Stock & Poultry Expo, 22-24.
 - MD.—Bladensburg. Rescue Squad & Vol. Fire Dept. Celebration, 19-31.
 - Capitol Heights. Vol. Fire Dept. Celebration, 19-24.
 - MICH.—Alma. Harvest Jubilee, 22-23.
 - Greenville. Agricultural Club Show, 22-24.
 - Read City. Dairy Show, 19.
 - Weidman. Weidman Day, 24.
 - MO.—Grant City. Fall Festival, 22-24.
 - Hopkins. Picnic, 22-24.
 - MONT.—Glasgow. Harvest Jubilee, 23-24.
 - NEB.—Elgin. Fall Festival, 21-22.
 - N. Y.—Clifton Springs. Firemen's Carnival, 22-24.
 - N. C.—Kinston. Bazaar, 22-27.
 - O.—East Palestine. Legion Home-Coming & Street Fair, 22-24.
 - Grove City. Home-Coming, 20-21.
 - Hoytville. Home-Coming, 19-24.
 - Jackson Center. Home-Coming, 21-24.
 - Liberty Center. Home-Coming, 22-24.
 - Lucas. Street Fair, 20-24.
 - Valley City. Street Fair, 23-25.
 - West Farmington. Home-Coming & Harvest Festival, 24.
 - PA.—Frenchville. Picnic, 21.
 - Meshoppen. Firemen's Celebration, 22-27.
 - Philadelphia. New York-Philadelphia Gift Show, 19-23.
 - S. D.—Burke. Home-Coming, 22-24.
 - Hot Springs. Townsend Free Day, 21.
 - TEX.—Roaring Springs. Old Settlers' Reunion, 22-23.
 - VA.—Mt. Jackson. Firemen's Carnival, 21-24.
 - W. VA.—Richwood. Spud & Splinter Festival, 19-24.
 - WIS.—Omro. Water Carnival, 24-25.

VOLUME SALES NOW PERMIT NEW LOW PRICES ON THESE HEAVY EMBOSSED PATRIOTIC AUTO PLATES HOTTEST ITEM IN YEARS SALESMEN — AGENTS — CANVASSERS

A timely fast selling item all patriotic Americans buy on sight—deeply embossed in Red, White & Blue, size 5 1/2 "x10", making an impressive display. Citizens everywhere are anxious to declare themselves 100% Americans. Everyone is a prospect for this outstanding new "God Bless America" auto Emblem. Fits above any auto license plate. Salesmen report earnings of \$20 to \$35 daily. Sells for 50c. Be the first in your territory with this red hot money making item. Send 25c today for sample or trial dozen only \$1.75, postpaid. Send cash or money order. \$1.35 in dozen lots; \$1.25 per dozen in gross lots, F.O.B. New York. Each plate in envelope with fasteners ready to attach. 1/3 Deposit on C.O.D. Orders Jobbers! Write or wire for quantity prices.

UNITED SALES COMPANY
303 5th Ave. (Dept. 1510), N. Y. City.

ELGIN & WALTHAM—Second-Hand Watches as Low as..... \$1.85

DIAMOND RINGS—Solid Gold Mountings as Low as..... \$2.40

Send for Descriptive Circular

H. SPARBER & CO.
106 North 7th St., St. Louis, Mo.

SILK BANNERS

God Bless America	• Roosevelt	• Willkie
5x8"	\$.55 Doz.	\$ 4.50 per 100
8x12"	1.00 Doz.	8.00 per 100
12x18"	2.00 Doz.	16.00 per 100
18x27"	3.75 Doz.	30.00 per 100

Samples \$1.00 Complete Set—Any Subject.
1/3 Deposit With Orders—Balance C. O. D.
Manufacturers, ABACROME, INC.
455 W 45th St., New York, N. Y.

POPULAR ITEMS
(Continued from page 62)

Be Americans" in colors against a white background. Since introduction of the item fits well with growing demand for red-white-and-blue items, indications are that balloons will be one of the top sellers. Firm also has a new streamlined balloon, 7 by 18 inches, that

SUBSCRIPTION MEN

Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$1.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolinas. Write for details.

CHAS. WEBSTER
Room 1201, Sandstone Bldg., Mount Morris, Ill.

Hartmann's Broadcast

WE CANNOT stress too much the importance of showmen guarding against phony when dealing with people who wire or write for transportation money. It's an old, old practice, this matter of requesting money to join shows and then pocketing it instead of using it for the purpose intended. It has been a common thing, too, for these phony to pose as prominent showmen and give the names of other prominent showmen as references.

There is such a case right now in Chicago. The racket, however, hasn't worked so well with the phony concerned. Posing as Bryan Woods, the monkey show operator, he has been sending wires to various showmen offering the monkey show and asking for advance money. He has used the names of J. C. McCaffery and other prominent showmen as references. He did the same thing last year when he contacted Al Wagner, of the Great Lakes Exposition Shows, but Wagner was smart enough to get in touch with McCaffery before advancing any money and thereby avoided being hooked.

This year the phony tried the racket on Al Baysinger, of the Al Baysinger Shows, and at least one other showman, but he didn't get far with Baysinger. Baysinger made a special trip to Chicago to investigate before entering into a deal. He failed to connect with the phony but saw another person who kept making alibis that "Mr. Woods" would be back soon. Failing to contact the phony, Baysinger phoned Joseph L. Streibich, secretary of the Showmen's League of America, who informed him (Baysinger) of the racket. Streibich also recently heard that another showman sent transportation money to the phony and is still waiting for the latter's arrival.

Streibich suggests that if other showmen receive requests for money for transportation from this phony they refer him to the League and have the dealings handled thru it.

LEON HEWITT, of Goldsboro, N. C., thinks that our cabinet should include a department of recreation and amusements. In a letter published in "The People's Forum" of *The Raleigh* (N. C.) *News and Observer* of July 28, he wrote:

"Now that precedents are being freely broken, why not crack another and increase our cabinet to include a department of recreation and amusements? Surely these agencies which have become such an important part in the life of American citizens of all ages deserve direct representation in the cabinet of the President of the United States."

Hewitt, in a note that accompanied the clipping, said: "The idea originated with the staff of *The Billboard* during President Wilson's wartime administration."

T. W. (SLIM) KELLY, of freak show fame, had the whole column (really two columns) of "Only Human," by Candide, in *The New York Daily Mirror* devoted to him in two successive issues, August 5 and 6. The first installment told about "Slim's" start in show business and was illustrated with a picture of him holding a cat with a black spot under its nose. Outlines said that in the World's Fair freak show the spieler holds up the cat and asks the crowd: "What shall we name this cat?"

The crowd laughs, then shouts the answer, "Adolf!" The second installment, also illustrated with a picture (profile) of "Slim," was about a pair of Siamese twins, Mexican girls, and a Cuban boy who popped his eyes out, both of whom he had under his management in his earlier days. The second installment also gave "Slim's" opinion of freak shows today as compared with years ago and contained a cut of a two-column ad which he ran in a Louisiana paper and in which he offered a sizable reward to anybody finding a man with only one eye, believed to be a Negro, with the eye in the middle of his forehead. Outlines stated that a lot of people down there swore this man had been seen often, but that he was shy and hard to find.

Notes From the Crossroads

By ROGER S. LITTLEFORD JR.

NAT GREEN, regular conductor of this column, has hopped off on a couple of weeks' tour around the Eastern circuit and it has befallen yours truly to chronicle the week's activities in these parts. It's a pleasant assignment, because we are still comparatively new to the Windy City and it is the first time we have written of show business from this end of *The Billboard* set-up. It should be easy, even tho the huge mechanical cement maker beneath our Dearborn street window is making more hubbub than three motordromes and a freak show bally on Labor Day.

Until now we have always scribed from New York, but several months ago they told us we were not wanted around there any more. Since that time the Magic Carpet of the Hotel Sherman has been headquarters, much to the satisfaction of one Leonard Traube, who has been left to gallivant around the World's Fair in Flushing on his own. Fortunately, the floor space of the Sherman House is but a wee fraction the size of that NYWF midway and we haven't missed "The World of Tomorrow" at all.

Chicago is a mighty busy place and truly the hub of Midwestern show business. All spring and early summer Randolph and Clark hummed with activity, and a steady stream of agents, owners and managers passed in and out. But not so recently. The boys cleared out in a jiffy when the fair season broke and the few that do pause occasionally for one or two in the Celtic Room are in an awful hurry. The season is on! It's been so quiet a record was established on Monday of this week—the Harry A. Atwell Luncheon Club drew a blank for the first time in seven years. That's news! Not a solitary soul stopped off to partake of the sardines and iced tea. Meetings resumed the following day, however, with President Atwell, J. C. McCaffery, Clint Finney and Danny Odum in attendance.

Burt Wilson, the traveling circus fan, has returned from the longest selling jaunt he's made in years. Left for the Southwest early in April and returned last week-end and is off again soon—this time for New York. . . . Danny Odum, recovered from the illness that kept him here most of the summer, is off to the circus wars again this week. Heads east. . . . Ralph Lockett, of J. J. Jones Expo, in for a day while the show plays Ft. Wayne. . . . Omer J. Kenyon is back from his Colorado ranch and taking in the ball games.

Sam Stratton, the press agent, is in town en route to New York to join the John Barrymore show again. Sam joined the carnival ranks this year for the first time, and, according to Royal American officials, will be a mighty tough gent to follow. . . . Art Briese, of Thearle-Duffield, arrived from the World's Fair this week, hesitated long enough for a good night's sleep, and then planed to the Northern fairs.

That was Purcell, Kelley and Hogan, a noble trio, heading for a cool and quiet spot. . . . Verne Wood, of Detroit, whose side line is clowning, was haled before a kangaroo court in the Ringling padroom in Detroit and "Judge" Willie Mosher put him on six months' probation for givin' out "the old feelin'." So Verne made a special trip to Chi to see the judge and appeal for release from the "court" order. . . . Joe Lewis, clown cop, in for one of his infrequent visits. Joe and his partner have been playing celebrations and soon will be starting the fair season. . . . Sam Gluskin, general agent of the Goodman Wonder Shows, in Chi making railroad contracts. . . . If plans in the making materialize, a moribund Midwestern fair may blossom into new life next

season, with substantial backing. . . . Harrison B. Waite, Texas fair man and banker, stopped off in Chi on his way to Madison, Wis., to visit the R-B show and Goodman Wonder Shows. . . . The windstorm that hit the Ringling show while it was playing the Chicago lake front demolished the "China Clipper," much to the sorrow (?) of the boys who had to tote the huge howdah around the hippodrome track. . . . Irish Horan left recently for Bangor, Me., to start the Eastern unit of Jimmie Lynch's Death Dodgers, making four units now on the road.

Texas Kidd Shows Win At Grandfield, Okla.

GRANDFIELD, Okla., Aug. 10.—Texas Kidd Shows, playing this city July 20-25 under American Legion Post auspices, had satisfactory results, as good crowds and weather prevailed thruout. All rides, shows and concessions reported good business. Texas Kidd is recovering from his recent operation in a Wichita Falls, Tex., hospital. Lonnie Strickland joined with his chuck-wagon cafe and also is in charge of all scenic work on shows.

Johnny Cannon and party visited here. Grafton Brown is spending his vacation with the show and James A. Martin added a cane rack. Claude Hackler added another store to his string of concessions. Ted Custer visited with Nip Butts, owner-manager of All-American Shows at Frederick, Okla., and also entertained Mr. Morrison and party.

George Hirshberg Honored At Party on West's Shows

BUSHNELL, Ill., Aug. 10.—George Hirshberg, press representative of West's World's Wonder Shows, was tendered a surprise party by members of the shows here on August 5 in Jack's Midway Cafe in celebration of a birthday anniversary. A huge cake appeared on the center of the table while Jack and Mabel Conway prepared the dinner. Event continued until early morning and Hirshberg received a number of gifts.

Among those present were Mr. and Mrs. Frank West, Mr. and Mrs. Jim Braden, Mr. and Mrs. Art Courtney, Mr. and Mrs. Harry Shrieber, Mr. and Mrs. Louis Weiss, Mr. and Mrs. Art Spencer, Mr. and Mrs. J. Tolley, Margie Harris, Evelina Rossi, Abe Gross, Mr. and Mrs. Howard Hughes, Joan Stanley and Frank LaBarr.

Wholesale Catalog
4000 BARGAINS
For Salesmen and Distributors



FREE It has 260 pages, chock-full of unusual values. It contains selling plans; order stimulators; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. **FREE** while stock lasts. Send for your copy Today.

SPORS CO.
8-40 Superior, Le Center, Minn.

WANTED For ELKS' BAND FUN FROLIC
New Philadelphia, Ohio
September 12, 13 and 14
4 or more Good Rides, Legitimate Concessions and Shows, Free Acts. Positively no grift. First outdoor event in New Philadelphia in over 10 years. Address
JACK NEDROW
211 Tremont Ave., S.E., Massillon, Ohio

WANTED
Rides and Concessions for
MARSHALL COUNTY FAIR
SEPT. 2-3-4
BOX 369, MOUNDSVILLE, W. VA.

CONCESSIONS WANTED
For
STANTON COUNTY 53RD ANNUAL ELKHORN VALLEY FREE FAIR
August 21, 22, 23
Write or Wire HENRY SHULTZ, Stanton, Nebraska

WANT FOR KEMPTON, IND., FREE FAIR
AUGUST 21 TO 24
Corn Game, Concessions and Shows of all kinds. Six Rides booked. Fair and Celebration Committees, see me. I have six Rides.
FROGGIE MURPHY, Kempton, Ind.
Secy. Wayne Halford

150 MIDGETS WANTED!
STARTING NOVEMBER 16 IN CHICAGO

If you can dance, sing or play any musical instrument, please contact me. I have a very good proposition for those who can entertain. Hardy Kalima, Danny Montague, write me. Fare will be paid to those engaged. Send photos and state salary in first letter. All photos positively will be returned.

Address all communications to
MRS. IKE ROSE
461 AUDUBON AVE. NEW YORK CITY

WANTED!
Rides and Concessions for
RAWSON HOME COMING
SEPT. 10-14—FIVE DAYS
Address: ROSS FELLERS
Mgr. of Rawson Band, Rawson, Ohio

ELEVENTH ANNUAL FREE BARBECUE AND FALL FESTIVAL WANT
Rides, Shows and Concessions. Biggest celebration around. Pulls better than ten thousand nicely. Will deal with small, clean, complete Carnival.
Sept. 11-12-13
Contact JOHN S. BRECHTEL, Secy.
Weldon, Iowa

WANTED FOR GRAVES COUNTY NIGHT FAIR
Carnival, Circus Unit, Rodeo or Thrill Show that can put on one and one-half to one hour and 45 min. show to be held four nights in the best lit park in the south. Conditions good, factories all working. Would like to play on percentage basis. Answer at once. H. P. FARIS JR., care Mayfield Baseball Club, Mayfield, Ky.

AUG. 31 SEPT. 1-2 **MOOSE FREE FISH FRY** **INCLUDING LABOR DAY**
WOODRUFF FIELD
PEORIA, ILL., AUG. 31, SEPT. 1-2
30,000 People Last Year on 1 Day. We Have Contract for Entire Midway. GRIND STORES OF ALL KINDS, \$20.00. CORN GAME OPEN. Send deposit to hold space. Looks Like Another Rock Island.
J. WAGNER, Jefferson Hotel, Peoria, After Aug. 28, or
AMUSEMENT RIDE OPERATING CO., INC.
2517 W. 59th Street, M. J. DOOLAN, President Chicago, Ill.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 10.—Thru courtesy of Owner-Manager Art Lewis we were hospitably received in Menands, N. Y., July 25 on our visit to Art Lewis Shows, exhibiting there under the auspices of the American Legion Post. We noted 15 shows, 16 rides and 30 concessions, with the Four Stars as free attraction. One of the features attracting considerable notice from the public is the hospital unit in charge of Dr. Bozeman. We understand this unit has been with the show since it went on rails this year. Another feature which the not novel invited interest is a revolving-stage posing show.

At time of our visit the executive staff consisted in part of Art Lewis, general manager; Charles Lewis, assistant manager; Edward Delmont, secretary; E. B. Braden, business manager; S. A. Kerr, general agent; F. Percy Morency, secretary-treasurer; Joseph Cahill, assistant secretary; M. G. Stokes, special agent; Richard Collins, press agent, and Howard Ingram, lot superintendent.

On July 27 here was the first opportunity we had to visit with the James E. Strates Shows since opening in this city. We revisited on July 29 and received a large number of personnel membership applications for the association. Gooding Shows are still leading in the number of personnel memberships, with Strates Shows close behind.

On night of July 17 we visited James E. Strates Shows in Hornell, N. Y., showing under auspices of Company K, 108th Infantry (Rifle) New York National Guard. At the time of our visit there were 18 shows, 17 rides and some 20 concessions and Zacchini cannon act as the free attraction.

We were much impressed with the large quantity of attractive modernistic lighting, a great improvement over the lighting of these shows in previous years. Shows have been greatly neonized and include four light towers. Fronts on many attractions are well-lighted with neon, and four outstanding fronts which caught our attention were those of Leo Carrell's Monkey Circus, Robert Mansfield's French Casino, Vanities and a colored minstrel show which, in our opinion, is an exceptionally beautiful illustration of proper use of neon and chromium for illumination.

On July 31 we attended the weekly meeting of the personnel of the Strates Shows and in behalf of the association exhibited the moving picture made locally of the shows' activities. We were informed that this meeting was the largest meeting of the personnel ever held and the pictures were well received. During our call on August 2 Manager Strates presented us with a copy of a new catalog folder, which is a fine piece of literature and well designed for the purpose intended. On the closing day here the shows submitted additional personnel membership applications to the association.

We still have a small amount of open time available for show visitations and shall be pleased to hear from any of our members who may be interested in having a representative of the association visit.

DIRECT FROM THE LOTS

(Continued from page 42)

tural town. Rides obtained steady play, with Tilt-a-Whirl leading and Loop-o-Plane running second. Mr. and Mrs. Don Chaney's Artists and Models Show led shows, while Uncle Bob Kincaid's Death Valley Monsters reported satisfactory results. Jack De Salvo's Balloon store topped concessions, with Harry Cohen's diggers getting good play all three nights. Swede Stromberg took over management of the Expose Show and added several new acts. Owner Alton purchased a Ferris Wheel, which he is having overhauled in preparation for fair tour. Visitors included Mr. and Mrs. E. Davis and daughter, Virginia; Mrs. Lola Kennedy, Sam Gaither, Bill Groff and daughter, Ruth, and Ted Corey, of White City Shows.

IRISH WHALEN.

Elite Expo

(Motorized)

Beaver City, Neb. Four days ended August 1. Location, fairgrounds. Auspices, Fair Association. Business, poor. Weather, rain.

Opening here was postponed for a day because of flooded grounds. Gravel and

straw were used in abundance and with plenty of work by shows' crews the midway was in fair shape for Tuesday night's opening. A strong wind and rain, however, undid all efforts of the previous day. Threatening weather Thursday and rain on Friday night caused an early teardown in an effort to have all trucks off the lot before another flood. The Nebraska Cavalcade, under direction of Lawson J. Welerman and V. E. Skipton, was the featured grand-stand attraction. Delight Mitchell English was at the electric organ and her concerts were well received. Dave Reese, who has been on the sick list for the last four weeks, is slowly improving.

Cambridge, Neb. Week ended July 27. Location, fairgrounds. Auspices, American Legion Post. Business, poor. Weather, rain two nights.

Rain and wind storms were responsible for poor attendance. With good free acts, a bathing beauty contest and a co-operative committee, everything looked like a favorable week. But old Jupe Pluv spoiled it all. General Agent Bogles' sound system was used to announce the free acts. DON FOLTZ.

Patrick's Greater

(Motorized)

Lake Chelan, Wash. August 1-4. Location, downtown streets. Auspices, Regatta Committee. Business, good. Weather, ideal. Pay gate, 10 cents.

Show opened here Thursday night after a circus move. Everything was ready by 7 p.m. and a good crowd turned out. Bob Emerico rejoined the Ten-in-One, operated by Bessie Bessett. Saturday the celebration began and everyone had a big day's work. Sunday was good and crowds stayed on until 11 p.m. to witness the fireworks display. Mr. and Mrs. M. F. Patrick, father and mother of Owner W. R. Patrick, were welcome visitors. They were accompanied by a sister and her husband, and Sergeant Joe McCauley, of the Washington State Police, an old friend of Mr. Patrick, spent several hours here. Mr. Sayless, of Wenatchee, also visited. Blacky King joined here, as did Red Lindsay, who took charge of the front of the Ten-in-One.

Ephrata, Wash., July 29-31. Auspices, Fire Department. Business, fair. Weather, windy. Pay gate, 10 cents.

Shows moved in here from Pasco, Wash., to play a three-day stand on their way to Chelan, Wash., for the regatta. Show set up on the Athletic Field across the street from the new high school building, but because of windy weather and the dusty lot business was not up to par. However, concessions did well. Much work was accomplished here on the rides and trucks. Mr. and Mrs. Curley Tiber and daughter joined, Curley to work the wheel for Tony Lombardo. Danny Ferguson purchased a new top for a wheel concession.

DON (LEFTY) GLENDON.

Byers Bros.

Lexington, Ill. Week ended August 3. Location, streets. Auspices, Lexington Home-Coming and Fair Association. Business, excellent. Weather, ideal.

Home-Coming Day, Monday, opened to good crowds and midway got its share of the business. Located in the heart of the city, midway was crowded nightly, with a good play Thursday, Friday and Saturday. Committee co-operated with plenty of advance publicity and had public address systems operating in near-by towns 10 days previous to fair dates. All shows, rides and concessions reported good business. Capt. Ted Brown's Motordrome topped shows, with Cellophane Scandals second. E. A. Howard joined with a penny arcade and his Topsy-Turvy Jail. Johnnie Lavin joined with diggers from Beckmann & Gerety Shows. Co-Owner Carl W. Byers celebrated his 40th birthday anniversary on August 3. Jake Moore, owner-manager Athletic Show, baked a cake and presented it to him. Personnel exchanged visits with Zimdars Shows during the week. Frenchy and Jewell Robinson, *The Billboard* sales agents, have taken delivery on a new car here, as did Jack Connors. Frank Ross, of the Tilt-a-Whirl, closed here and accepted a position as Merry-Go-Round foreman on the John R. Ward Shows.

MRS. JEWELL ROBINSON.

All aliens in this country must be registered and fingerprinted between August 27 and December 26. For further details see General News Section up front.

ROUTES

(Continued from page 20)

Newell & Steger (Warwick) NYC, h.
Newman, Charlie (Chicago) Chi, t.
Norman, Karyl (Frontenac) Detroit, nc.
Norris, Harriet (Alabama) Chi, nc.
Nortons, The (Gay '90s) Phila, c.
Novak, Wilma (606) Chi, nc.
Novelties, Four (Venice) Phila, re.
Nunn, Claire (St. Francis) San Francisco, h.

Oehman Twins (Earle) Washington, D. C., t.
Oman, Lester (Regal) Chi, t.
Orla, Nina (Paramount) NYC, t.
Orta, Sergio (Havana-Madrid) NYC, nc.
Osborne, Phil (Gay '90s) NYC, nc.
Ost, Shirley (Roosevelt) Jacksonville, Fla., h.
Overman, Wally (Orpheum) Twin Falls, Ida., 15-17; (Chief) Pocatello 18-21, t.

Page, Anita (606) Chi, nc.
Panette, Jacqueline (Villa Moderne) Chi, nc.
Parker, Eddie (Gay '90s) NYC, nc.
Parker, Gale (Town & Country Club) Milwaukee, nc.
Parks, Valerie (606) Chi, nc.
Peaches Sky Revue (Enna Jettick) Auburn, N. Y., 5-18, p.
Peerce, Jan (Music Hall) NYC, t.
Pickert, Rollic & Verna (Bon Air) Chi, nc.
Pierre & Rennee (Casa Del Rey) Santa Cruz, Calif., h.
Poggi, Ygor & Grace (Palmer House) Chi, h.
Prince, Jack (Colosimo's) Chi, nc.

Rabiner, Charlie (Cafe Society) NYC, nc.
Rae, Nan & Maude Davis (Lyric) Indianapolis, t.
Ralph, Leonard (Barney Gallant's) NYC, nc.
Rand, Sally (Park Central) NYC, h.
Randall, Jack (Bath and Turf) Atlantic City, nc.
Ray & Trent (Music Hall) NYC, t.
Redding Twins (Chicago) Chi, t.
Remos, Paul, Toy Boys (Beverly Hills) Newport, Ky., t.

Renaud, Rita (Cafe Society) NYC, nc.
Reyes, Raul & Eva (Paramount) NYC, t.
Rhythm Rockets (Capitol) Washington, D.C., t.
Rhythmettes (Glen Park Barn) Williams-ville, N. Y., nc.
Richman, Harry (Ben Marden's Riviera) Fort Lee, N. J., nc.
Rick & Gibson (Tower) Kansas City, Mo., t.
Rickson, George (Chateau Moderne) NYC, nc.
Rijos, Luis (Havana-Madrid) NYC, nc.
Ring, Blanche (Diamond Horseshoe) NYC, nc.
Rios, Rosita (La Conga) NYC, nc.
Rios, Elvira (Rainbow Room) NYC, nc.
Rixfords, The (Villa Moderne) Chi, nc.

Robbins, Archie (Leon & Eddie's) NYC, nc.
Roberts & Farley (New Yorker) NYC, h.
Roberts, Beverly (Versailles) NYC, nc.
Roberts, Jack & Renee (Castle Farm) Altoona, Pa., nc.
Rogan, Jackie (Town & Country Club) Milwaukee, nc.
Rogers, Sheila (Downtown) Oakland, Calif., 16-18, t.

Rollickers Trio (Sagamore) Rochester, N. Y., h.
Ronald & Roberta (Royal Hawaiian) San Francisco, nc.
Roner, Fred (Wivel) NYC, nc.
Rooney, Pat (Diamond Horseshoe) NYC, nc.
Rosales, Marco (La Conga) NYC, nc.
Rose, Lila (Evergreen Casino) Phila, nc.
Rosini, Paul (Lookout House) Covington, Ky., nc.
Ross, Murray (Fox River) Batavia, Ill., cc.
Ross, Geraldine (Chez Paree) Chi, nc.
Rugel, Yvette (Colosimo's) Chi, nc.
Rulson, Dorska & Baro (Colosimo's) Chi, nc.

Sadano & Donna (885) Chi, nc.
Sanderson, Bill (Wonder Bar) Atlantic City, c.
Scott, Margaret (St. Moritz) NYC, h.

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OLIVE and GEORGE
Casino Atlantico,
Rio de Janeiro, Brazil

Serrano, Maruja (Havana-Madrid) NYC, nc.
Sharon, Nita (Russell's Silver Bar) Chi, nc.
Shaw, Wini (Diamond Horseshoe) NYC, nc.
Shaw, Patsy (606) Chi, nc.
Sheridan, Nora (Gay '90s) NYC, nc.
Sherman, Filmore (Club Minuet) Chi, nc.
Sherrick, Arthur (Jungle Club) Kansas City, Mo., nc.
Shyrettos (State) NYC, t.
Siegel, Irving (Tri-Corners) Marshfield, Wis., nc.
Siegel, Arsene (L'Aiglon) Chi, re.
Simmons, Hilde (Nomad) Atlantic City, nc.
Sires, Mary Ritz (Hi Hat) Chi, nc.
Smiles, Three (Glen Park Barn) Williams-ville, N. Y., nc.
Spivy (Spivy's Roof) NYC, nc.
Stanley, Irene (Le Poissonier) NYC, re.
Sten, Elinore (Ervast) Hancock, Mich., nc.
Stephenson, Gail (Silver Slipper) Louisville, Ky., nc.
Sterling's, Dan, Dukes & Duchesses (Bon Air) Chi, nc.
Stevens, Harry (Gray Wolf Tavern) Masury, O., nc.
Stone, Betty (1523 Club) Phila, nc.
Stone, Gary (Palmer House) Chi, h.
Sullivan, Lee (Leon & Eddie's) NYC, nc.
Sullivan, Freda (Boulevard Tavern) Elmhurst, L. I., nc.

Sumner, Helen (Ivanhoe) Chi, re.
Sunnyside Up Revue (Lyric) Indianapolis, t.
Sylvia Foursome (Roxy) NYC, t.
Sylvia & Melba (La Conga) NYC, nc.

Tapps, George (Music Hall) NYC, t.
Taylor, Johnny (Dizzy) NYC, nc.
Tell Sisters (Chez Paree) Chi, nc.
Tanner & Swift (Palmer House) Chi, h.
Terry, Jack (Blue Lantern) Detroit, nc.
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.

Thomas, Don, & Four Dancing Debutantes (Lenox) Duluth, Minn., h.
Thon, Valerie (Palmer House) Chi, h.
Thorson, Carl (Glen Park Barn) Williams-ville, N. Y., nc.
Tisdale Trio (Coq Rouge) NYC, nc.
Toman, Jerry (Evergreen Casino) Phila, nc.
Tommy, Texas (Bon Air) Chi, nc.
Trent, Tommy (Earle) Washington, D. C., t.
Tucker, Sophie (Riviera) Fort Lee, N. J., nc.
Turner, Joe (Cafe Society) NYC, nc.
Turner, Jack (Villa Moderne) Chi, nc.

Valley & Lynne (Weber's Hofbrau) Camden, N. J., nc.
Van & Allen (Jack Lynch's) Phila, nc.
Van Deussen, Bert & Arrvola (Van Horns) Brentwood, Mo., cc.
Vance, Jerri (Leon & Eddie's) NYC, nc.
Vance, Vivian (Evergreen Casino) Phila, nc.
Varrones, The (West) Sioux City, Ia., h.
Vaughn, Nancy (Barney Gallant's) NYC, nc.
Vaughn, George (Gay '90s) NYC, nc.
Vera, Joe (Congress) Chi, h.
Vernon, Wally (La Conga) Hollywood, Calif., nc.
Victor & Bruce (Wivel) NYC, nc.
Vincent, Romo (Hurricane) NYC, nc.

Waldron, Jack (Club 18) NYC, nc.
Walker, Georgie (Glen Park Barn) Williams-ville, N. Y., nc.
Wallace, Babe (Southland) Boston, nc.
Walley, Nathan, & Edith Dustman (New Yorker) NYC, h.
Walters, Walter (Wivel) NYC, nc.
Ware, Dick (Saks Show Bar) Detroit, c.
Ware & Pixon (Dennis) Atlantic City, h.
Warner & Valerie (Primrose) Newport, Ky., cc.
Waters, Ethel (Ross-Fenton Farms) Asbury Park, N. J., nc.
Wayne, Ginger (Queen Mary) NYC, nc.
Wayne, Ethel (Club Madrid) Atlantic City, nc.
West, Art (Glen Park Barn) Williamsville, N. Y., nc.
Whacky Watson Sisters (Glen Park Barn) Williamsville, N. Y., nc.
Whirling Duo (Cat & Fiddle) Cincinnati, nc.

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San Francisco, Calif.

White, Danny (Bali) Phila, nc.
White, Eddie (Earle) Washington, D. C., t.
Whitson Bros. (Harry's New Yorker) Chi, nc.
Whittier, Snowball (Chez Paree) Chi, nc.
Whalen, Jackie (Nomad) Atlantic City, nc.
Whalen, Maurice & Betty (Edgewater Beach) Chi, h.
White, Lawrence (Ambassador) NYC, h.
Wilde, Bobby (Cocanut Grove) Boston, nc.
Wilkins, Dorothy (New Yorker) NYC, nc.
Williams, Frances (Versailles) NYC, re.
Willie, Rhythm (State-Lake) Chi, t.
Winter Sisters (Latin Quarter) Boston, nc.
Woods, Johnny (Roxy) NYC, t.
Woods & Bray (Jack o' Lantern) Eagle River, Wis., nc.
Woods, Toni (Chateau Moderne) NYC, nc.
Wynn, Nan (Sherman) Chi, h.

Yost's, Ben, New Yorkers (Roxy) NYC, t.

GRAND-STAND AND FREE ATTRACTIONS

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

Aerial Ballet: (Fair) Davenport, Ia.
Barnes, Harold: (Fair) Altamont, N. Y.
Bernhardt, Bobbie Jeanne, & Co.: (Fair) Mason City, Ia., 18-24.
Bink's Attractions: (Fair) Mauston, Wis., 12-13.
Bogash & Bardine: Altamont, N. Y.; Bedford, Pa., 19-24.
Brownlee's Hickville Follies: (Fair) Mauston, Wis., 13-14.
Calvin, Al & Margie: (Fair) Northwood, Ia., 12-14; (Fair) Bloomfield 15; (Fair) New Ulm, Minn., 16-18; (Fair) Sac City, Ia., 19-20; (Fair) Menomonie, Wis., 21-22.
Collegians, The: (Fair) Superior, Wis.
Crowfords, The: Falmouth, Ky.
Fisher's, Bob, Fearless Flyers: Houston, Mo., 15-17; (Fair) Broken Bow, Neb., 20-22.
Gasca Bros.: (Fair) Davenport, Ia.
Guardsmen, The: (Fair) Skowhegan, Me.
Kressels, Four: (Fair) Stronghurst, Ill., 14-15; (Fair) Bloomfield, Ia., 16-17; (Fair) Corning 19-20; (Fair) Menomonie, Wis., 21-22.
Lake, Charles & Paula: (Fair) Oakland, Neb., 20-22.
La Tona Troupe: Glenwood, Minn., 15-17; Hampton, Ia., 19-22.
Lerches, The: (Fair) Cambridge, Ill., 15-17.
Lorenzo, Paul, & Vicki: (Fair) Owatonna, Minn.; (Fair) West Liberty, Ia., 19-21.
Morris, Will, & Bobby: (Fair) Altamont, N. Y.; (Fair) Walton 19-24.
Porcellas, Aerial: Maynard, Mass.; (Fair) Acton, Me., 20-24.
Romas, Flying: Norfolk, Neb.; Hastings 19-24.
Sailors, Four Crazy: Altamont, N. Y.; Bedford, Pa., 19-24.
Si & Fannie: (Fair) Celina, O., 13-16.

MISCELLANEOUS

Burro Ball: Garden City, N. Y., 17; Erskine Lakes, N. J., 18; Bergenfield 19.
By-Gosh Co.: Green Bank, W. Va., 12-17; Hillsboro 18-24.
Coronado Entrada Pageant: Prescott, Ariz., 16-18; Hot Springs, N. M., 24-26.
Harlan Med. Show: Waynesburg, O., 12-17.
Lewis, H. Kay, & Hollywood Varieties: Marquette, Mich., 14-15; Munising 16-17.
Lofstrom & St. Eloi Monkeys: Wanamaker, Ind., 12-17; Mentone 21-25.
Lucy, Thos. Elmore: Bentonville, Ark., 17; Harrison 20; St. Louis, Mo., 22.

WINNERS

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Anderson Bud E.: Lewiston Ida., 13-14; Orofino 15; Craigmont 16; Grangeville 17. Cole Bros.: La Grande, Wash., 13; Walla Walla 14; Lewiston, Ida., 15; Moscow 16; Colfax, Wash., 17; Spokane 19; Wenatchee 20; Everett 21; Bellingham 22; Mt. Vernon 23; Seattle 24-25.

Dailey Bros.: Palatine, Ill., 14. Gainesville Community: (Fair) Gainesville, Tex., 19-20.

Gould, Jay: New Richland, Minn., 12-13; Pine Island 14-15; Bayport 16-18; Osakis 19-20; Mahanomen 21-22; Bagley 23-25.

Kelley, Al G., & Miller Bros.: Shelby, Neb., 13; Polk 14; Stromsburg 15; Gresham 16; Exeter 17.

McClung's, C. C.: Corbin, La., 13; Denham Springs 14; Albany 15; Walker 16.

Mills Bros.: Convoy, O., 13; Paulding 14; Antwerp 15; Pioneer 16; Archbold 17; Swanton 19.

Polack Bros.: Denison, Ia., 16-17; (Lakeside Park) Denver, Colo., 19-20; Longmont 22-23. Ringling Bros. and Barnum & Bailey: Fargo, N. D., 13; Aberdeen, S. D., 14; Mitchell 15; Sioux Falls 16; Sioux City, Ia., 17.

Russell Bros.: Middletown, N. Y., 13; Dover, N. J., 14; Morristown 15; Perth Amboy 16; New Brunswick 17; Camden 19.

Wallace Bros.: Clearfield, Pa., 14.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Akron, Colo.
 All-American: Duncan, Okla.
 All-American Expo.: Decorah, Ia.
 Anderson-Strader: Phillipsburg, Kan.
 Arena: Mercer, Pa.
 Bach, O. J.: Adams, N. Y.
 Bantly's All-American: Uniontown, Pa.; (Fair) Bedford 19-24.
 Barfield's Cosmopolitan: (Fair) Barbourville, Ky.; (Fair) Monticello 19-24.
 Barkoot Bros.: Frankfort, Mich.
 Baysinger, Al: El Dorado, Kan.
 Beckmann & Gerety: (Fair) Ionia, Mich.; La Porte, Ind., 19-24.
 Bee, F. H.: (Fair) Brodhead, Ky.; (Fair) Lebanon 19-24.
 Blue Ribbon & Monarch Expo. Combined: (Fair) Springfield, Ky.; (Fair) Lawrenceburg 19-24.
 Bortz: Linn, Mo.; Belle 19-24.
 Bremer's Tri-State: (Fair) Glenwood City, Wis., 12-15; (Fair) Elmwood 16-18.
 Bristol: Valliant, Okla.
 Buck, O. C.: Gouverneur, N. Y.
 Buckeye State: Houston, Mo.; Mammoth Spring, Ark., 19-24.
 Bullock Am. Co.: Flat Top, W. Va., 15-18; Mount Hope 19-24.
 Burdick's All-Texas: (Fair) Fredericksburg, Tex., 12-18.
 Burke, Frank: Deer Lodge, Mont.
 Burrell & Rust: Blandinsville, Ill., 14-16; Freeburg 17-18; Gerald, Mo., 21-22; Columbia, Ill., 24-25.
 Capital City: Clendenin, W. Va.
 Carr, Lawrence: Maynard, Mass.
 Casey, E. J.: All-Canadian: The Pas, Man., Can., 15-17; Pine Falls 19-21; Fort Francis, Ont., 23-24.
 Cetlin & Wilson: Binghamton, N. Y.; (Fair) Watertown 19-24.
 Cherokee Am. Co.: Seneca, Kan., 13-14; Randolph 15-17; Wetmore 21-24.
 Clyde's United: Creekside, Pa.
 Coleman Bros.: (Fair) Altamont, N. Y.; (Fair) Middletown 19-24.
 Colley, J. J.: Hugo, Okla.; Caddo 19-24.
 Conklin: (Fair) Peterboro, Ont., Can., 14-17; (Fair) Napanee 19-21.
 Convention: (Fair) Waterloo, N. Y.; Dunkirk 19-24.
 Cotton State: (Highland Park) Louisville, Ky.
 Crafts 20 Big: Bakersfield, Calif., 13-18; Dinuba 20-25.
 Crescent Am. Co.: Siler City, N. C.
 Crowley's United: Norfolk, Neb.
 Crystal Expo.: Bristol, Va.
 Cumberland Valley: (Fair) McMinnville, Tenn.; (Fair) Tracy City 19-24.
 Curl, W. S.: Franklin, O.; Greenfield 19-24.
 De Luxe Am.: Tariffville, Conn.
 Dixie Belle: Owensville, Ind.
 Dodson's World's Fair: Logan, W. Va.; Huntington 19-24.
 Douglas Greater: Tillamook, Ore.; (Fair) St. Helens 20-24.
 Dudley, D. S.: Crosbyton, Tex.
 Dyer's Greater: (Fair) Lancaster, Wis., 14-16; Muscoda 17-18.
 Eitte: Deshler, Neb., 12-16; Franklin, 18-21; Orleans, 22-24.
 Elk Valley: Collinwood, Tenn.
 Eillman: (Fair) Mauston, Wis., 12-15; Slinger 16-18; Sturgeon Bay 19-24.
 Empire Am. Co.: Junction, Tex., 15-18; Llano 19-26.
 Endy Bros.' Shows: Burlington, Vt.
 Endy Bros.' Expo.: New Britain, Conn.; Cortland, N. Y., 19-24.
 Evangeline: Cassville, Mo.
 Fairly & Little: Bloomfield, Ia.; (Fair) Sedalia, Mo., 18-25.
 Falls City: Pageland, S. C.
 Fleming, Mad Cody: Lenox, Ga.
 Francis Bros.: (Fair) Carlinville, Ill.
 Funland: Maysville, Ky.
 Fuzzell: Fort Dodge, Ia.
 Gibbs, W. A.: Clay Center, Neb.
 Gold Medal: (Fair) Wausau, Wis., 12-15; (Fair) Menomonee 17-22.
 Golden State: Napa, Calif., 14-18.
 Golden West: Belview, Minn., 12-14; Le Center 16-18; Hampton, Ia., 19-22.
 Goodman Wonder: Owatonna, Minn.
 Grady, Kellie: Russellville, Ala.
 Great Bright Way: Lonaconing, Md.
 Great Eastern: Peekskill, N. Y.; Beacon 19-24.
 Great Lakes Expo.: (Fair) Brownstown, Ind.; Linton 19-24.
 Great Southern: (Fair) Vienna, Ill.
 Greater United: Anadarko, Okla.
 Groves: Spencer, Ind.
 Hames, Bill: Sherman, Tex.
 Happy Attrs.: Warsaw, O., 13-16.
 Happyland: (Fair) Bad Axe, Mich.; (Fair) Ludington 19-24.
 Harris: Galveston, Ind.
 Heller's Acme: Peekskill, N. Y.; Haverstraw 19-24.

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 Want Rides other than Merry-Go-Round, Ferris Wheel and Chairplane. All kinds of Shows, Girls, Athletics, Side Shows, Motor Drome; 25 per cent to committee. Diggers, Novelties, Custard, Corn Game, American Palmistry (no Gypsies) and Concessions of every description.
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Hennies Bros.: (Fair) Springfield, Ill., 17-25.
 Henry, Lew: Thurmont, Md.
 Heth, L. J.: (Fair) Mt. Carmel, Ill.
 Hines, H. L.: St. Croix Falls, Wis.
 Horton United: Cullom, Ill.
 Hottle, Buff: Augusta, Ill., 12-15; Tennessee 17-20; Clayton 21-24.
 Howard Bros.: Monessen, Pa.; Wind Ridge 19-22.
 Hughey & Gentsch: Winona, Miss.
 Hyde, Eric B.: New Lexington, O.
 Ideal Expo.: (Fair) Cumberland, Md.
 Imperial: Frankfort, Ind.
 Jackson Am. Co.: Isle of Palms, S. C.
 Jones, Johnny J., Expo.: Lansing, Mich.; Toledo, O., 19-24.
 Joyland: Yuba City, Calif., 13-18.
 Kaus Expo.: Elkins, W. Va.; (Fair) Marlinton 19-24.
 Kaus, W. C.: (Fair) Ithaca, N. Y.; (Fair) Red Lion, Pa., 19-24.
 Keystone: Moundsville, W. Va.
 Ladeane Attrs.: Quitman, Tex.
 Lagasse Am. Co., No. 1: Amesbury, Mass.
 Landes: Falls City, Neb.
 Lang's Dee, Famous: (Fair) Northwood, Ia., 12-14; (Fair) New Ulm, Minn., 15-18; (Fair) Kasson 19-22.
 Large, H. P.: Cisne, Ill.; Noble 19-24.
 Lawrence Greater: Tyrone, Pa.; Kutztown 19-24.
 Lewis, Art: Bradford, Pa.; Butler 19-24.
 McMahon: (Fair) Avoca, La., 13-16; (Fair) Menville 21-24.
 McKee, John: Elwood, Kan., 15-19; Grant City, Mo., 22-24.
 M. & M.: Sandy Creek, N. Y.; Lowville 19-24.
 Mac's Caravan: Bunker, Mo.
 Marcy, C. S.: Afton, N. Y.
 Melvin's United: Mt. Ayr, Ia.
 Midwest Shows of U. S. A.: (Indian Fair) Pine Ridge, S. D., 14-17.
 Mighty Monarch: Colonial Beach, Va.
 Miller, Ralph R., Am.: Cullen, La.
 Miller Bros.: Oil City, Pa.; (Fair) Meyersdale 19-24.
 Miner Midway: Emaus, Pa.; Freeland 19-24.
 Model Expo.: Madison, Ga.
 Monarch: Colonial Beach, Va.
 Motor City: (Fair) Winamac, Ind.; Hoytville, O., 19-24.
 Nolan Am. Co.: Columbus, O., 12-18; Grove City 20-21.
 Northwestern: Bryan, O.
 Oklahoma Ranch: (Fair) Seiling, Okla.; (Fair) Thomas 21-24.
 Page, J. J.: (Fair) London, Ky.

Palace United: Roodhouse Ill.
 Pan-American: (Fair) Cayuga, Ind.; Muncie 19-24.
 Patrick's Greater: Electric City, Wash.; Sandpoint, Ida., 19-24.
 Pearson: (Fair) Lewistown, Ill., 12-16.
 Penn State: Lock Haven, Pa.; (Fair) Montrose 21-23; Great Bend 24.
 Penn Premier: (Fair) Fawn Grove, Pa.
 Prell's World's Fair: (Fair) Luray, Va.
 Fryor's All-State: Hillsboro, O.
 Rainbow Am. Co.: Pattonsburg, Mo.
 Raney: St. Cloud, Minn.
 Reading's: Liberty, Ky.; Lexington 19-24.
 Reid, King: Barton, Vt.
 Reynolds & Wells: Glenwood, Minn.
 Rogers Greater: Carthage, Tenn.
 Rogers & Powell Am. Co.: Marvell, Ark.
 Royal American: (Fair) Superior, Wis.
 Rubin & Cherry Expo.: (Fair) Billings, Mont.; (Fair) Des Moines, Ia., 21-30.
 Scott Bros.: Princeton, Ky.
 Seccatum Park Rides, No. 1: (Fair) Celina, O., 12-16; No. 2: Green Springs, O., 14-17.
 Shugart, Doc: Kiowa, Okla., 15-17.
 Silver State Attrs.: Sun Valley, Ida.; Gooding 20-24.
 Smith Bros.: Colbert, Okla.
 Smith's Greater Atlantic: Berryville, Va.
 Snapp Greater: Manitowoc, Wis.; Green Bay-De Pere 21-25.
 Sol's Liberty: Davenport, Ia.
 Southland Am.: Mascot, Tenn.
 Southern United: Hume, Mo.
 Sparks, J. F.: (Fair) Falmouth, Ky.; (Fair) New Albany, Ind., 19-24.
 Speroni, P. J., No. 1: Rockton, Ill.; New Windsor 19-24.
 Speroni, P. J., No. 2: Garrison, Ia., 14-15; Miles 16-17; Andalusia, Ill., 23-25.
 Star Am. Co.: Dardanelle, Ark.; Ola 19-24.
 State Fair: (Fair) Colby, Kan.; (Fair) Wakeney 19-24.
 Strates: Batavia, N. Y.
 Tassell, Barney, Unit: Orange, Va.
 Texas Expo.: Lincoln, Ill., 18-26.
 Texas Kidd: Rush Springs, Okla.
 Texas Longhorn: Kingfisher, Okla.
 Texas: Taft, Tex.; Beeville 19-24.
 Tidwell, T. J., Midway: Wichita, Kan.; (Fair) Columbus 19-24.
 Tilley: Tiskilwa, Ill.; Sheffield 19-24.
 Travers: Claremont, N. H.
 United American: (Fair) Mason City, Ia., 18-22.
 Wade, R. H., Rides: Minerva, O.; E. Palestine 19-24.
 Wade, W. G.: (Fair) Corunna, Mich.; (Fair) Marshall 19-24.
 Wade, W. G., & Son: (Street Centennial) Elk Rapids, Mich.
 Wallace Bros. of Canada: (Fair) Prince Albert, Sask., Can., 12-14; (Fair) Cookshire, Que., 19-21; (Fair) Ayerscliffe 22-24.
 Wallace Bros.: Dawson Springs, Ky.; Fulton 19-24.
 Ward, John R.: Vandalia, Ill.
 Weer, J. C.: Bremen, Ind.
 West Bros.: St. Charles, Minn.
 West Coast Am. Co.: Kelso, Wash., 12-18; (Fair) Gresham, Ore., 19-26.
 West, W. E., Motorized: (Fair) Greenfield, Ia.; (Fair) Corning 19-24.
 West's World's Wonder: Greenup, Ill.
 Weydt Am. Co.: Hustler, Wis., 15-18.
 Williams, Ben: Skowhegan, Me.; Waterville 19-24.
 Wolfe Am. Co.: Sylva, N. C.
 World Fair Shows & Coe Bros.' Circus: Glen-dive, Mont., 12-20.
 World of Pleasure: Wayne, Mich.; (Fair) Mason 20-24.
 World of Mirth: Bangor, Me.
 Wyse Greater: State Center, Ia., 13-14; Gladbrook 15-17.
 Zacchini Bros.: (Fair) Ford City, Pa.; Franklin 19-24.
 Zeiger, C. F., United: Yankton, S. D.
 Zimdars Greater: Streator, Ill.; (Fair) Savanna 19-24.

GENESSEE COUNTY FAIR
DAVISON, MICH.
September 3 to 7
 Day and Night Races.
 Roving and Rooney's Circus Revue. Big thrill show. Fireworks, livestock and industrial exhibits.
 Want legitimate Concessions. Will sell exclusive on Grand Stand and Novelties. Want Decorator for exhibit hall on grounds. Have building on grounds, 24x60; will rent for Lunch Stand.
HARRY MILLS, Genessee County Fair, Davison, Michigan. Phone 2-2293.

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 On the Streets
AUG. 21 TO AUG. 24
 Legitimate Concessions, Shows of Merit. Rides that do not conflict with what we have. **A. C. Van Valkenburg, wire me.**
LEE B. SMITH, Supt. of Concessions

WANTED FOR
MOORELAND, IND., ANNUAL STREET FAIR
 August 21-22-23-24
ALL CONCESSIONS AND SHOWS
 (No Grift) Bingo and Miller Rides Booked **ALSO HOOPESTON, ILL., SEPT. 12-13-14 FOWLER, IND., OCT. 2-3-4-5**
TOMMY SACCO THEATRICAL MART
 162 NO. STATE, CHICAGO
 Phone: Randolph 2242

WANTS **WANTS**
NOLAN AMUSEMENT CO.
 For Grove City, O., Homecoming, Aug. 20-21—Day and Nite. The Largest in Ohio. The Daddy of Them All.
 Games of all kind—Flat Joints O. K. Plenty of good spots to follow. Will book or buy M. G. R. or Mixup. Want A-1 Wheel and Loop Operators.
 All replies to **NOLAN AMUSEMENT CO., 617 Whitethorne Ave., Columbus, Ohio.**

WANTED—RIDES ONLY
 Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel for **COUNTY FAIR**
 October 2-5, 1940, Inc.
 These rides at this location last year netted owner more than \$1,000.00 in 4 days. Write **R. E. COCHRANE, Carnival Chairman, Conway, Arkansas**

BEACON GALA WEEK FAIR
WEEK AUGUST 26
 First in Ten Years.
 Thousands in awards, prizes, acts, contests, etc. Want Shows, Concessions, Flat and Kiddie Ride. Other Rides engaged. Space available in main exhibit tent. Write **SECRETARY, Fair Headquarters, 139 Main St., Beacon, N. Y.**

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 Haag Brothers' Circus complete, ready to operate. Located in Damascus, Virginia, on Ball Park. 2 Elephants, 1 Cage, 1 Tiger, 2 Lions, 1 Leopard. Tents, Light Plant and all Electrical Equipment, including Cook House. Everything complete. For further information communicate with the undersigned. **LEONARD R. HALL, Referee in Bankruptcy, Norfolk, Va.**

HARRY LAMON WANTS
 Concessions of all kinds for Savanna, Illinois, Fair on Streets, week of Aug. 19th, and Peotone, Illinois, Fair, week of Aug. 26th, and balance of season. Also Band Men, Minstrel Performers and Side Show Acts. Address: **ZIMDARS GREATER SHOWS, Streator, Ill., this week.**

AUG. 20-24
 Concessions of all kinds for our Annual Street Celebration and Home Coming. No racket of any kind. Can place Pop Corn, Candy Apples, Eat Stands or any legitimate Concession except Bingo.
R. S. BREMSON, Hoytville, Ohio

WANTED
 For One of the Biggest Outdoor Events in Indiana **THE MUNCIE LABOR AND INDUSTRIAL EXPOSITION**
 August 19 to 24
 Concessions except Bingo, Shows, Demonstrators, Pitchmen

ADDITIONAL ROUTES
 (Received Too Late for Classification)
 Arthur, Magician: Caryville, Tenn., 16-17.
 Blythe, Billy, Players: North Stratford, N. H., 12-17.
 Buddy Players: McKean, Pa., 12-17.
 Burton, Magician, Ventriloquist: Bad Axe, Mich., 12-17.
 Conner Troupe: Jefferson, O., 13-16.
 Day's, C. C., Wild West: (mythical show via mail): Turtle Creek, Pa., 15; Donora 18; Conemaugh 17; Glendale 19; Pittsburgh 20-21.
 DeCleo, Magician: Flint, Mich., 12-17.
 Estes, Bob: (21 Club) Bessemer, Ala., 12-17.
 Grey, Jean: (Dutch Cafe) Columbus, O., 12-17.
 Howard, Magician: San Antonio, Tex., until Aug. 25.
 Jaxon, Ventriloquist: Wausau, Wis., 14-17.
 Klein's Attractions: Jefferson, O., 12-17.
 Lippincott, Magician: (Fair) Lewisburg, Pa.; (Fair) Troy 19-24.
 Long, Leon, Magician: Linden, Ala., 12-17; Marion Junction 19-21; Marion 22-24.
 McNally's Variety Show: Londonderry, Vt., 12-17.
 Malloy, J. R., Circus unit: (Fairgrounds) Canton, O., 14.
 Mason, Ace, Magician: Postoria, O., 14; Green Springs 15-17.
 Mills Troupe: Greenfield, Ia., 15; St. Charles, Minn., 16-18.
 Moore, Harry E., Animal Show: Celina, O., 12-17; Greenville 19-23.
 Myhre's Entertainers: Claire City, S. D., 12-17.
 Nadine & Charles: (Henry Grady Hotel) Atlanta 12-17.
 Nelson, Prince: Jefferson, O., 12-17.
 Niesen, George: (Arcadia Theater) Portsmouth, N. H., 12-17.
 Overman, Walley: (Fair) Weiser, Ida., 16-17; (Stadium) Caldwell 18-21.
 Raye & Arthur: (Blue Willow Club) Akron, O., 12-17.
 Setz, Val: (500 Club) Atlantic City, 12-17.
 Stroock, Lillian: Jefferson, O., 12-17.
 Wenzel, Dorothy: (Half Way House) Lake George, N. Y., 12-17.

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 Clear crystal cut glass base with centerpiece supplied in assorted colors, with cellophane wrapped pleated shade. Height 15 in.
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SHOWS WANTED
OHIO STATE FAIR
 AUGUST 24-30 INCLUSIVE
 Especially interested in Midgets and Trained Wild Animal Show. Must have complete outfit with large attractive front. No girls, sex or geek shows allowed. Also can use first-class Pony Track. Address
THE F. E. GOODING AMUSEMENT CO.
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WANTED **WANTED**
 Shows of all kinds. Concessions of all kinds. No grift.
NORTHWESTERN PA. FIREMEN'S CONVENTION
 August 19-24, Farrell, Pa.
 15 Celebrations To Follow.
HAPPY ATTRACTIONS
 BOX 125 COSHOCTON, OHIO

FAIRS WHITE CITY SHOWS FAIRS
 Can place for following Fairs: Garland, Utah, Wheat Days Celebration, Aug. 16-18; Richfield, Utah, Sevier County Fair, Aug. 21-25; Sanpete County Fair, Mantli, Utah, Aug. 26-29; Cowboy Days, Evanston, Wyo., Aug. 30-Sept. 2; Farmington, New Mexico, Fair, Sept. 9-14; Cortez, Colorado, Fair, Sept. 16-20, and other Fairs in New Mexico and Arizona.
 Rides—Good proposition to Octopus, Roll-o-Plane or Baby Ride.
 Shows—All Grand Shows not conflicting. Mel Rennick wants Freak for No. 1 Side Show. Athletic Show to join on wire.
 Concessions—All legitimate Concessions. No exclusive on Fairs.
 Wire—no time to write. This show out till Dec. 1. **G. F. COREY, SALT LAKE CITY, UTAH**

FOR SALE
 12-Car Lindy Loop Ride, cheap for cash. Good running order, good gas engine, new cable, new canopies, well painted. Booked on Cetlin & Wilson Shows, Binghamton, N. Y., Aug. 12th to 17th; Watertown, N. Y., next. **A. W. HOWELL.**

Main Show Turns 'Em Away

NEW YORK, Aug. 10.—Grand-stand sell-outs during Bangor (Me.) Fair on July 29-August 3 was reported by Frank Wirth, who booked all attractions. Hundreds were turned away despite installation of temporary seats. Featured show was *Grand Imperial Revue*, which received good publicity in *The Bangor Daily News*. Over 100 people were in the cast. Other attractions were Proske's Tigers, Ritcheys' Water Circus, Jimmie Lynch's Death Dodgers, Ben Yost Varsity Eight, Five Eltons, Novel Trio, Dog-Troupe and Jules and Clifton.

Finnerty Still With Prell

CINCINNATI, Aug. 10.—Patrick J. Finnerty advised *The Billboard* this week from Altoona, Pa., that he is still with S. E. Prell's World's Fair Shows, where he has been for the past two years.

GAIN IN 13TH WEEK

(Continued from page 29)
Punch and Judy shows, etc. Free acts are being paid for by assessments. Committee buying them is headed by Harry Illions, Ferris Wheel operator.
Concessioners in the new Gimbel Town are fairly optimistic over the remaining weeks of the fair. Cagney said the fair management was co-operating in this promotion and would devote additional publicity to attractions in Plot B. The World's Fair Band has been assigned to present about a 30-minute program each day. While no definite time has been set for these concerts, a committee is working on the schedule.

A check-up on rides showed that the per capita spending for the 20 rides was .0514 in relation to the expo gate. Last year's per capita for the season amounted to .0378. For the first nine weeks these attractions averaged \$1,767.40 per ride per week as compared to \$1,789 per ride per week figured on the basis of the entire season last year.

While Billy Rose's Acquacade is again getting the lion's share of the money spent for shows, 33 attractions, not including *American Jubilee*, are receiving a per capita expenditure of .1840, a slight increase over the .1826 tabulated at the end of the 1939 run. Last year's shows averaged \$182.595 weekly.

While there are 22 game attractions, eight more than in 1939, the per capita spending for the part of the season covered in the survey was .0376. Last season the 14 games averaged .0150.

Figures on villages were not available. Plans for *New York Daily Mirror* Day September 8 have been submitted to Harvey Gibson, chairman of the board, for his approval. An official said he had been instructed to proceed with the printing of special tickets and other arrangements but that there was a rumor that the plan would not receive Mr. Gibson's signature.

In the meantime plans for a special day Wednesday to aid one of New York's outstanding charities, the Free Milk Fund for Babies, sponsored by Mrs. William Randolph Hearst, were being completed. It will be held on the Court of Peace stage and a number of well known stage, radio and screen personalities are expected to attend the event.

FLUSHING FRONT

(Continued from page 29)
was realized and donated to the British Red Cross. Al Surette is back at Winter Wonderland after an attack of influenza that kept him away for six days. Betty Wade recovered from injuries sustained while doing her chore and returned to the show. A knee ailment forced Angela Carson to leave her duties here for a brief spell. . . . Alvin Bisch, Flying Scooter builder, visited his representative, Bill de L'Horbe, last week-end. Bill's sister was a recent guest here, too, before sailing for South America to teach and brush up on her Spanish. . . . James Victor, booking rides for Luna Park, was sighted here. . . . Harry A. Illions, Magic Carpet and Ferris Wheels operator, is in Toronto, but is expected to return next week. . . . Robbers in Queens who got the \$3,026 week's pay roll of Bill Rabkin's International Telescope Co. evidently didn't have the job "cased" properly. Fair employees had received their pay, amounting to about \$1,500, the day before. The snatch netted less than what it would a week earlier, as the money they got was for a reduced force, due to vacations.

Mr. and Mrs. Pete (Cetlin & Wilson Shows) Benway visited scaleman Ruben Bugge and others while here. . . . Laurence Olivier, Selena Royle, Earle Larri-

As Crowds Go First 13 Weeks

This year's run being 170 days, the first 13 weeks mark the approximate half-way period.

Week	Paid Gate	Daily Aver.
First	553,630	79,090
Second	589,492	84,213
Third	623,956	89,136
Fourth	801,315	114,445
Fifth	557,240	79,606
Sixth	623,329	89,047
Seventh	646,969	92,424
Eighth	918,254	131,179
Ninth	582,484	83,212
Tenth	657,701	93,957
Eleventh	544,063	77,723
Twelfth	459,718	65,674
Thirteenth	640,333	91,476

Totals . . . 8,198,484 90,093

Best day and best Sunday, June 2: 378,769. Best Saturday, May 18: 229,453. Best week-day (non-holiday), Friday, July 5: 139,762. Best week, eighth: 918,254. Worst week, twelfth: 459,718. Best week-end, June 1-2: 535,052. Days above 100,000: 24; above 200,000: 4; under 50,000: 24. Best holiday, Thursday, May 30: 317,058. Week with most days above 100,000, eighth: 4. Best Monday, July 22: 91,803; best Tuesday, July 2: 88,262; best Wednesday, July 3: 98,653; best Thursday (non-holiday), June 27: 94,806. Week with least 100,000 days, twelfth: none.

more, Marc Connolly, Burgess Meredith, Nick Kenny, John Carroll, Gloria Swanson, A. G. Vanderbilt, Dean Cornwell, Vivian Leigh, Peter Arno, Joe Penner, Rube Goldberg, Cleon Throckmorton and Bea Wain *oved Living Magazine Covers*. . . . Morris (Midget Village) Gest's pet occupation during his spare time is giving people the hotfoot.

A fast action 10-cent grind with an open front and one of the best arranged ballys on the entire stretch is the *Palace of Wonders* layout of illusions, operated jointly by Dufour & Rogers and T. W. (Slim) Kelly. Performers here are Anna G. Pitts, Helen Groshel, Maxine and Lucille Luck, Ruth Begley and Louise Caro, on illusions and the bally; Punch Dowdney, Punch and Judy and magic, and Naif Corey, "tack in eye." Jimmy Hurd is manager of front, R. (Goldie) Pitts inside manager-lecturer and the talkers are Jack Kneeland and Sid (Doc) King plus Hurd himself. P. Henry and S. Marcus (broom boy) function on the bally, and in the ticket boxes are Woody Royal and Jack Mitchell. Captain Smitty is relief lecturer and W. E. (China Red) Delorey relief talker.

Benny and Betty Fox, high pole free act, were granted a three-day leave of absence with an increase in pay upon their return.

GGIE GLEANINGS

(Continued from page 29)
winners. Eddie Van Scoy, (one of my boys, of whom I am proud) who turned the Fountain of Youth from a failure to a success. Max Schwartz, who made a mistake with a costly dance hall and did not cry about it but kept on trying, installing a Lite-a-Line game and then moving it to a better location at big expense. Smith Syndicate, that keeps on trying with the Lost World, when it would be much easier to close and call it a day. Stutz Bros., discouraged about coming back for '40, who took a building considered a dead loss and are making good with the *Cave of Mystery*. George Haley, who has been bucking the tide and now looks as tho he reached still waters where he will be able to swim with ease. Julian Harvey, who has had many misfortunes, notably the poisoning of his wild horses, flop of his Amazon show and a few other ventures, all of which he has maneuvered back to safe shores. Mrs. Molineau, operating rides in a location that everyone said was no good, but making good. Ad Vollmann, for having the courage of his convictions with his new spectacle, *America, the Cavalcade of a Nation*, which is now coming into its own. Jerry Russell, who had the misfortune to fracture a leg last winter and at times under the most excruciating pain, has continued to keep working and making good at his job. Art Linkletter, who from a poor start not so long ago, built himself to real big time in radio, earning almost as much as the President of the United States yearly. Of course, there are many more.

MARRIAGES

(Continued from page 28)
formerly a performer with the Al G. Barnes Show, August 5 in San Francisco.
BEEGLE-BRESETTE—William Beegle, formerly with Ozzie Nelson's Band, and Vivianne Bresette, of Montpelier, Vt., in that city July 27.
BROWN-HALL—Walter A. Brown, general manager of Boston Garden, Boston, and Marjorie Hall, former secretary at Station WBZ, in Boston August 2.
BROMER - HOLTZHEIMER—Olivier Bromer and Rose Marie Holtzheimer, employees at Coney Island, Cincinnati amusement park, in June.
COOK-POWELL—Johnnie Cook, burlesque straight man, and Ann Powell, dancer, in City Hall, New York, August 7.
DEWAR-CASTELLUCCIO—Frank Dewar and Virginia Castelluccio, employees at Coney Island, Cincinnati amusement park, in June.
DRIGO-ZEH—Rod Drigo, of Rod Drigo and Francine, dance team, and Eleanor Zeh, nonpro, several months ago, it has just been revealed.
JUDD-DALY—Walter Judd and Vera Daly, employees at Coney Island, Cincinnati amusement park, recently.
KELLER-KRATZER—Wilmer F. (Scotty) Keller, manager of the Earle Theater, Allentown, Pa., and Mary A. Kratzer, nonpro, October 5 last in Alexandria, Va., it has just been revealed.
KENDALL-HAUCK—Charley Kendall, candy apple worker, and Lucetta Hauck, cookhouse cashier on World of Mirth Shows, recently in Waterville, Me.
KENT - HIRST—Jimmy Kent, announcer at Station CKCK, Regina, Sask., and Alice Hirst, nonpro, in Moose Jaw, Sask., July 20.
LEWIS-YOUNG—Thomas H. Lewis, radio advertising executive, and Loretta Young, screen actress, in St. Paul's Catholic Church, Westwood, Calif., July 31.
PIEKARSKI-DELIKAT—Joseph T. Piekarski, projectionist at the Savoy Theater, Wilmington, Del., and Victoria T. Delikat, nonpro, July 24 in Wilmington.
SAXE-BIRCHARD—Jack L. Saxe, treasurer of Monogram Pictures Corp. and treasurer of Detroit Variety Club, and Mabel J. Birchard, nonpro, July 20.
SCOTT-SCHERER—Douglas Scott, of Lite-a-Line game, and Lolly Scherer, of Nude Ranch at the Golden Gate International Exposition, San Francisco, in that city August 8.
SHOEMAKER - SAVAGE—W. F. Shoemaker, manager of the headless woman illusion show at Coney Island, Cincinnati, and Christine Savage, also an employee at the park, in Covington, Ky., recently.
STANLEY-VAUGHNDORF—Arthur Stanley, member of the electrical staff on Eric B. Hyde Shows, and Lena Vaughndorf, main entrance ticket seller with the same shows, recently in Uhrichsville, O.
TAYLOR - DOOLEY—Victor Taylor, nonpro, and Helen Dooley, of Mutual Broadcasting System's Chicago office, August 10 in Evanston, Ill. Bride is the sister of band leader Phil Dooley.
WAGNER-SCOTT—William Wagner and Verna Scott, employees at Coney Island, Cincinnati amusement park, recently.
WAGNER-LEWIS—John Wagner, assistant manager of Keith's Palace Theater, Akron, O., and Norma M. Lewis, of Akron, July 29 in St. Martha's Church, that city.
WIATER-FINKOSKY—Henry Wiater, Nanticoke, Pa., musician, and Mae Finkosky, nonpro, Shenandoah, Pa., in New York August 1.

Constantine Brown, newspaper man, and Cele McLaughlin, dramatic actress with the Hedgerow Theater, Moylan-Rose Valley, Pa., in Washington soon.
Charlie Crowley, manager of the State Theater, Chester, Pa., and Doris Costa, cashier at the Lyric Theater, Camden, N. J., in Camden soon.
Earl E. Koehn (Sunny Kane), a member of Clarence Melter's Orchestra at the Coney Island Clubhouse, Cincinnati, and Jean McGrew August 17.
Harold Wald, contact man with Remick Music Corp., New York, and Estelle Goldman, nonpro, August 18 in Brooklyn.

Births

A son to Mr. and Mrs. William Walsh at Mercy Hospital, Wilkes-Barre, Pa., July 25. Father is manager of Comerford Theater, Wilkes-Barre.
A son recently to Mr. and Mrs. Henry Deitrich in Wilkes-Barre, Pa. Father is billposter for the Irving Theater, Wilkes-Barre.
A daughter, Mary Jane, to Mr. and Mrs. William Caveny Jr. in Chestnut Hill Hospital, Philadelphia, July 25. Parents are members of the Savoy Opera Co., Philadelphia, and mother is the former Margaret Blythe and was with the D'Oyly Carte Co., London.
A daughter to Mr. and Mrs. George Hooper in Philadelphia July 23. Father is an engineer at Station WIBG, Glenside, Pa.
A 7½-pound son, Roy Jr., to Mr. and Mrs. Roy Allen in Folda, Ia., August 3. Parents are concessioners with United American Shows.
A daughter to Mr. and Mrs. Johnny Brown in Montreal July 27. Father, a former dancer, is now in the theatrical supply business in Montreal.
A daughter to Mr. and Mrs. Wayne Farrington July 31 in Chester, Pa. Father is on the service staff at the Boyd Theater, Chester.
A daughter to Dr. and Mrs. William Stamberg August 1 in Philadelphia. Mother is the daughter of Nathan Fleischer, news commentator and director of foreign language programs at Station WDAS, Philadelphia.
A son, Johnny, to Mr. and Mrs. Aaron Jones Jr. at Michael Reese Hospital, Chicago, August 3. Father is a member of the theatrical firm Jones, Linick & Schaefer.
A son, Steven Brian, to Mr. and Mrs. Roy Cooper July 18 in Montreal. Father is a night club booker.
A boy to Mr. and Mrs. Henry Ringling North at their home in Sarasota, Fla., July 28. North is vice-president of the Ringling Bros. and Barnum & Bailey Circus and assistant to his brother, John Ringling North.
A son, Harry Jr., to Mr. and Mrs. Harry Dideo at French Hospital, New York, August 8. Father has an animal act.

Divorces

Jane Serlin and Oscar Serlin, New York, divorced in Reno July 17. Serlin produced the stage play *Life With Father*.
Mrs. Montez Martin from Harry Martin, amusement editor of *The Memphis Commercial-Appeal*, July 3 in the Circuit Court, Memphis.
Vivian Vance, actress, from George Koch, musician, in Albuquerque, N. M., July 10.

SKERBECK SHOWS WANTED

Shows and Rides that do not conflict for following Fairs: Antigo, Wis., week Aug. 11; Rhinelander, Wis., week Aug. 18; New London, Wis., Aug. 31-Sept. 1-2; and Wausaukee, Escanaba, Pt. St. Ignace, Fall Celebrations up to Nov. 1st.

WANTED FREE ACTS FOR BENTON COUNTY CENTENNIAL

Aug. 28-31
All Free Acts. Submit literature and price to EDGAR BURNETT, care L. W. Shipp, Oxford, Ind.

FIREMEN'S CELEBRATIONS

Playing ten weeks within 100 miles of Washington, D. C. WANT Legitimate Concessions, including Bingo and Cookhouse. Will furnish Bingo Tent and Cookhouse if necessary. Wanted—Good clean Shows. Open Oxen Hill, Maryland, August 19th to 25th, inclusive.

EDWARD A. OLIVER
1395 Florida Avenue, N. E., Washington, D. C.

Coming Marriages

Henry Oehrig, nonpro, and Wynn Murray, singer in *American Jubilee* at the New York World's Fair, October 27.
Jane Hook, soprano soloist and former sustaining artist at Station WICC, Bridgeport, Conn., and Jack Dempsey, Bridgeport, in New York August 24.
Bob Magee, sales manager for stations WEEU and WRAW, Reading, Pa., and Cherries Wolf, dancer with the Kitty Wolf dancers, September 8 in Valley Forge, Pa.
Tom Speck, assistant manager of the Trans Lux Theater, Philadelphia, and Marie Kennedy, formerly cashier at the theater, in Philadelphia soon.

CONCESSION SPACE FOR SALE

At the following Fairs and Celebrations: Knox County Fair, Bicknell, Ind., August 13-16; Caro, Mich., Fair, August 19-23; Croswell, Mich., Fair, August 27-30; Clare County, Mich., Fair, August 27-29; Midland, Mich., Fair, Sept. 7-9; Charlevoix County, Mich., Fair, Sept. 10-13; Petoskey, Mich., Fair, Sept. 17-20; Midland Sportsman's Club Celebration, August 24-25; Lapaz, Ind., Homecoming, August 29-31; Howard City, Mich., Celebration, August 30-31; Empire, Mich., Homecoming, August 16-18; also several late fairs in Illinois and Arkansas. Wire or write

FIDLER UNITED SHOWS

BICKNELL, IND., THIS WEEK; CARO, MICH., NEXT WEEK

COIN OPERATED

• • • VENDING

• • • SERVICE

• • • MUSIC



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Summer

Thousands upon thousands of machines may be seen by the casual observer while traveling

Summer is passing swiftly and trade members are beginning to think of the fall market season. Operators who have been fortunate in having good summer locations will naturally hold them to the last minute, but eventually summer will be over and then the return to town begins.

The most encouraging thing about summer is that practically everybody takes a trip, does more traveling than usual, has a vacation. Any trip during the summer is almost sure to reveal to the casual observer more coin-operated machines of various types than he ever thought possible to be in existence.

Even a casual trip across two or three States is encouraging when one is inclined to become discouraged about the coin machine trade and its prospects. In a city that is notoriously opposed to amusement games I was surprised to see this summer so many types of coin-operated machines on location. This indicates that when there is local opposition to certain types of machines it is still possible to find many machines that comply with local conditions and also appeal to the public.

Summer travel soon reveals that there are thousands upon thousands of coin-operated machines in actual use all over the United States and the industry is so diversified now that machines may be had to suit any territory.

The summer quiet is here and the news of the European war has served to increase the difficulties in most sections of the country. It is understood that it may be several months before the money appropriated for defense purposes begins to circulate freely among the masses who patronize coin machines. Recent reports do show that some mill or industrial towns are already feeling the great stimulus which can come from the eventual flow of defense money.

Whatever may be said about our own particular industry, in everybody's mind is the serious question of what the future holds for the nation at large. That question is in the minds of those who play the machines and is evidently influencing the amount of money they put into the machines. Phonograph operators feel that it has a very definite effect on the patronage of music machines.

When questions are raised about the future of the nation it is very difficult to think of any source where one might get a brief but reliable analysis of trends.

The total advertising bill paid to newspapers in 1939 was \$151,861,463. The American people pay the bill gladly by purchasing advertised goods. For that price the people ought to be able to turn to most any newspaper and get a fairly complete and reliable summary of current news and trends. But the big majority of papers have become too partisan to be reliable, so the average person must go on forming his opinions from partisan information and propaganda.

To keep up with the times today would require reading a large number of newspapers and news magazines daily in order to get a cross-section of partisan opinion and maybe arrive at some semblance of the facts.

Very few people have that much time to give to reading. In fact, only those people whose jobs require it can devote that much time to reading. The men and women who make up the newspaper staffs over the country have the ability and the facilities for furnishing the people with accurate and non-partisan information, but in most cases they are employed to devote their time and ability to concocting partisan propaganda.

That is one of the most discouraging things about the present time, the lack of reliable sources of information. For the time being I have been turning each week to the two-page news summary in *The United States News* (Republican). The staff of this paper does seem to try to forget its partisan politics long enough to write a two-page summary of the news that seems fairly reliable. Being liberal and independent, I also like to refer to papers of different political views to get a broader viewpoint of the nation and the world.

The latest summary noted in this paper is that the "outlook, barring British defeat, is for a continued high level of business activity. Production rate of industry is entering its sixth week in the 116-118 range and is near the 1929 level. Volume of retail trade is at a high level."

But the report as it relates to our conflict with the dictators and hopes for the survival of England does not contain a single encouraging factor. The report of our own preparations for facing the dictators is discouraging. The worst part of it all, perhaps, is that we are a nation divided into factions, parties, and never agree on anything. That is great encouragement to the dictators.

The cheering effects that popular music on the phonographs is certainly needed and it is to be hoped that those hindrances in the way of phonographs now will soon disappear. A successful phonograph business indicates that cheerful music is playing its part in maintaining the national morale.

It may be expected that 1941, being what is called a "Legislative Year" when so many State legislatures meet, will see many license proposals for amusement games. This will be a good sign if taxes can be kept within reason. With the federal government using every possible tax source for defense revenues, State and local governments will have to turn to such things as amusement games for revenue. The amusement games trade should meet them halfway with frank and fair proposals which will mean good revenue for local and State needs, as well as a living and a business for thousands of operators.

In the Land of 'Home, Sweet Home'

To the Editor:

Kentucky is fortunately very favorably located geographically from the standpoint of defense. Government officials very wisely are burying most of the world's gold at Fort Knox, and Uncle Sam is enlarging the great army camp located there to gigantic proportions.

Now we have information that DuPont is to build one of the largest munition plants in Kentucky. Naturally, this should help to boost business considerably in this area. We are all hoping that the United States will not enter into any war and that these will be merely defensive measures. The point is that we can all "God Bless America" where the public shoots pinballs and not guns at one another.

By the way, the recording *God Bless America* is a big hit here and most operators claim they can't get enough of them.—CHARLES ROSEN, Manager Ohio Specialty Co., Louisville.

Pinball Evens Bowling Alley Seasonal Loss

BOSTON, Aug. 10.—Proprietors of bowling alleys thruout New England have finally found a way to overcome the generally slack summer and are installing pinball games in large numbers.

Bowling generally declines thruout New England in the summer because of the hot weather, and for many years some of the alleys have closed down completely for the months of June, July and August. The installation of the pinball games has boosted revenue in many cases to within 30 per cent of normal spring trade.

It has been found that many erstwhile bowlers who have acquired the habit of visiting the alleys every night continue to do so and spend most of their time on the games. As a general rule alley proprietors have found they can get along during the summer months with one or two pin boys who can handle the bowlers while other bowlers play the machines. Some proprietors claim that after playing a machine for half an hour most of their customers decide to bowl a string or two anyway.

Installations range from one machine in the smaller alleys to what amounts to a complete arcade in some of the larger ones. Altho pinball games are most popular, some installations of ray guns and other targets have been made. Bowling games too are popular with the patrons—and many of them bowl a few strings on a machine and then a few in the alley to convince themselves they haven't lost the touch. In one alley recently a young man who had never bowled before was subjected to considerable kidding from his friends because of the low score he rolled. When the party turned to a bowling machine, however, the novice got the highest score.

At a Bowliadrome located between

Pinball Ambassador

HOLLYWOOD, Aug. 10.—Comedian Roscoe Karns deserves the title of the Coin Machine Industry's No. 1 Good-Will Ambassador in motion pictures as a result of his performance in *They Drive by Night*.

Karns depicts the role of the truck driver who is a pinball enthusiast to such an extent that whenever he makes a stop at a road stand he must play the pinball machine in the place. As a matter of fact he is an expert pinball player, judging from the fact that at one place he was playing off 48 free games and in the last game before he was to leave he gets another batch of 58 free games.

In another scene in the picture the traffic manager of the trucking company (George Raft) asked Karns how come he brought the truck in on schedule and Karns replied that the pinball machines on the run weren't hitting so well for him lately—or words to that effect.

Imps For Sale, \$12.50 each

Liberal allowance on Peanut, Gum or Counter Machine.

O'BRIEN

89 THAMES ST., NEWPORT, R. I.



HAROLD KLEIN, salesman for Milwaukee Coin Machine Co., holds a Cocker Spaniel pup raised by Erving Viegut, operator of Athens, Wis. Erving's hobby is raising pedigreed Cocker Spaniels.

Salem and Peabody, Mass., over a score of machines have been installed and business has remained steady during the generally slack summer months. Installations are entirely separate from the regular cigaret, candy and gum venders. An interesting feature of the food vender installations is the interest shown by operators of alleys in the new beverage venders, and many orders have been placed already for the winter. Alley operators apparently feel that the venders will do away with the inconvenience of keeping a supply of tonic on hand for the benefit of the customers.

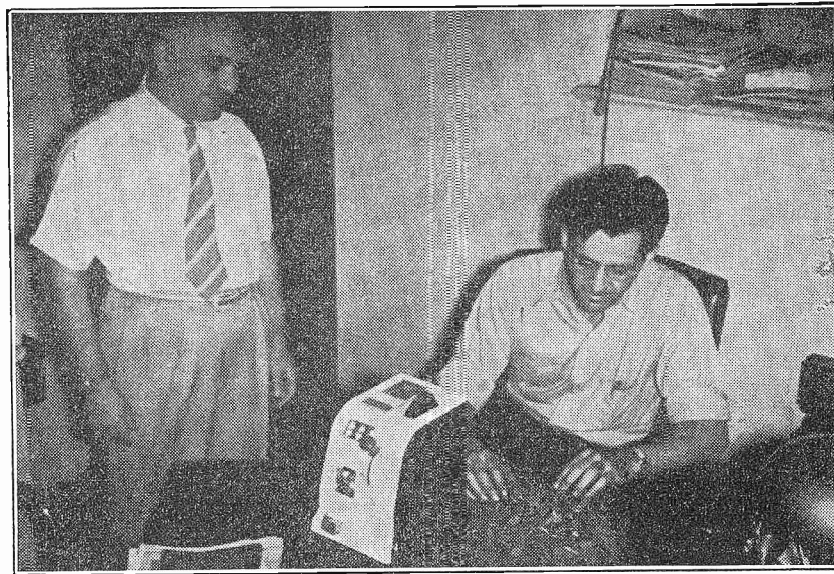
An interesting sidelight is that there has yet to be a complaint of slugging any machine installed in a bowling alley. Operators believe it is because patrons of bowling alleys generally are steady customers who are acquainted with the proprietor and who are unwilling to use slugs. This attitude is contrasted with the attitude of transients using machines in arcades at resorts and beaches.

As yet no installations of phonographs have been reported and it is considered doubtful that operators will attempt any due to alley conditions.

Coin Machine Taxes Bolster S. C. Revenue

COLUMBIA, S. C., Aug. 10.—Revenue derived by the State of South Carolina from coin-operated machines during July, 1940, totaled \$39,500, according to summary of collections for July issued by the tax commission's office. This figure is compared with \$7,485 collected in the same month of 1939.

While taxes on coin machines showed a gain, the State found that liquor revenues had decreased by about \$100,000.



BILL MARMER, OF SICKING, INC., CINCINNATI, and an operator (right) count the earnings of Daval's American Eagle after it had been on location for two days. "Amazing total," commented Marmor.

ALL OVER THE COUNTRY they're saying

"You Can't Beat"

Keeney's Remote Selector

WALL BOXES

and

ANTI-AIRCRAFT MACHINE GUNS

for FASTER, BETTER PROFITS

J. H. KEENEY & Co.
the House that Jack Built

2001 CALUMET AVENUE

CHICAGO

COMING! Keeney's NEW FREE GAME!

KY. SPRINGLESS SCALE CO.

516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.

Soft drinks brought in a larger return over the previous year by approximately \$20,000. Revenue from this source was \$208,678.59. Liquor revenues totaled only \$93,731.

On the whole, the State gained with \$2,110,091.81 being collected in July, 1940, as compared with \$1,975,989.11 in July, 1939.

TEMPERATURE: 6 BELOW!

Doesn't it leave you absolutely cold when you look back at your last few years' operation and find that there's nothing substantial to show for it? Switch to PHOTOMATIC . . . the machine that makes good money all the time, everywhere!

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

Grand National Showing Sub Gun

CHICAGO, Aug. 10.—Grand National Sales Co., of Chicago, distributor for Bally's new Rapid Fire Gun, is showing this new game in its showrooms, it reports.

"Judging by orders already received," said Al Sebring, "this will be one of the outstanding games of the season. It has all of the play interest necessary to capture and hold public interest. Operators have been quick to sense the importance of this fact and are ordering without hesitation.

"We are now giving the trade a good look at this winner," continued Sebring. "Friends and customers are cordially invited to our display rooms where they can see it and appraise its many excellent exclusive features."

Coin Machine Exports Total Almost 100Gs in June, 1940

Canada and Mexico big buyers—see South American business gains

WASHINGTON, Aug. 10.—Exports of coin-operated machines from the United States were just slightly short of totaling \$100,000 in June, according to the latest reports of the Bureau of Commerce. While the month's exports fell below those for the previous three months, it topped exports of January and February of this year.

June exports totaled \$99,250, bringing the year's export total to \$630,121. May export figures were the highest of year so far, with \$145,002 in coin machines going to other countries.

Newcomer to the list of purchasing nations in June was Soviet Russia, which took four automatic phonographs valued

at \$1,124. Another surprise was the Union of South Africa, which purchased games and vending machines numbering 38 and valued at \$3,743. In May the Union of South Africa took 15 amusement machines valued at \$1,001. This is the only two times it has appeared on the export reports this year.

Canada, as usual, was the largest purchaser, taking 120 phonographs valued at \$21,805; 127 vending machines valued at \$12,817 and 458 amusement machines valued at \$29,505 for a grand total of \$64,127.

Heartening was the extent of coin machine business conducted with Central and South American countries. The republics to the South accounted for \$29,616 in machines during the one month. Mexico was the largest of these, taking \$19,523 worth of machines. Salvador was the next largest, taking 20 phonographs valued at \$3,032.

Complete figures on exports for June, 1940, follow:

REPORTS FOR JUNE, 1940

Country	Phonographs No. Value	Vending No. Value	Amusement No. Value
Soviet Russia	4 \$ 1,124		
Canada	120 21,805	127 12,817	458 29,505
Panama (Rep.)	1 264		9 550
Canal Zone	1 350		
Salvador	20 3,032		
Mexico	75 10,488	70 1,575	113 7,460
Jamaica	2 591		
Brazil	5 667		5 162
Chile	1 48		
Colombia	7 2,010		1 250
Venezuela	1 345	100 1,530	
British India	2 113		
Guatemala		1 130	
Cuba		10 43	1 50
Argentina		22 171	10 250
Philippines		10 70	6 557
U. of S. Africa		10 1,038	28 2,705
Totals	239 \$40,837	350 \$17,374	631 \$41,489
Grand Total	1,220 machines valued at \$99,250.		



"THIS MAY NOT BE SUCH A DIGNIFIED POSE, but do we always have to be dignified?" ask these Mills distributors. Left to right are O. B. Palmantier, Canton, O.; Arthur Flake, Dallas; Gano Senter, Denver, and Harold Dailey, Houston.

The Glorified Arcade

By A PIONEER OPERATOR

A GLORIFIED penny arcade, streamlined and made modern and located in the best section of the downtown bright-light district, is in the offing. Who will be the first to step out and launch such an extensive and modern move? Truly the penny arcade of the future will be glorified, changed and given a complete revamping. Its face must be lifted and its name changed. The brave ones will profit providing they have the showmanship and ability to put over the idea. It can't just be done by halves. It must be a complete job, a drastic swingover from anything ever before offered in an arcade.

and glittering glorified arcade, but first let me tell you my idea for setting up the glorified arcade.

First you must select a good location, accessible by auto, street cars and busses, where there are plenty of crowds passing. The front of the place must be "dressed up to kill," as the saying goes. Light it up with colored neon and do not have an old or worn machine in the place. Every machine must simply bristle with newness. A few novelty pin games for amusement only. The glorified arcade must possess legal machines only. Get this straight right now—only legal machines. If you try to slip in the chance games you're thru before you start.

Too long already penny arcades have been confined to the carnival midway and the outdoor spots, such as parks and seashore resorts. Many of these carnival and park arcades are poor excuses for being an arcade at all, due to their poor lighting, old equipment, shabby attendants and poor service. Usually 50 per cent of the machines are smutty pictures or diggers and often some cutie puts in her entire time trying to shove a salesboard down your throat. Now diggers and salesboards are all okeh and we find no fault with a few snappy pictures, but to pursue an unwise effort to force these types of entertainment upon the arcade patron does the better arcade little good.

Then you must have the very latest coin-operated moving picture machines and mutoscopes. Did you see how the crowds stood around the movie machine last December at the Stevens Hotel, waiting for an opportunity to see the pictures? Sure you did. I stood in line myself for 10 minutes before I got to the platform. All day they stood in line. The same was true of other games on the exhibit floor at the Stevens. Well, that's the type of machines to buy. Don't pass up the beverage venders, cigarette venders and the latest sanitary bulk venders. All of these will receive play in the glorified arcade.

Photo Machines

The one-minute photo machines must have a good spot in the arcade as well as the various old stand-bys, such as bag punchers, lung testers, etc.,

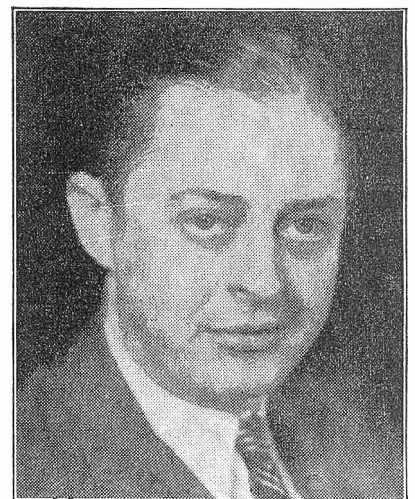
Most penny arcades today are simply thrown together. Little effort is made to create beauty or figure out a variety of entertainment for the people who put their pennies into the chute. There are a lot of park arcades that are still using the same equipment they started with 20 years ago. Carnivals have shown little advancement in the arcade idea, and the few remaining arcades located in the various cities over our country have hardly risen above the ranks of the days of Sam Bass or Cole Younger.

Not very long ago I talked with a man at one of our coin machine shows. He was from the South and operated several second-run picture houses in his city. In each of these movies he had established an arcade—a sort of coin-operated hallway with each wall lined with equipment. He was in Chicago to buy more equipment for his movie-arcade establishments. He said his arcade idea was paying him well and that he realized more clear profit from his coin machines than from his show. "I'm breaking even on my show but making real money on my arcades," he said. He was planning to enlarge each arcade. He was buying new equipment.

How long will it take smart operators who have the cash to invest to wake up. The penny arcade should have been glorified 10 years ago. Yes, it will take some money. Some real money but no more than it requires to enter any other business that promises a good return on the investment.

A Promotion Idea

Here's one promotion idea. Wait, I have several ideas for promotion work that will bring the crowds to your new



HARRY HOPPE, official of the Baker Novelty Co., Chicago, who reports that he has found business good thruout the East and that Baker products are receiving fine acceptance everywhere. He found that operators were enthusiastic about On Deck in both Birdie and Shuffle models. He leaves shortly on a well-earned vacation.

LIBERTY

TOKEN PAYOUT BELL
The Sensational New
COUNTER BELL

with cherry fruit reels. Pays out automatically, free tokens on all customary combinations. LIBERTY gets the play and is profitable to operate. Available in straight penny and straight nickel play. **DON'T DELAY—ORDER TODAY FROM**

\$32.50
R. & S. SALES CO.
MARIETTA, OHIO

Minnesota Assn. and State Now Listing All Unemployed Servicemen

ST. PAUL, Aug. 10.—H. P. Hunter, secretary-treasurer of the Minnesota Amusement Games Association, Inc., reports that the association has made arrangements with the Minnesota State Employment Service to aid operators and members of the association to obtain competent route and service men.

"We have received numerous requests as to where competent route and service men could be obtained," declared Hunter. "Therefore we have conferred with representatives of the State employment service with a view of availing to the coin machine industry the facilities of this service, which operates a network of employment offices thruout the State.

"The State Employment Service is always ready to serve without fee all employers and employees in the State. All applicants are carefully interviewed so that when a vacancy occurs they can accurately furnish men to fit the employer's specifications.

"Our purpose in asking all members and operators to co-operate with the Minnesota State Employment Service is solely to enable operators to get competent help and keep trained mechanics and service men available when there is need of them. We feel that if all co-operate with the State and use this service it will be very beneficial to all operators.

Atlas Displays Counter Games

CHICAGO, Aug. 10.—"For the greater convenience of the many Atlas customers who periodically call at our headquarters, we have expanded and improved our display of counter games," report officials of the Atlas Novelty Co. "The importance of counter games in the operating field has dictated this action.

"One of our windows will contain all of the current new counter games while the other will display Atlas reconditioned counter games. One of our motives in so displaying counter games is the fact that we have a huge stock to offer. By so displaying the games we conserve other needed space."

Liberal Trade-In Allowance
On Your Old Counter Game Towards Purchase of

AMERICAN EAGLE 10 for \$275

Sample \$32.50. Ball Gum Model \$2 Extra
O'BRIEN
89 THAMES ST.
NEWPORT, R. I.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

ONE BALL SPECIALS!

Hawthorne ..\$47.50	Horseshoes ..\$42.50
Thistle-down .. 59.50	Hey Day ... 15.00
Fairgrounds .. 74.50	Fairgrounds .. 15.00
Gold Medal .. 59.50	Fleetwood .. 22.50
Dead Heat .. 49.50	Handicapper .. 29.50
Man of War .. 49.50	Preakness .. 15.00
Derby Time .. 29.50	Gott. Multiple 15.00
Derby King .. 29.50	

WRITE! WIRE! PHONE!
SEIDEN DISTRIBUTING CO.
1226-30 BROADWAY, ALBANY, N. Y.

News Topics, Week Aug. 5-10



HOMER E. CAPEHART (left), president of the Packard Mfg. Corp., Fort Wayne, Ind., manufacturer of the Heads-Up-Selector, appointing W. E. (Bill) Simmons district manager for the States of California, Nevada, Arizona and Utah.

Business report from New Orleans says heavy rains hurt earnings thru that region. Mill towns in New England area beginning to feel flow of defense money and more patronage of coin machines.

Reports says bowling alleys in Boston area are turning more to pinball games and find they boost business. New Orleans operators interested in a new test of counter model phonographs for home parties and small candy and drug store locations.

Legal happenings reported in Birmingham, San Francisco, Wheeling, W. Va., and Detroit. San Francisco board failed to pass pinball license by one vote.

Business better in Los Angeles and Minneapolis following recent favorable rulings.

National Association of Broadcasters met in national convention, San Francisco, August 5 to 8, and began strong move against ASCAP.

FTC ruling that firms making dime store items must sell to all alike may eventually help vending-machine trade.

Detailed reports received of movie machine tests and activities in Los Angeles and in Pittsburgh. Chicago firm reported ready to place 17 movie machines on test locations. Reports increase of wired music installations in Northern Ohio.

Denver city council tries to persuade chain stores to increase price on cigarettes, as other stores have done, but chains declined. The City of Denver has been sued by the State for 85 per cent of its cigaret tax revenues.

but they must be new units. Name plate and key tag machines will get play. On your mutoscopes use only decent pictures that any child may look at. Go in for some educational scenes. Run as many amusement games as you like, but give no awards of any kind. Set a few scales in the right spots and place at least two Skee Ball alleys. A ray gun will get play too. You must go in for amusement as much as possible with 100 per cent coin-operated equipment. The newest coin-operated device now offered, the voice recording booth, will also do well in the streamlined arcade.

After you get your arcade set up and ready for operation, before you open your doors plan your promotion programs. Here is where your showmanship comes in.

I'll bet that with one of the portable moving picture machines and a few reels of Mickey Mouse you can pack your arcade every afternoon and evening. These little portable moving picture machines can be set up in just a few minutes and the film rental is reasonable. In my town there is a department store running these Mickey Mouse films in its nursery free and just for the kiddies while their mothers shop. And they are talking movies. You can secure two and three-reel Westerners, Chaplin comedies and newsreels. With the pictures running in sight of the street, you'll pull 'em in right off the sidewalks. Announce a good feature that will be run off in 15 minutes and tell the crowd frankly that you're giving them 15 minutes to amuse themselves among the machines and then there will be another show. If the Southern theater man can afford to give 'em a complete movie show with high cost you can certainly profit by giving them the port-

able movie show. This idea will prove successful with the proper showmanship behind it.

Another promotion idea would be to have certain days when all lady visitors would receive favors. Always arrange a neat little gift for the ladies on these days. At least once or twice a week plan something special for the children visitors. Announce certain movies that your machines are showing and offer a cash prize for the child who writes the best essay on the movie subject after viewing it. There are hundreds of promotion ideas for the modern arcade manager to work up that will keep the crowds flowing thru his arcade. A little time, thought and effort will do the trick.

In conclusion, let me state that there are too many good coin-operated devices suitable for the glorified arcade to let such a grand business opportunity to go unnoticed. One of these days some smart business executives are going to see this opportunity and start a chain of dignified modern arcades, backing them up with real showmanship. It is one of the biggest opportunities offered for coin-operated devices at the present time.

Boston

BOSTON, Aug. 10. — Selectmen of Brookline, Mass., adjoining Boston, are considering the installation of parking meters thruout the town's main traffic section. If the plan goes thru it will be the first installation in Massachusetts.

Dave Bond, of Trimount Coin Machine Co., back from a trip to New York, New Jersey and Philadelphia, enthusiastically reports prospects are good for the fall. "It looks like we'll have a little activity," Bond said. "Things look good for the installation of the Nab Diners on which I am now concentrating."

Increase in soda, candy, cracker and nut vending machines noted in theaters and other public places. Candy concessioners slowly making way for machines in some of New England's chain theaters. Indies have long favored machines and are ordering more or giving the matter consideration.

Ed Raverby at the Owl Mint Machine Co. reports that the firm is still rushed with orders for machines. Novelty free-play games are popular at present and many operators are setting themselves for the winter. "Real good service from the factory enables us to give real good service to the ops," Raverby said.

Ben Palastrant, of Supreme Vending Co., combined business with pleasure on his second trip within the last 10 days. Ben made a flying trip to Chicago to visit the Rock-Ola factory and to drop in on Walter W. Hurd, of *The Billboard*. On the return trip Ben stopped off in Buffalo and Syracuse. During his absence

several more Rock-Ola remote control installations were made. Palastrant reports remotes constitute the majority of installations at the present time.

At the Atlas Coin Machine Co., too, wireless remote installations constitute the majority of business. Sales of the new Seeburg "Shoot the Chutes" also popular, with some operators buying for

late installation in summer arcades and other purchasing for installation in year-round spots.

Popularity of anti-aircraft guns zooming in locations in this section. One location reported that on a hot night recently machines were in operation constantly, with a line of people always waiting their turn.

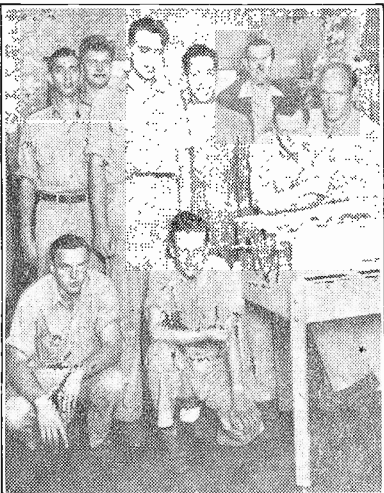
PAYOUT TABLES	5-BALL AUTOMATIC GAMES	CONSOLES
Sport King \$145.00	FREE PLAY	Pace Reels Sr. \$105.00
Pace Maker 85.00	BALLY	Fast Time, F.S. 100.00
Track Record 75.00	Triumph—New \$47.50	1939 Galloping Dominos 99.50
Grandstand 75.00	Roller Derby 30.00	1938 Bangtalls 85.00
Dead Heat 39.50	Spottem 20.00	1937 G. Dominos 54.50
Man-o-War 44.50	Dandy 19.50	Jennings Multiple Races 39.50
Hawthorne 45.00	Supreme 19.50	Jennings Good Luck 40.00
Western Horseshoe 30.00	Pick Em 19.50	Kentucky Club 29.50
Derby Clock 30.00	Variety 19.50	Skill Time 29.50
Derby Champ 29.50	Chover 19.50	Zipper 29.50
Stoner Champ 24.50	Bally Royal 19.50	Jennings Pick Em 24.50
Derby Time 24.50	Paramount 14.50	Jennings Paddock Club 24.50
Feed Bag 24.50	EXHIBIT	Track Time Redhead 24.50
Mills 1-2-3 24.50	Congo \$44.50	Track Time Grayhead 19.50
Three Up 20.00	Flagship 35.00	Tanforan 15.00
Fleetwood 15.00	Lancer 35.00	Club House 15.00
Klendicks 15.00	Jumper 20.00	1938 Galloping Domino 24.50
AK Sar Ben 15.00	Rebound 20.00	Derby Day Consoles 15.00
Hey Day 14.50	Avalon 20.00	Evans Rollette 19.50
Grand Prize 14.00	Flash 20.00	Rays Track 24.50
Big Race 14.00	Contact 20.00	
PHONOGRAPHS	Flight 20.00	LEGAL GAMES
Wurlitzer 500 \$169.50	Conquest 20.00	Keeney Machine Guns
Wurlitzer 616, Light Up	Hometeam 20.00	(Black Cabinet) \$115.00
Dome and Grills 119.50	CHICAGO COIN	Seeburg Chicken Sams. 79.50
Wurlitzer 616, Side and	Jolly—Floor Sample \$44.50	Evans Ten Strike 79.50
Front Grills Marble 109.50	Sports 34.50	Bally Bulls Eye 79.50
Wurlitzer 24 92.50	Major 19.50	Exhibit Bowlers, like new 39.50
Wurlitzer 616A 79.50	KEENEY	Bally Alleys 39.50
Wurlitzer 716 69.50	Score Champ, F.S. \$44.50	Seeburg Ray-o-Lites 29.50
Wurlitzer 412 29.50	Supercharger 32.50	Bally Bulls Eye, like new,
Wurl. Counter Mod. 51 39.50	Big Six 32.50	in crate 99.50
Wurlitzer P12 22.50	Thriller 32.50	COUNTER GAMES
Rockola Monarch 90.00	STONER	Ginger 1c and 5c \$12.50
Rockola Windsor 80.00	Fantasy, J.P. \$35.00	Jiffy 12.50
Rockola Rhythm Mas. 16 55.00	Stoner Baseball 30.00	Heads or Tails 12.50
Rockola Rhythm King 12 35.00	Davy Jones 19.50	Cent a Pack 8.00
Rockola Regular 12 25.00	Clipper 14.50	Tally 6.50
Rockola Counter Model 40.00	BAKER	Spin-o-Packs 7.50
Mills Studio 40.00	Twinkle \$19.50	Reel Spot 5.00
Mills Do-Re-Mi 22.50	DAVAL	Reel 21 3.50
Mills Swing King 20.00	Box Score \$14.50	Buckshot 3.00
Mills Dance Master 15.00		

ONE-THIRD CASH DEPOSIT, BALANCE C. O. D.

MAYFLOWER NOVELTY COMPANY

Our New Address

MAYFLOWER BUILDING, 2218 University Ave., St. Paul, Minn.



A GROUP OF SHOP MEN take time out to pose for the photographer at National Novelty Co.'s headquarters at Merrick, Long Island, N. Y.

When in St. Louis, Visit Our New Headquarters

We have a Display of 50 Pin Games hooked up and ready to play for your convenience. **DISTRIBUTORS FOR MILLS PHONOS, GAMES AND SLOTS** Don't fail to come in and see the new Mills Empress and Throne of Music Phonographs in our New Display Room. We carry a complete line of Mills Slots. Also a Complete Line of New Counter Games, Free Play Games and Payout Machines. Write for Prices on all New Games.

THIS WEEK'S BARGAINS IN RECONDITIONED EQUIPMENT

LEGAL EQUIPMENT	SLOT MACHINES
EVANS TEN STRIKES \$54.50	MILLS BLUE FRONT MYSTERY, Painted
ROCKOLA TEN PINS 49.50	Brown, Winkle Finish, 5c Play—
BALLY ALLEY 44.50	OVER 400,000 \$37.50
SKEE-BALL-ETTE 89.50	UNDER 400,000 32.50
	MILLS BLUE FRONT MYSTERY, 5c Play—
	OVER 400,000 \$35.00
	UNDER 400,000 30.00

MISCELLANEOUS

MILLS JUMBO PARADE (F. P.) \$127.50
Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance C. O. D.

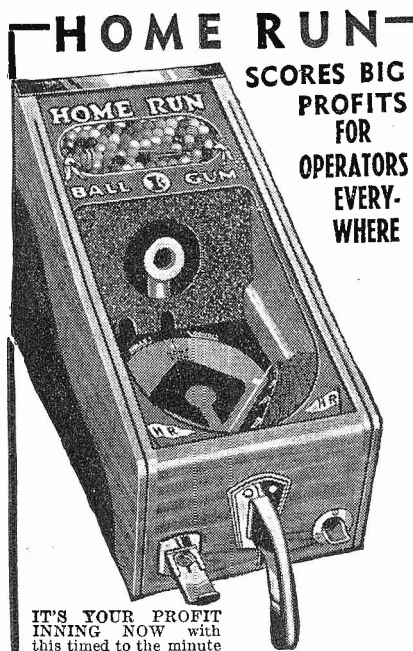
2625 LUCAS AVE., **OLIVE NOVELTY CO.** ST. LOUIS, MO.

FOR QUICK SHIPMENT

5 Groetchen Imps \$7.50	5 Latest Model F Targets \$14.50
5 Red Cabinet Model F	1 Bally Bull Ray Gun 50.00
Targets 7.50	1 Seeburg Jailbird Ray Gun 90.00
5 Challenger Targets 13.50	Send 1/4 Deposit

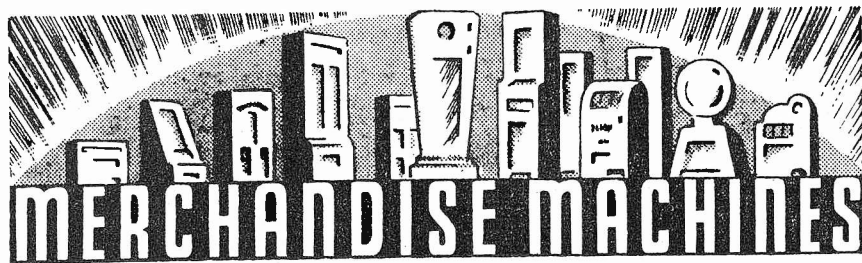
A. L. KROPP

Tuscaloosa, Ala.



HOME RUN
SCORES BIG PROFITS FOR OPERATORS EVERYWHERE

IT'S YOUR PROFIT INNING NOW with this timed to the minute MONEY MAKER, for HOME RUN is entirely new in playing principal and operation, you actually BAT the ball thru the air in an effort to score a homer and the ball you bat is a BALL OF GUM, a clever innovation, isn't it?
Locations may give awards for "Homers"—HOME RUN is no ordinary Vendor—it's a LONG, FULL-TIME PROFIT MAKER ON ALL YOUR LOCATIONS. You'll be amazed at the big earning power of this remarkable combination Ball Gum Vendor and Amusement Machine.
HOME RUN is operated with 180 count ball gum. Striped balls are used in HOME RUN the same as in ordinary Ball Gum Vendors. DON'T DELAY, ORDER YOUR HOME RUN VENDORS TODAY! HOME RUN in lots of 10 or more \$19.50 each. SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50.



Massachusetts Cigaret Operators Add Employees on Price Changes

BOSTON, Aug. 10.—Cigaret vending machine operators report that about 95 per cent of the machines in the State have been changed over to sell the packages at the new 17-cent price. The price includes the State and the new defense taxes.

The remaining 5 per cent of the machines in the State will be changed over as soon as the necessary equipment is received, it is said. Previously all machines in the State had sold the packages at 15 cents. This price was maintained even after the addition of the 2-cent-per-package State tax last September. It is expected that by the end of August 99 per cent of the machines in the State will be changed over.

The new defense taxes which resulted in the price increase also have resulted in additional overhead for operators. An estimated five girls per 1,000 machines have been put to work inserting three pennies in each package of cigarettes to supply the change, inasmuch as the machines are equipped to take 20 cents in any combination. Approximately 50 girls have been employed by Massachusetts operators to handle the estimated 10,000 machines in the State.

The sales of cigarets in the machines have fallen off somewhat since the new tax went into effect. Operators have not as yet figured out the total decrease. It is expected that by the end of September figures on the percentage of the loss will be available. As a general rule operators feel that they are better off at the 17-cent figure despite the loss of sales than they were at 15 cents.

Altho most retail stores have increased their prices to at least 16 cents, there are still a great many sections where the 15-cent price prevails.

With all operators busy because of the

changeovers and because of the regular summer business, no meetings of the CMA are scheduled until September. It is expected that at that time complete figures on business since the introduction of the new taxes will be available.

Inquiry

To the Editor:
About 12 years ago I operated several pencil vending machines which vended a pencil with the purchaser's name stamped on it by means of levers operated by the purchaser. I lost these in a fire and do not recall the manufacturer's name.
Can you give me any information as to where these are made or do you know of someone who might have them? I have never seen them advertised.—C. E. E., St. Petersburg, Fla.
(Readers having knowledge of the above described vender please notify The Billboard, 54 W. Randolph street, Chicago.)

Pan Now Offers Fruitees and Nuts

CHICAGO, Aug. 10.—Pan Confections, Chicago, has announced a new hard-shell coated candy, Hard Shell Fruitees, for use in bulk vending machines. The new candy is an addition to the already long list of hard-shell candies offered by Pan.

As a further service to customers, Pan said, it is now offering a line of salted nut meats in addition to the regular hard-shell vending machine candy line. "When you order your candies," Pan addressed operators, "include a sample shipment of one or two cartons of your favorite salted nuts."

Pan also packages a line of pan candies for use in candy vending machines, offering 5-cent candies.

See New High In Cigaret Use

WASHINGTON, Aug. 10.—Cigaret consumption in the United States is expected to reach a new high during 1940, exceeding the 1939 record by as much as 5 per cent, it is reported by tobacco industry authorities. The 1939 record consumption of cigarets totaling 172,000,000,000 cigarets marked the highest year in the history of the industry.

The four leading brands are expected to represent a larger proportion of sales during 1940. It is said that increased federal taxes have adversely affected sales of the 10-cent brands.

FTC Ruling May Help Venders

WASHINGTON, Aug. 10.—A ruling, which may aid vending machines has been handed down by the Federal Trade Commission. The ruling ordered a manufacturer to cease furnishing a specially sized and packaged product to certain outlets unless all purchasers competing in resale of such articles were accorded the facility of packaging in containers of like size and style on proportionately equal terms.

The order was issued against Luxor, Ltd., manufacturing toilet articles and cosmetics in which it was alleged that restriction of 10-cent sizes to novelty, variety and syndicate stores was a violation of the Robinson-Patman act.

The commission found that junior or 10-cent sizes were preferred by many customers, that the size of packaging facilitated resale and that retail druggists endeavoring to obtain the junior size could get only the large or 49-cent size which could not be conveniently divided into smaller quantity units for resale.



Coming Events

Ohio Cigaret Venders' Association meeting, Columbus, O., Wednesday, August 14.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

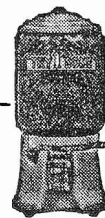
Thirteenth annual convention of the National Food Distributors' Association, Chicago, August 21 to 24.

National Newspaper Week, October 1 to 7.

Premium Advertising Association of America, New York, September 9 to 13.

Coast Gift, Art and House Show, San Francisco, August 11 to 16.

IF YOU WANT THE BEST IN BULK VENDING—BUY



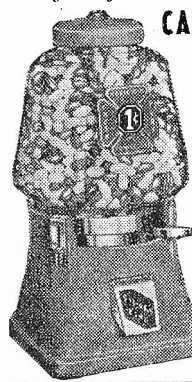
Northwestern

More than ever Northwestern leads the bulk vending field. High quality machines for every purse and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS

LOW AS 50c MONTH NOW—TIME PAYMENT PLAN ON SILVER KINGS

Buy Legal Vendors, avoid trouble



CASH IN—"King Jr."

5 Lb. "SILVER KING," \$3.95

Each

Newest, most modern money-maker for all locations. Just the right size for counter or booth. Vends peanuts and small candies, also all types of Breath Pellets. Capacity 2 lbs. candy. Blue Hammerold finish.

10 at \$5.50

FREE Cat. & Instructions. Write today for terms.

TORR 2047A-SO. 68 PHILA., PA.

A SHOT IN THE ARM!

A shot in the arm is what our new Excelsior Mixture will have on 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: Blended Filberts, Small Whole Cashews, Pecan Halves, Small Whole Almonds, Small Brazil Halves, 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 Calif. Almonds
50% Blended Filberts
(Count—App. 750 to Lb.)
Introductory Price 32c lb.
Send for Delicious Sample

E. CHERRY, Inc.
238 Market St., PHILADELPHIA, PA.

TWO NEW VENDORS BRING PROFITS DAY-NIGHT

No Selling 30c returns \$4.50
Operate "King Jr." Vendors, \$3.95. Vends breath pellets, ball gum, nuts, etc. Place in gas stations, taverns, etc. FREE instructions and catalog.
AUTOMATIC GAMES, 2425 K Fullerton, Chicago, Ill.

WE HAVE THEM VICTOR'S

ESQUIRE .. \$6.95 HOME RUN \$19.50
SPECIAL DE LUX ... 5.95
TOPPER ... 6.75
Each in Lots of 10 or More. Sample \$24.50, with app. 5,000 Balls of Gum. 1/2 Dep., Bal. C.O.D. 5 S. 22nd St. RAKE, PHILA., PA.

CENT-A-TUNE 1c Selective Phonograph

A 12-Record Machine Suitable for Locations Where Pennies Are More Plentiful Than Nickels. Operator's Price—Below \$50.00. Write or Wire at Once!
D. ROBBINS & CO. 1141-B DeKalb Ave. BROOKLYN, N. Y.



ESQUIRE

The last word in vending perfection. Truly a great vendor—it is universal—vends all types of bulk merchandise including Ball Gum and vends them accurately—no additional parts necessary.

Sample Esquire only \$6.95 Each Porcelain Finish 50c Extra



TOPPER

Is tops in modern design. Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything; almonds, candies, mixed nuts, cashews, peanuts, pistachios, charms, ball-gum, etc. When ordering Toppers for ball-gum, please so specify. Sample Topper

only \$6.75 Each Porcelain Finish 75c Extra

SPECIAL DE LUXE

Porcelain Enamel Finish only \$5.25 ea.

in lots of 24 or more. Sample, \$5.95; 6 to 11, \$5.75 ea.; 12 to 23, \$5.50 ea. Beautiful Tangerine Porcelain, trimmed in Chrome. All porcelain merchandise chute. Vends everything. 3 lbs. capacity. 1/2 cash with order, balance C. O. D.



Operators, Order This Coin Counter

Penny-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D. All orders require 1/3 cash, balance C. O. D.

VICTOR VENDING CORP. 5711 W. GRAND AVENUE, CHICAGO

EASTERN FLASHES

NEW YORK, Aug. 10.—One of the most rabid pin game fans frequenting Bill Rabkin's Penny Arcade at the World's Fair is the armless girl from Ripley's Odditorium. She wears open stockings and plays the game with her toes. Attendants say she's a cracker-jack shot, too.

AROUND THE TOWN . . .

Tony Gasparro, of Weston Distribs, came back from Chicago all smiles over his appointment as distrib for Exhibit Supply. He lost no time in predicting that Exhibit's new game, Landslide, will go over big with the trade here. "It's the surprise game of the year," Tony says . . . Also back from Chicago with a satisfied look on his face is Jack Fitzgibbons. "Bally has some big surprises in store for the trade," Jack reports . . . Rudy Greenbaum, Packard's district manager, tarried here for a few days after a trip thru Pennsylvania before leaving on another jaunt thru up-State New York and the Midwest. He'll wind up at the firm's Fort Wayne, Ind., factory for a confab with Homer E. Capehart . . . Dave Simon has returned from a Midwestern trip during which he spent 12 days fishing in Lake Superior with Sam Taran, of Minneapolis. Dave also visited around St. Paul, Minneapolis and Chicago . . .

Max Glass and Paul Gerber, well-known Chicago distributing team, spent the week in town, doing the Fair and taking in all the sights. Took time out to drop in for a powwow with the boys at Modern Vending Co. and a visit at the International Mutoscope factory with Bill Rabkin. . . . Nick Barra, exec of



INTERIOR VIEW OF SPORTLAND ARCADE on Ocean Park Pier, Ocean Park, Calif., showing part of the crowd which played the 600 machines in the arcade. Paul Gerber, of the Chicago distributing firm Gerber & Glass, plans to eventually have 1,000 games in the arcade.

Commonwealth Remodeling Co., has prepared a leaflet giving full instructions on how to assemble remodeling parts bought from Commonwealth. "We prepared this booklet," Barra states, "so that ops who want to remodel their own phonos can do the job almost as well as we can here at the factory. Our Marlblite remodeling has gone over so big with the ops that we're opening another branch of our factory to experiment on developing models for other machines."

ALONG COINROW . . .

Mac Pearlman, opening the Metro Music office on 10th avenue, smiles a welcome to passers-by . . . Bob Grenner whizzing by in a cab as coinmen on Coinrow wave "hello" . . . Hymie Rosenberg, with a batch of keys in his hand, playing the new games . . . Leon Berman, the electrical man, taking orders for parts and supplies . . . Mike Munves, Johnny Christofano and Bill Gersh talk about the good old days. Mike continues to claim he needs bigger quarters . . . Jack Kay and Harry Pearl check over the new Exhibit game at Weston Distribs with Tony Gasparro . . . Harry Fraier tells about his Long Island office . . . Bert Lane, at Seaboard Sales, reports his phone is ringing all day long. "Calls are all from ops about Genco's Dude Ranch," he explains. "We're way behind on shipments" . . . Charley Lichtman, of Roxy Sales, is thinking about a trip to South America. He's telling all the boys about how his firm is shipping phonos to all parts of that continent . . .

MEN AND MACHINES . . .

Nat Cohn, Irv Sommer and Harry Rosen are working hard to get more

of those Roll-In-the-Barrel games out to their customers. They also hint that they have something big in the wind that will surprise everyone in the industry . . . While George Ponser is away on vacation, Jack Mitnick has taken over the reins. Jack says business has suddenly zoomed to new highs on Mills Empress and Wall Boxes. He's also preparing to leave on a 10-day jaunt to visit G'ogia friends . . . Joe Hirsch postcards his many friends to tell them how swell it is at Lake George and that he only wishes he could accommodate all the boys for a month's stay. "Funny thing," one op observed, "Joe could" . . . Dave Simon finally received Jimmy Johnson's Record-It machine but couldn't get it set up until one of Jimmy's engineers arrived to explain to Dave's mechanics how the instrument works . . . Eddie Brothers seen making the rounds . . .

BROOKLYN BITS . . .

Charley Aronson and Bill Alberg, of Brooklyn Amusement, maintain they feel a new sales record coming on any second now. "Every day more ops are turning to Evans' In-the-Barrel," they say . . . Al Simon, of Savoy, says the picture of him that appeared in the August 3 issue was taken by a member of his staff about a year ago when he was at the Savoy office in Baltimore. Both he and Jack Semel report Chicago Coin's Polo is still going strong. "Looks as tho orders for the game will never let up," they observe . . . Office force of Budin, Inc., got a real work-out with Hymie Budin in Chicago for

a visit with manufacturers, with Benny Guber ill and a big demand for Stoner's Double Feature, according to reports . . . Sam Sachs, of Acme Sales, reports his firm has been jammed with orders since the announcement of its latest combination deal. "We have a sneaking suspicion that the low price is the reason," he states . . .

JERSEY JOTTINGS . . .

Plenty of action in Newark as some of the Jersey ops seek to buy pin game routes to add to their present operations . . . Irv Morris, of the George Ponser office, reports ops are taking to Chicago Coin's Polo and Gottlieb's Score-a-Line. Ponser office here is also reported to have completed the largest Mills Empress deal in its history . . . So swamped is he with machines that Jack Berger, of Newark Coino, is figuring every angle to find more room to house them . . . Irv Orenstein is working faster than ever these days . . . Abe Green is taking golf lessons. Present score ranges in the 60s—for the first nine . . . Barney (Sugy) Sugarman switches to the shore from the mountains just for the change. He's enjoying this vacation season to the hilt . . . Games stacked in front of Jack Kay's windows look like a regular barricade . . . Dave Engel, of Dee & Bee, pulls over to the curb, rushes into his office, dashes out again and is off before you could spell his name . . . Plenty comments heard about neatness of Stirling Distribs' building on Elizabeth avenue.

FROM ALL AROUND . . .

Down in Philly, Sam Stern, of Keystone Vending Co., reports sales of used phonos and Capehart's Heads-Up-Selector are hot right now . . . Rudy Greenbaum got a good ribbing about his salt-water bathtub swimming from Frank Hammond, manager of the Philly phono association . . . Joe Ash, of Active Amusement, reports his whole force is hard at it supplying the demand for reconditioned games . . . George Fairchild, of Fairmore Music Co., Reading, Pa., states that more music ops are wending their way to his door daily . . . Eli Miller, of Midway Vending, just returned from Cape Cod, is thinking of bottling the cool breezes from up yonder and vending them in the machines at 5 cents per waft. Some idea, what?

Financial

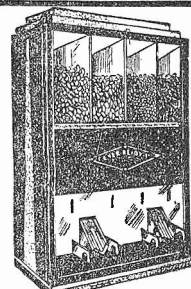
The American Chicle Co., Long Island City, N. Y., reports a net profit for the six months to June 30 of \$1,899,545, equal to \$4.36 a share on 435,700 shares, against \$1,883,381, or \$4.31 a share on 437,300 shares last year. June quarter net profit was \$988,613, or \$2.27 a share, compared with \$1,017,016, or \$2.33 a share, in the same quarter a year ago.

Torr Time Payment Plan

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

Operators, Write for Full Details Today—NOW!

TORR 2047A-S0, 68
PHILA., PA.

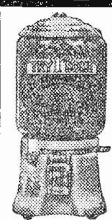


REMOVAL SALE
CLOSEOUTS
EVER-READY
4-COL. PEANUT
AND PISTACHIO

LOTS \$3.95

- 5 SAMPLE \$4.95
- 1c Yu Chu Ball
- Gum Vendor \$2.95
- 1c Vendex, 3 Lb. Cap. Pnut. . . 2.95
- 1c Silver King, 5 Lb. Cap. Pist. 3.95
- 1c-5c Stew.-McG. 5Lb. Cap. Pist. 3.95

1c Two-in-One, 2-Col. Pistachio . . . 5.95
1c Adams Gum Vendor, 6-Col. Hexagon. . . 5.95
1c-5c N. W. Standard, 5-Lb. Cap. Pist. . . 5.95
1c-5c N. W. DeLuxe, 5-Lb. Cap. Pist. . . 9.95
1c Snacks, 3-Col. Pistachio . . . 9.95
We have in stock all the latest Counter Models—
MARVEL • HOME RUN • IMP.
Write for Our Prices!
ASCO 383 HAWTHORNE AVE. NEWARK, N. J.



Northwestern

Model 40 - \$4.95
IN 100 LOTS

SAMPLE \$5.45
1/3 DEP., BAL. C. O. D.

Send for Descriptive Literature and Price List of Complete Line.

RAKE, 5 S. 22nd St. PHILA., PA.



1c SKILL GAMES

Reconditioned Like New!

10 Totalizer 1c Counter Skill Games. Each. . . \$12.00

5 Bingo 1c Counter Games with Gum Vendor. Ea. . . 6.50

Write for Complete Catalog of New and Used 1c Skill Games, Vending Machines, Phonos and Scales.

D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



AN OPERATOR, CLASS OF 1952, is young Tim Lingle, who already is preparing for his participation in the business by helping his dad. Above picture was taken on a visit to Rocky Glen Park, Moosic, Pa., where he was initiated into the O'Toole Indians, chapter of the Rubber Gloves. Ben Sterling, who sends this picture, failed to indicate the need of rubber gloves to a member of the coin machine industry.

COMPLETE SERVICE

FOR ALL

MDSE. VENDING MACHINE OPERATORS

- ★ **HandShell CANDIES**
- ★ **CHARMS of All Kinds**
- ★ **CANDIES FOR 5c PKG. MACHINES**
- ★ **SALTED NUT MEATS**

* Write for price list *



PAN CONFECTIONS-CHICAGO

345 W. ERIE ST.

Phone SUPRIOT 1800

ORIGINATOR OF HAND SHELL CANDIES

345 W. ERIE ST.

CHICAGO, ILLINOIS

WHILE THEY LAST!

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 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 5-9615) 250 W. 54th St., N. Y. C.

MUSIC MERCHANDISING

Music Hath Charms

PITTSBURGH, Aug. 10.—New outlet for coin machines! The Romance Shop, bridal gown retail store, has installed a music box because "music helps women make up their minds when they're uncertain about a dress," Owner Edward Azen claims.

When a customer looks at a wedding gown a salesgirl is apt to play *I Love You Truly*. When the same patron is speculating on a sports outfit the salesgirl may push the button for a swing tune, and when the item under consideration is a suave evening frock a silken number by an orchestra specializing in sophisticated rhythm floats thru the speaker.

Form Illinois Association of Phono Owners

CHICAGO, Aug. 10.—Announcement of the formation of a new phonograph owners' association, the Illinois Phonograph Owners, Inc., was made this week. The new association has headquarters in the Madison and Kedzie Building here.

Joseph A. Kroeck has been elected to serve as president, while Morris Korengold has assumed the post of secretary and treasurer. Earl Gardiner, well known to hundreds of coin machine men in and around Chicago, is manager of the new association.

According to the officers, the new association has been formed to further the interest of operators in Chicago and Northern Illinois. Periodical meetings will be held at which problems pertinent to the operation of phonographs will be discussed.

The association has a beautiful suite of offices and has extended an invitation to all phonograph owners to drop in and use the facilities there as well as to learn about the new association.

Last Will and Testament of A Phonograph Service Man

"Judge," said a phonograph service man to his lawyer, "the Doc says I have only about a month to live, so I want to make my will.

"Fix it so that my overdraft at the bank goes to my wife—she can explain it better than I.

"My equity in my car to my son so that he will have to go to work for a change to make the payments.

"Give my unpaid bills to my competitors. They helped me pile them up, so they should receive something for their trouble.

"The rest of my equipment you can give to the junk man. He has had his eyes on them for several years, so let him have them.

"Those new-fangled machines in my shop I want the manufacturer to have them—maybe he can make them work.

"My whisky keg—well, give it to my whisky dealer. I hope it costs him as much to keep it as wet as it has me.

"I want you to handle my funeral, Judge. Any undertaker will do, but I want six employees of phonograph manufacturers to be my pallbearers—they have carried me so long now that they might as well finish the job."—*Memories of a Service Man.*

Movie Machines in 1941

SAN FRANCISCO, Aug. 10.—Approximately 10,000 movie machines will go into operation in hotels, schools, cafes, cocktail lounges and other prospective baiting places thruout the country early in 1941, according to columnist Harold Heffernan in *The San Francisco Chronicle*.

"Several companies, including James Roosevelt's Globe, already have completed scores of 100-foot subjects for the 'soundies,' as they've been tagged by the trade," says the columnist. "And you'll be astonished at some of the familiar faces you'll see. . . ."

Recalls Committee Report . . .

The recent decision by the U. S. Circuit Court of Appeals in New York City, which limited the right of performing artists and others to restrict the use of phonograph records, recalls some interesting history.

One of the most revolutionary reports under the present administration was the report on patents and copyrights issued July 16, 1939, by the TNEC (Temporary National Economic Committee). The committee recommended some far-reaching legislation to correct abuses of the patent and copyright system.

One strong recommendation was that use of patents and copyrights to restrict trade be stopped.

The recent court decision in New York follows the principles of the committee report. A few other important court decisions have also followed the report. The U. S. Supreme Court followed it in probably two of its important cases.

A change of administrations may upset the TNEC report in Congress, but a liberal U. S. Supreme Court is likely to give many interpretations based on the famous report. Phonograph operators as well as all members of the coin machine trade will be interested in the further development of the patent and copyright principles set forth by the committee.

Simon Applauds Keeney Wall Boxes

NEW YORK, Aug. 10.—"Keeney wall boxes are about the best thing that ever happened to music operators," states Dave Simon, Simon Sales Co. official. "They've helped many operators increase their earnings.

"At first many operators thought that wall boxes were made only for large-size locations. A few progressive operators installed them on small locations and they clicked. With the result that today Keeney wall boxes are installed on locations from the smallest to the largest size and are making big money on all.

"It proves that patrons, whether they be patrons of a lunch counter or small hamburger stand or a super de luxe location, want the convenience of music selection that Keeney wall boxes give them. They show this desire by patronizing those locations that give them music anywhere in the location. It is no wonder, knowing this, that more and more operators are turning to Keeney wall boxes for that extra profit from all their music locations."

Big Demand for G&G Changeovers

CHICAGO, Aug. 10.—According to Max Glass, Gerber & Glass official, his firm has started a new production run of Gerber & Glass changeovers for old phonographs.

Said Glass: "We thought we had made about as many changeovers as operators

would want, but it seems that we were wrong. Operators have modernized their old phonographs with Gerber & Glass changeovers and have found them so profitable that they have decided to completely modernize their entire routes of old machines.

"Thus the heavy demand for more changeovers at this time. In addition to the great activity in changeover sales there is intense activity in the sale of the new Homer Capehart Heads-Up-Selector. Operators seem to agree with us that this new selector is a great play-builder on every phonograph on which it is installed.

"It is easy for players to make selections on the Heads-Up-Selector and as a result they make more selections, thereby increasing the operator's revenue. The selector is beautifully designed and attracts the eyes of all players."

Mangan Song Gets Cheers for Krupa

CHICAGO, Aug. 10.—Gene Krupa, popular orchestra leader and drummer, currently playing the Chicago Theater, closes each stage appearance with a rendition of Jimmy Mangan's patriotic song, *We're All Americans—All True Blue*, calling for tremendous applause from the audience.

At each performance the audience has joined the band and vocalists in the first and second chorus in singing the well-known coin machine man's song.

Mangan reports that his song has been approved by BMI (Broadcast Music, Inc.) for listing in its catalogs.

Canadians Banish Gloom With Music

CALGARY, Alta., Aug. 10.—Calgarians are banishing wartime jitters by making music. Music stores report sheet-music sales up 100 per cent over last year, biggest demand being for sweet music. Record and home phonograph sales are also up 100 per cent.

Patriotic songs and polkas are selling like wildfire and comedy war songs are getting a great demand from members of the militia.

"Screwy" instruments, such as ocarinas, jazz whistles et al., are being retailed on a large scale.

New Orleans

NEW ORLEANS, Aug. 10.—Following the wettest June and July in the history of the Deep South, a tropical disturbance of no pleasant intensity this week has brought back deluges, and coin machine operations of all kinds feel the bad effects. Patrons are being forced indoors day after day and lunch-room operators downtown have been forced to add delivery boys for hemmed-in office workers. But operators are not pessimistic and they are backing up this judgment in continuing to buy new equipment. Distributors of pin games, consoles and counter games are reporting a healthy demand this summer for new creations and are grateful to manufacturers for plenty of good ideas to stimulate this interest. Phonograph distributions are slower than 30 days ago but remote control systems have been arousing increasing interest each day and it looks like the demand for this kind of equipment will grow with cooler weather.

A four-day Service School by the R. Wurlitzer factory will be held at the offices of the J. H. Peres Amusement Co., area distributor, August 24 thru 27, under direction of Joseph Hurdlicka, service instructor of the home factory. Hurdlicka will be assisted by Harold Hunt and Thomas Best, of the factory staff, and will instruct service department heads of distributing and operating firms of this section on the three types of remote installations, including wireless, two-wire and 30-wire systems.

Spence Reese, assistant general sales manager of Wurlitzer, will be in town for the week-end on a return trip checking up on conditions in this section of the nation before going back to the North Tonawanda factory.

The Dixie Coin Machine Co., largest novelty game distributing house here, reports considerable interest shown at present in about half-dozen of the latest pin games, including Stoner's Double Feature, Bally's Vacation, Gottlieb's Score-a-Line, Genco's Dude Ranch and Chico's Sky Line. In addition, Daval's American Eagle is proving to be one of the best selling cent and nickel counter games ever handled by the firm, according to General Manager Nick Carbajal. Bally's Royal Draw, Evans Paces, 1940 Gallopin' Dominos and Bang Tails are selling well in the console line and the firm is already taking orders for Bally's new Rapid Fire rifle range.

The Royal Novelty Co. is moving its headquarters from 502 Dryades street to 1006 Poydras street.

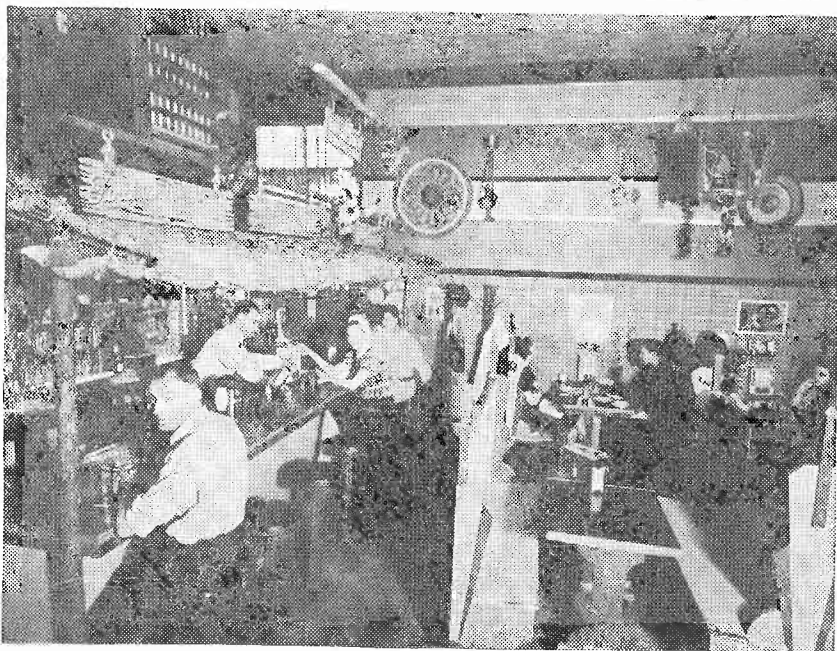
Sergeant Dan Cohen, head of the Crescent City Novelty Co., is in training for there weeks at Camp Beauregard, where Uncle Sam's best (including Cohen) are putting on a big sham battle.

Al M. Mendes and wife, he the Wurlitzer territory sales manager, have left for a three-week vacation in the East.

Anthony Cefalu, of the Bell Distributing Corp., is back on the job minus a couple of tonsils. Cefalu took a longer time to pack up to go to the hospital for the cut-out than the actual operation took, it is said.



SUCCESSFUL WURLITZER DISTRIBUTOR ART HERMAN, Art Novelty Co., Albany, N. Y., became a Wurlitzer distributor about one year ago. His fast-growing business has enabled him to acquire and completely remodel a four-story building in Albany. The above is a view of the firm's modern showrooms with its complete display of Wurlitzer equipment.



INCREASED POPULARITY OF LA FIESTA CAFE, DENVER, is said to be due in great part to the installation of a Seeburg wireless remote control music system. With Wall-o-Matics at booths and on the bar, always within arm's reach, La Fiesta enjoys a greater patronage on music.

More Foreign Language Disks Being Used in Music Machines

Survey shows war has intensified nationalistic feelings of some groups—Polish locations most numerous—conflict transfers production of foreign-tongue disks to U. S.

NEW YORK, Aug. 10.—Increase in international and foreign language recordings has been noted thruout the nation due to demands of various nationalities to hear tunes in their own tongue, a survey conducted by *The Billboard* reveals. One of the leading producers of these records reported that local production of these records had increased 50 per cent since last September when the war began and that this figure would grow unless there was a change in the European situation. Due to inability to get record matrices of foreign tunes from abroad, these records are now being recorded and pressed here.

New York

It was disclosed that the demand for German records had been split during the past several months, necessitating some changes in the policy of foreign recording companies. The German people are still holding to their old favorites, and the Hitlerites are clamoring for new tunes different from those which appeal to the first group. To take a definite course on this matter a representative of a large recording firm said that it was supplying records in the German language but no propaganda tunes. This last policy is applicable to all foreign language records.

One of the songs that is being requested is the *March on England*, popular in 1914. No known firms are distributing this record, but a few are trickling into this country from unknown sources, it was said. German waltzes are as much in demand today as they were a year or two ago, with the war influencing the requests very little if any. A Polish number, *Hero of Warsaw*, which originated during the siege of that city, is a patriotic number and is being released for Polish audiences.

While Polish, Italian, Russian, Lithuanian and other foreign records have a widespread demand here, the war seems to have failed to produce new trends.

Yiddish numbers are now appearing in swing tempo, with the Begelman Sisters, known also as the Barry Sisters and the Dairy Maids, supplying the talent on this type of recording.

Detroit

With some of the largest foreign language groups in the country located in Detroit, this city has proved a remarkable proving ground for foreign tastes in records on location. In most cases the very specialized foreign locations have been served by an individual operator of a few machines catering to his own national group, but the larger groups—Polish, German, Italian, Spanish and Mexican, Russian, Greek and the many Eastern European groups—have been served by operators who have machines in the typical American or mixed locations as well.

Knowledge of the individual foreign language and appreciation of the music are helps in the business, but the experience of some of the larger operators catering to a number of national groups proves that this is not absolutely essential, provided the service men have a good ear for what clicks in the particular locations. Personal contacts with the location owners are important, of course.

Concentrating on the larger national groups pays, according to Max Lipin, of the Brilliant Music Co., who said:

"All other nationality groups combined don't equal the volume of Polish locations in this city. Serbo-Croatian group comes next. We use a great majority of dances and Polish folk songs in these locations—polas mazurkas, waltzes, oberaks, Krakowiaks and other national dances.

"Most money spent on foreign numbers, with the exception of Polish, Italian and Spanish numbers, is money wasted. The reason is that the location owner may have one or two favorite songs—probably something he heard in his own country as a boy. He will play these himself if the operator provides them, but that will be just about all the play they get. If the location is most solidly some particular national group in patronage the situation is different

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Wurlitzer 616 . . . 49.50	Seeburg Gem . . . 119.50	Mills Do Re Mi . . . 25.00
Wurlitzer 412 in Illuminated Cabinet . . . 49.50	Seeburg Model B or C . . . 25.00	Mills Zephyr . . . 25.00
Wurlitzer 412 . . . 30.00	Seeburg Model A . . . 22.50	Mills Swing Kings . . . 25.00
Seeburg Classic . . . 179.50	Seeburg '36 Selectophone 17.50	Mills Deluxe Dance Master 15.00
Seeburg Vogue . . . 169.50	Seeburg '35 Selectophone 15.00	Mills Reg. Dance Master 10.00
Seeburg Mayfair . . . 139.50	Rockola Standard, '39 . 139.50	Cinematone, PennyPhono, 39.50
Seeburg Plaza . . . 125.00	1939 Counter Model, Rockola . . . 79.50	Evans Ten Strikes . . . 69.50
Seeburg Casino . . . 119.50	Rockola Monarch . . . 79.50	Bally Alley . . . 39.50
Seeburg Concert Grand . 125.00	Rockola 16-Record . . . 39.50	Exhibit's Bowling Alley. 39.50
	Rockola 12-Record . . . 22.50	Gottlieb Skee Ball Ette 79.50

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and the individual foreign records will be a good investment."

Milwaukee

As might be expected in a city such as Milwaukee, which is composed of large blocks of German, Polish and Italian peoples, international recordings get a good play in various spots around town.

Schottisches, polkas and waltzes all collect ready nickels in a variety of quarters, local operators report. Such numbers as the *Beer Barrel Polka*, *Holla Lady*, *Hot Pretzels*, *The Blond Sailor* and more recently *Hear My Song*, *Violetta* and *The Woodpecker Song* have all cornered plenty of 5-cent pieces for the machines.

Spanish and Italian tunes are also good bets around the city. Such selections as *San Antonio Rose*, *South of the Border*, *Gaucho Serenade*, *Say Si Si* and *Ciribiribin* have all gone strong at one time or another.

Several months back when feeling against Germany was running high because of her European invasions, recordings of German tunes were given the cold shoulder by some ops for fear of antagonizing their patrons. However, in recent

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THE ELDEEN CO., 2000 176 W. Wisconsin PLAYS Milwaukee, Wis.

weeks the situation has modified considerably and demands for such numbers are about back to normalcy.

Buffalo

Buffalo, said to have a Polish element of almost half its entire population, is considered one of the most important (See MORE FOREIGN DISKS on page 82)

HENRY RUSSELL (Okeh)*Sierra Sue—V. Her Name Was Rosita—V.*

Russell pays tribute to a pair of gals who are enjoying varying degrees of Hit Parade popularity currently, but he lets an anaemic orchestral backing get in his way and cut him out of as much space on the disk as he deserves. A little less instrumental and a little more vocal would have helped a lot on both sides.

OZZIE NELSON (Bluebird)*Riff Interlude—FT. Out to Lunch—FT.*

Nelson, known for his clever and amusing novelty numbers, here turns out a couple of swing items in a surprisingly capable manner. Neither side is apt to mean very much either in music machines or across music store counters, but each is nevertheless a nice job of swinging.

JOHN RYAN (Varsity)*The Gentleman Needs a Shave—V. A Bee Gezindt—V. Never Took a Lesson in My Life—V. Billy Billy Bounce—V.*

Ryan, whose main claim to record fame has lain almost wholly in the amount of dirt he can pour into a waxed lyric, here turns to some outwardly innocent items, but does them with a vocal smirk that is distinctly more annoying than amusing. There must be a market for Ryan platters, however; there can't be any other reason for their periodic appearance week after week.

ALEC TEMPLETON (Victor)*Mary Had a Little Lamb—V. Body and Soul—Piano Solo.*

Templeton here makes one of his too-infrequent record appearances with another combination of a "musical caricature" and a straight piano solo. *Mary's* story is told by three types of singer—a hillbilly, a pair of lieder singers and a rumba singer. Templeton's portrayal of the three types is in his amusing and genuinely clever style. His pianistics on the reverse are likewise highly commendable.

JIMMIE LUNCEFORD (Columbia)*I Ain't Gonna Study War No More—FT; VC. Monotony in Four Flats—FT.*

The poorest Lunceford disk in a long time. The A side is pretty meaningless, and isn't helped much by an elaborate vocal from the Dandridge Sisters and a quartet of the bandsmen. And they weren't kidding when they titled the plattermate.

KAY KYSER (Columbia)*St. Louis Blues—FT; VC. A Swan Song to a Dyin' Duck—FT; VC.*

Kyser delivers an amazingly good version of the immortal *Blues*, with Ginny Simms taking the lyrics in a manner that will raise plenty of eyebrows among those who don't think the young lady can really sing. She's little short of sensational on this. Reverse side is a typical Kyser novelty, with Sully Mason doing a nutty vocal that has music machine possibilities scribbled all over it.

BOB CHESTER (Bluebird)*Rumboogie—FT; VC. Rhythm on the River—FT; VC.*

Chester makes good, listenable, danceable disks—there's no question about that. But each one seems to lack that certain something to make it stand out, and thus give it an especial value either to automatic phono operators or retail record dealers. Here both sides are good—but that's all.

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)

DICK TODD (Bluebird)*Orchids for Remembrance—V. I'm Waiting for Ships That Never Come In—V.*

Everything but that same effortless ease and intangible personality that have made Bing Crosby what he is can be found in these Todd sides, on which, as on all his others, he tries to out-Crosby Crosby. The mechanics are there, but that indefinable quotient is lacking. Forgetting that, these are, however, like every Todd disk, good vocals from a very capable singer.

LARRY CLINTON (Bluebird)*Love Lies—FT; VC. I May Be Wrong—FT.*

Clinton's second Bluebird waxing contains nothing unusual; for that matter, his version of *Wrong* hardly does justice to the number that was one of the high-

TOMMY DORSEY (Victor)*Only Forever—FT; VC. Trade Winds—FT; VC.*

The first side is notable only in its introduction of Allen Storr as vocalist, and notable further along the lines of causing wonderment about giving a voice as poor as this the opportunity to foul up an otherwise nice arrangement. The reverse side gets back to a welcome normal with Frank Sinatra to pick up the vocal strings.

JACK TEAGARDEN (Varsity)*Now I Lay Me Down To Dream—FT; VC. River Home—FT; VC.*

Teagarden takes a pair of ballads, *Dream* a particularly listenable melody, and makes them sound even better than

pected bit of blues that creeps into *Hula* for a few bars in the middle is added proof of that.

KORN KOBBLERS (Varsity)*Oh, You Beautiful Doll—FT; VC. Night Life Polka—Polka.*

The weekly ration of corn, undiluted.

WAYNE KING (Victor)*A Million Dreams Ago—FT; VC. One Look at You—FT; VC.*

King sidesteps his favorite waltz groove for a week and comes up with a couple of fox-trots, played, however, so weakly, slowly, and sirupy that they might just as well have been waltzes. The weakness of the songs themselves doesn't help matters much either.

BARRY WOOD (Columbia)*God Bless America—V. America, the Beautiful—V.*

Wood herewith does his vocal bit for the wave of melodic patriotism sweeping the country, and, with the aid of the Lehman Engel Singers, does a forthright job on the Irving Berlin "new national anthem" and the well-known *America, the Beautiful*. The choral work is high grade, and Wood's singing more than meets it halfway. The commercial possibilities of this disk are apparent.

HARRY'S TAVERN BAND (Bluebird)*Bartender Polka—Polka; VC. Tavern Waltz—W.*

This quaintly titled musical aggregation turns this time to an ode to bartenders, which is not too good and neither is it too bad. Same thing goes for the reverse, played in typical beer garden fashion.

LES HITE (Varsity)*The World Is Waiting for the Sunrise—FT. Board Meeting—FT.*

A really solid version of a light classical composition and a wild swingeroo. The band has lift and drive and does a better than average job on the two diversified items. Commercially, tho, the sides offer little.

GLENN MILLER (Bluebird)*Angel Child—FT; VC. Be Happy—FT; VC.*

First side goes back some years, with Miller bringing it up to date via his usual fine instrumental style. *Be Happy* gives Marion Hutton a chance (along with the rest of the band) to swing out in a good—but much less brilliant than is customary with this outfit—manner.

ANTONE-GIBBS QUARTET (Varsity)*Stringin' Along—FT. Technical Fantasy—FT. Hannah From Savannah—FT; VC. Honeysuckle Rose—FT. Evening Shadows—FT; VC. Long Live Love—FT; VC.*

Six sides displaying exceedingly fine guitar and other string work. Anthony Antone, guitar backbone of the quartet, has his solo innings on a complete side (*Technical Fantasy*), and on this, as well as the others, he sets the pace for some expert technique. Disks have value only to collectors and admirers of this type of instrumental pickings, but they offer a lot along these lines.

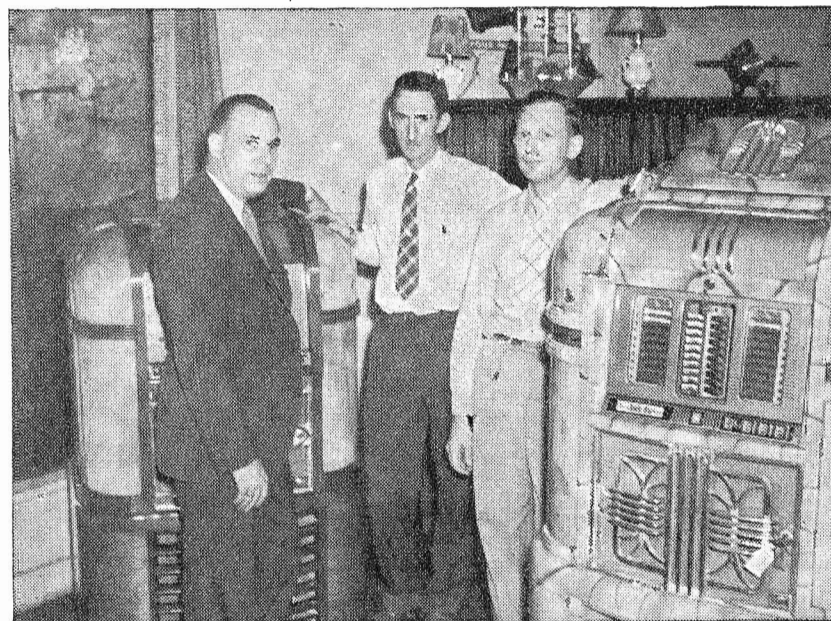
LOU HOLDEN (Decca)*The Lion and the Mouse—FT. A Windy Day on the Outer Drive—FT.*

Holden's second Decca disk doesn't mean much more than his first one of a week ago, altho on side B it's a better musical job. *Lion* is an aimless attempt at something that is never made quite clear, but *Windy Day* is fairly good descriptive music. Too great use of auto-horn cacophony spoils it somewhat, but an interesting theme compensates for that somewhat.

Movie Mentions Music Machines

WILKES-BARRE, Pa., Aug. 10.—Judging from an early scene in the picture *Private Affairs*, screen actor Roland Young is a music machine enthusiast of the first order.

The scene shows him entering his favorite taproom after a day's work as board boy in a brokerage house and inserting some coins in the music machine which was near the entrance. Then he walks over to the bar where the bartender has a drink ready for him. Judging from the conversation which followed, the incident was a daily happening for Young.



ROCK-OLA ADVERTISING MANAGER BEN BOLDT, on a recent swing thru the West, stopped at Standard Sales in Spokane, Wash., a Rock-Ola distributor. Boldt is shown here with B. M. Neighbor Jr. (center) and H. D. Seversen (right). "Dial-a-Tune remote control is receiving rapid acceptance everywhere on the Coast," reports Boldt.

lights of John Murray Anderson's *Almanac* of some years ago. *Love Lies* is just another ballad, quietly and uninspiredly played.

WILL BRADLEY (Columbia)*In a Little Spanish Town—FT. As Long as I Live—FT.*

Good danceable swing from the Bradleys on a brace of hits of yesteryear. Will's trombone solo in the third chorus of *Spanish Town* is enough to sell the disk to admirers of well-played hot jazz.

they really are, even tho he uses too many Glenn Miller reed touches to do it. Jackson's band is good enough without aping an already well-established style.

FATS WALLER (Bluebird)*Fat and Greasy—V. At Twilight—V.*

Fats is in especially fine fettle on the A side here, giving out with all his startling and laughable remarks, interpolations and vocally belligerent pyrotechnics. And the reverse is on a par, this time in Waller's satirical, tongue-in-cheek ballad delineation.

JOHNNY RODRIQUEZ (Columbia)*Chuchurumbe—Afro-Cubano; VC. Conga . . . 1940—Conga; VC.*

South-of-the-border outpourings that are loud, excitable and not particularly noteworthy. The conga hardly lives up to the promise inherent in its title. Little commercial value, if any, in this couplet.

TOMMY REYNOLDS (Okeh)*Please Take a Letter, Miss Brown—FT; VC. Once Over Lightly—FT.*

Another case of where it doesn't seem that the same band that turned out the A side likewise performed for the plattermate. *Letter* is inordinately flat and uninteresting (no small part of which is due to one of the worst songs of the season), but *Lightly* is a different story. Reynolds' clarinet work reminds more and more of Artie Shaw's, and the backing he gets is plenty all right.

MANNY KLEIN (Bluebird)*Maori Brown Eyes—FT; VC. Ulili Hula—FT; VC.*

Klein's trumpet could be put to much better use on these Hawaiian ditties that he periodically grinds out. The unex-

Tommy Dorsey's Frank Sinatra Gave You
"I'LL NEVER SMILE AGAIN"

Jimmy Dorsey's Bob Eberle Gave You
"THE BREEZE AND I"

★ ★ ★ Now They Both Give You ★ ★ ★

"ALL OR NOTHING AT ALL"

Jimmy Dorsey's Orch.
Vocal by Bob Eberle
Decca No. 2580

★ Harry James' Orch.
★ Vocal by Frank Sinatra
Columbia No. 35587

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Record Sells the Song

AN INTERESTING letter, attesting to a recording's potential song building powers, is submitted by Louis Blasco, professional manager of the publishing division of the Jenkins Music Co., Kansas City, Mo. The tune in question is *Tangleweed 'Round My Heart*, which was written more than 10 years ago and little was heard of it until popular bands recorded it and operators distributed it on their locations.

The song has been heard in Kansas City night spots for 10 years, Blasco writes, but the writers could not get it published. Jenkins finally acquired the copyright and promoted it among the recording companies. Among the first bands to record it are Charlie Barnet and Art Kassel.

News Notes

Al Kavelin and orchestra were signed to a Columbia contract by Joe Higgins, recording manager. He will record for the Okeh label, and will begin work August 25 when Higgins returns from his vacation. . . . Cab Calloway will continue to record for Okeh, although his band will not be on the road during the fall and winter. He has been signed to appear with his band in "Little Joe," a new Broadway musical opening in October. . . . Ted Fetter, who wrote the lyrics for "5-Cent Piece," a tune publicizing the music box, has just penned "Poker Face," which is being recorded by Frankie Masters. . . . Another song just written about the music box, incidentally, is "A Nickel's Worth of Rhythm," by Hughie Prince and Don Raye.

Dinah Shore has been signed to a year's contract by Victor. She also has landed the singing job on Eddie Cantor's new NBC radio show starting October 2. . . . Don Huston, former vocalist for Lou Breese, is building his own band. . . . Hal Durwin, who used to sing for Shep Fields, is also getting up his own orchestra. . . . Victor reports that the demand for patriotic tunes is still heavy. Latest recording activity along that line are two sides made by George M. Cohan: "It's a Grand Old Flag" and "This, Our Side of the Ocean." . . . Benny Goodman will be on the scene again with a reorganized band following his current vacation in the Canadian Rockies. Among his veterans who will remain with him are Ziggy Elman, Charlie Christian and June Forrest. Lionel Hampton, a former Goodman musician, is organizing a band with Goodman's financial backing.

Vaudevillians on Records

MANY locations thruout the country are possible bets for records made by artists heard primarily in night clubs or theaters. Experimentation along this line by leading recording companies resulted in sufficient interest to warrant a search for more headliners interested in making records. Among those who recently have recorded popular tunes or specialties are Sheila Barrett, Carol Bruce, Jane Pickens, Olsen and Johnson, George M. Cohan, Virginia O'Brien (late of *Keep Off the Grass*), Larry Adler, harmonica wizard; Jerry Colonna, Hildegarde, Yvette and Phil Regan. Victor has just signed Henny Youngman, comedian, who will make a recording of his best vaudeville comedy material.

Tunes From Syracuse

LATEST screen musical success is Universal's *The Boys From Syracuse*, based on last season's Broadway hit. In it are six new and old Dick Rodgers and Larry Hart songs which are currently being recorded by the leading bands and are reaching locations in time to cash in on the first and second-run engagements of the picture. The film received wide praise from the critics and Universal is spending a fortune exploiting it. Songs in the picture are *This Can't Be Love*, *Sing for Your Supper*, *Falling in Love With Love*, *The Greeks Have No Word for It*, *He and She* and *Who Are You?* Allan Jones, Martha Raye and Rosemary Lane take care of the singing assignments in the film.

This and That

THE final line-up of recording artists to appear in Republic's *Hit Parade of 1941*, now in production, includes Jan Garber and band, Six Hits and a Miss, Frances Langford and Kenny Baker. . . . Dave Kapp, Decca executive, left Friday (9) for Hollywood, where he will supervise recording sessions for the next three weeks. . . . Bing Crosby wants to do a picture with Bob and his band and negotiations with a leading movie company may be completed by the time Bob winds up his current engagement

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

at Catalina Island. . . . Metro-Goldwyn-Mayer will employ nine recording bands in its forthcoming musical, *Strike Up the Band*, featuring Mickey Rooney and Judy Garland. . . . Eddy Duchin, who wants to turn actor, looks set for the leading role in *George Gershwin*, which will be produced by Warner Brothers.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records that are big favorites locally, in addition to the national leaders listed weekly in the Record Buying Guide.

CINCINNATI:

I'm Nobody's Baby. Judy Garland.

Miss Garland, popular screen starlet, is also developing into a music-box favorite. Several reports from operators, chiefly in the Midwest, have submitted mention of her records. Cincinnati operators say she is going strong, particularly with this new recording.

CHICAGO:

Bartender Polka. Will Glahe. Orchids for Remembrance. Eddy Howard.

This is the other side of the record containing *Hear My Song*, *Violetta*. Midwest operators report that it is going just as strong, pointing out that it is an ideal tune for tavern locations. In certain spots it is catching on as well as *Beer Barrel Polka* during its early stages.

The Eddy Howard recording of *Orchids for Remembrance* is big in Chicago, as the vocalist, formerly with Dick Jurgens' Band, is a popular artist in that area. Operators like the tune, arrangement and musical background furnished by Lou Adrian, orchestra leader at the Chicago Theater.

PORTLAND:

Flight of the Bumble Bee. Harry James.

A tricky recording, featuring James' famed trumpet solo, catching on here, particularly in locations where patrons like to pay unusual attention to recordings. This tune is well publicized and has been exploited by James, in particular, since he is one of the few trumpet players capable of playing it expertly.

INDIANAPOLIS:

It's All Over Now. Art Kassel.

New tune by Kassel who is losing no time in reaching the popular recording band class. Operators say that patrons like his soothing brand of music. Most reports on Kassel still come from the Midwest, where he is best known.

Radio's Leading Songs

THE following is a comparative list of 10 songs, broadcast most often during the week ended August 9 and the week before, ended August 2. 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. You're Lonely and I'm Lonely	—
2. Sierra Sue	—
3. I'll Never Smile Again	6
4. Fools Rush In	—
5. Mister Meadowlark	—
6. When the Swallows Come Back	—
7. Nearness of You	10
8. All This and Heaven Too	1
9. The Breeze and I	—
10. Madame La Zonga	7

Denver

DENVER, Aug. 10.—The Bosche brothers, Paul, of Alamosa, Colo., and Gene, of Raton, N. M., were recent visitors at Modern Music Co., where Paul completed a deal for some additional Seeburg remote-control units, while Gene placed his first order.

Walter Jantz, secretary-treasurer of the Independent Coin Phonograph Operators' Association of Colorado, and his brother, a visitor from Wisconsin, have returned from a week's combined fishing-business trip in the Western Slope region. Walt reports some excellent catches both in fish and in business.

Buddy Drollinger, of J. H. Keeney & Co., conducted a wall-box clinic at the Denver Sales Co. August 6. Drollinger discussed installments for all types of phonographs and will remain in this territory for a while to make and check installations with operators.

Decca, for the first time, has a representative in this territory. Henry Bushyhead, formerly of the St. Louis office, is now covering Colorado, Western Kansas, Eastern Utah, Wyoming and Northern New Mexico, with headquarters in Denver. Bushyhead has been constantly on the go since his arrival in Denver contacting dealers and operators and by now is quite well known to all the boys in the territory.

Lawrence Stone, chief engineer for Automatic Equipment, wired music operators, has perfected a lighting device for turntables to speed up service. When the record is thru playing a red light above each table flashes, and when there are more records in that particular table's bin to be played a green light remains on.

L. A. Weber, operator of Pueblo, Colo., has returned from an extended vacation in the East and is back in the harness again.

Gano Senter, of the Denver Sales Co., is enthused about the newest addition



DISTRIBUTOR GEORGE PROCK, Dallas, signs up Marvin Tate (right), Tyler, Tex., music machine operator, for a large order of automatic phonographs.

of the Keeney line. Senter completely remodeled his de luxe trailer, adding displays of Keeney equipment to the complete display of Mills equipment. The trailer has all the comforts of home, including air-conditioning and a complete bar, and Gano says when he pulls up in front of a prospective purchaser's place of business he used the p.-a. system to invite the fellow out for a drink and then in the solid comfort of this de luxe trailer proceeds to demonstrate the various machines.

Border Novelty Co., of Albuquerque, N. M., recently placed a good order for Keeney wall boxes and Keeney anti-aircraft guns with Denver Sales Co.

Denver Distributing Co. has been appointed distributor for International Mutoscope's Sky Fighter.

M. W. McBroom, operator of Colorado Springs, is the proud father of a boy.

Morgan Ireland, operator of Canon City, reports business good in his territory. He has sold out his restaurant business to devote all of his time to operating.

We are happy to report that Milton Pritts, president of the Independent Coin Phonograph Operators' Association of Colorado, who has been ill of late, is showing steady improvement.

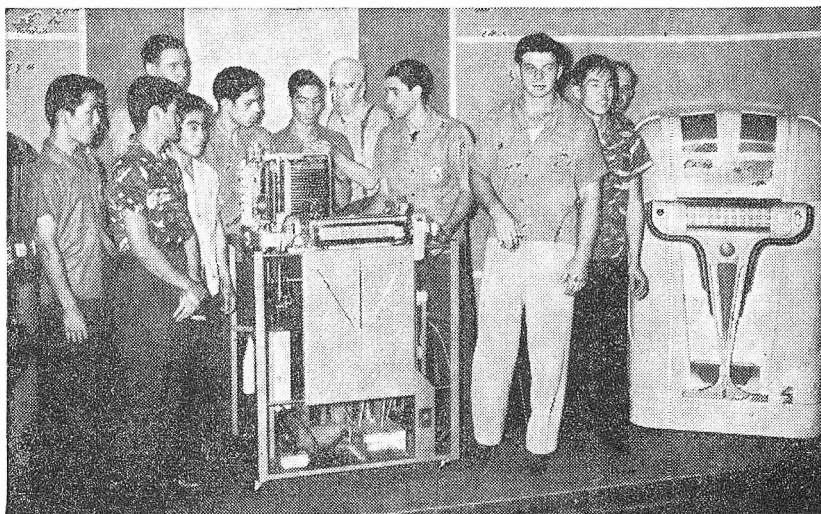
Thomas Hovenic, Colorado Springs operator, reports tripled business with his remote-control installations, and Morris Avery, Greybull, Wyo., operator, says remote control is the best investment he ever made.

Joe Briola, Denver operator, has purchased four more Rock-Ola remote-control units from Denver Distributing Co., giving Joe a total of 12 units.

Gibson Bradshaw, of the Denver Distributing Co., is working day and night to win first prize in the Rock-Ola sales contest. With only six other distributors in the country ranking with him, Brad says the others will have to go some to beat him.

Martha King, chief operator at Automatic Equipment, Denver, is going to Tulsa, Okla., as chief operator for wired music operations, which are scheduled to begin there the latter part of the month. Automatic Equipment in Denver now has nine girl operators. Graphs of peaks and lows in operation are made daily in order to provide better service.

The Denver Distributing is buying buffing and grinding equipment and soon will offer operators a complete repair service on all makes of machines. All used machines will be reconditioned and refinished. Harold Henderson is in charge of this service.



PART OF THE CHICAGO TOUR of the Hawaiian boxing champions was a visit to the Mills Novelty Co. In this picture Bert Cowdrey explains the works of an Empress phonograph.

ATTENTION—
—Phono Operators
Lawrence Duchow's
 RED RAVEN POLKA Decca 2543
 RED RAVEN WALTZ Decca 3022
 Booking Address: HILBERT, WISC.

Heavy Biz on Baker Selector


CHICAGO, Aug. 10.—Baker Novelty Co., Inc., Chicago, reports that Charles Katz, factory representative now traveling in Ohio and Kentucky, is booking an unusual amount of orders on its Baby Grand Light-Up Selector for 16-record phonographs.

"Since operators have installed the Baby Grand selectors on their music boxes actual tests on location have proved that the selector will definitely bring back old-time collections," firm heads say.

"The installation of the unit requires but a few minutes on or off location. The factory is now in full production on the item and it urges all phonograph operators to take advantage of bringing their equipment up to date with Baby Grand Selectors.

"The selector is made of harmonious, transparent plastic and is one of the most beautiful phonograph accessories ever offered."

All
"GOING STRONG"
ON COLUMBIA!




KAY KYSER
35554
Who's Yehoodi?
Blueberry Hill

RAY NOBLE
35596
I'll Never Smile Again
Maybe


ORRIN TUCKER
35576
Oh Lady Be Good
Them There Eyes

WILL BRADLEY
35566
featuring Ray McKinley
In A Little Spanish Town
As Long As I Live

JIMMIE LUNCEFORD
35510
I Got It
What's Your Story Morning
Glory



HORACE HEIDT
35575
Columbia, The Gem Of
The Ocean
America, The Beautiful




COLUMBIA RECORDING CORPORATION
A Subsidiary of Columbia
Broadcasting System, Inc.
Bridgeport New York Hollywood

Up your TAKE with
these LATEST HITS by

WOODY HERMAN

AND HIS ORCHESTRA

This band that plays the Blues



Herman at the Sherman
No. 3272

You Think of Everything
Mr. Meadowlark
No. 3217

ON DECCA RECORDS

Record Buying Guide

TRADE SERVICE FEATURE
of
The
Billboard

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 such established successes that they require no further explanation.

Make Believe Island. (9th week) MITCHELL AYRES*, DICK TODD, DICK JURGENS*.

Imagination. (7th week) GLENN MILLER*, TOMMY DORSEY*, ELLA FITZGERALD*, KATE SMITH.

Where Was I? (7th week) CHARLIE BARNET*, JAN SAVITT*.

The Breeze and I. (4th week) JIMMY DORSEY*, CHARLIE BARNET*, FRANKIE MASTERS*.

Sierra Sue. (4th week) BING CROSBY, GLENN MILLER*.

I'll Never Smile Again. (3d week) TOMMY DORSEY*.

Fools Rush In. (2d week) GLENN MILLER*, TOMMY DORSEY*.

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.

When the Swallows Come Back to Capistrano. The dog days of August are apparently having their effect upon the automatic phono business, for aside from the well-established hits there are few particularly bright prospects on the horizon for new music machine smash successes. This one is one of the brightest, but it's still no shining light, not, anyway, according to reports received the past week. It's good at the moment, but it's still got a long way to go before it can be hailed as a genuine general hit. The number of recording artists who started off this song has dwindled down to a mere two—GLENN MILLER* and the INK SPOTS.

God Bless America. This is doing pretty well and it appears at the moment to be the sort of machine item that will last a long time. It may never be a tremendously big number in every machine, but in a steady, quiet way it's probably here to stay for some time. KATE SMITH and BING CROSBY both have vocal disks that are answering the phono demand.

I Can't Love You Any More Than I Do. After an exceedingly promising start a few weeks ago this number has eased off considerably in its attempted climb to the top, and it now shapes up as one of those also-rans in the phono sweepstakes. Some operators are finding it profitable, but they're too few and far between to indicate that this one will ever be any bigger than it is right now. BENNY GOODMAN* and MITCHELL AYRES* are the standard bearers here.

Hear My Song, Violetta. Also playing to mixed opinions, comments and reactions is this foreign importation. Like *Can't Love You*, it probably will hang around in this in-between stage (that is, in between real hitdom and mediocre success) for several more weeks. Any further progress from it would come as a surprise. GLENN MILLER* and FRANKIE MASTERS* carry it along in the phonos, with WILL GLAHE bringing up the rear.

Tennessee Fish Fry. Meeting with satisfactory success is this one hit song to come out of the Arthur Schwartz-Oscar Hammerstein score for the New York World's Fair production, *American Jubilee*. It's a lively, lilting number that is attention-getting, and phono patronage has reacted accordingly so far. KAY KYSER* has jumped way ahead of his competitors, among whom are JIMMY DORSEY* and SHEP FIELDS*.

I'm Nobody's Baby. A "Possibility" last week and a concrete example of a rising music machine item this week. JUDY GARLAND, who has one of the leading disks in the boxes, sings it (it's an oldie, incidentally) in the currently playing MGM film *Andy Hardy Meets Debutante*, which is probably one reason for its popularity. TOMMY TUCKER* also has a recording that is attracting some nickels.

I Am an American. Put in the shade a little by *God Bless America*, this patriotic number is nevertheless managing to get and hold the attention of music machine audiences. GRAY GORDON* has the record here, with a number of operators reporting that the unusual vocal on it is largely responsible for the favor its finding with the public.

Pennsylvania 6-5000. This GLENN MILLER swing item has had a very meager career thus far, failing completely to hit the heights that have been expected of it. It's extremely doubtful if it will make it at this late date.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned in enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

Six Lessons From Madame La Zonga. (6th week) Showing great improvement this week. JIMMY DORSEY*, CHARLIE BARNET*.

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.

Who's Yehoodi? One more week should certainly see this move out of this section into the one above, the KAY KYSER* version receiving more attention all the time. It just wasn't enough this week to designate the record as definite climber under "Coming Up." But another seven days are pretty sure to accomplish that for it.

I'm Stepping Out With a Memory Tonight. This also looks good for a rise in status next week. It's becoming more and more prominent in the boxes, so don't overlook it.

Trade Winds. A new BING CROSBY record and a good one with an attractive title, a nice melody and lyric in the romantic vein, and the CROSBY delivery to sell it, it has plenty of potentialities.

Maybe. An old number that made a fair name for itself in the night clubs during prohibition, this has been brought back out of obscurity and has a good chance to click again.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

Remote Control Proved by Tests

CHICAGO, Aug. 10.—Ben Palastrant, of Supreme Amusement Co. of New England, phonograph distributor in the Northeast area, was in Chicago for a few days recently to visit the manufacturers.

He reported that business had held up fairly well for the summer and that a normal pick-up would come as the fall season came in. He wanted to be ready for it, he said. Palastrant says that phonograph operators are finding wall boxes and remote-control installations to be real profit boosters in the music field.

He says some very definite tests have been made in his territory which are convincing proof to operators. He suggests that operators should not plunge on remote control all at once but should try out locations gradually. He advises operators also to get contracts with locations when remote-control installations are made, and says that operators are beginning to seek contracts if possible. With the big investment in such installations an operator should have a contract with the location, he advises.

Beer Barrel Revival

MARION COUNTY, Fla., Aug. 10.—In *The Ocal* (Fla.) *Banner*, in the column "Kat's Whispers," the author says that the *Beer Barrel Polka*, which was worn threadbare on the automatic phonographs here last summer, is breaking the record again this summer.

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 384

26695 *Forgotten—Waltz
Melody of Love—Waltz
Wayne King

26696 *Dough-Ra-Me
I Don't Stand a Ghost of a Chance
With You
Lionel Hampton

26697 *Cinco Hijos—Guajira Son
*Tunare—Guaracha-son
Xavier Cugat and his Waldorf-Astoria
Orchestra

BLUEBIRD "POPULAR" RELEASE NO. 290 LIST PRICE 35c

B-10816 *My Piggy Bank Is Jing-a-Ling Again
*Ain't It a Shame About Mame?
Mitchell Ayres and his Fashions-in-Music

B-10817 *At a Dixie Roadside Diner
*That's for Me
Charlie Barnet

B-10818 *Auld Lang Syne—Waltz
Roses of Picardy—Waltz
Abe Lyman and his Californians

B-10819 *Ferry-Boat Serenade
*I Could Make You Care
Gray Gordon and his Tic-Toe Rhythm

B-10820 *Boo-Wa Boo-Wa
*Halfway Down the Street
Larry Clinton's Bluebird Orchestra

B-10821 *Now I Lay Me Down To Dream
*Li'l Boy Love
Bob Chester

B-10822 *Can't Get Indiana Off My Mind—Vocadance
My Greatest Mistake—Vocadance
Dick Todd with Orchestra

B-10823 *My Pop Gave Me a Nickel
"400" Swing
Harlan Leonard and his Rockets

BLUEBIRD RELEASE NO. 290 OLD FAMILIAR TUNES—LIST PRICE 35c

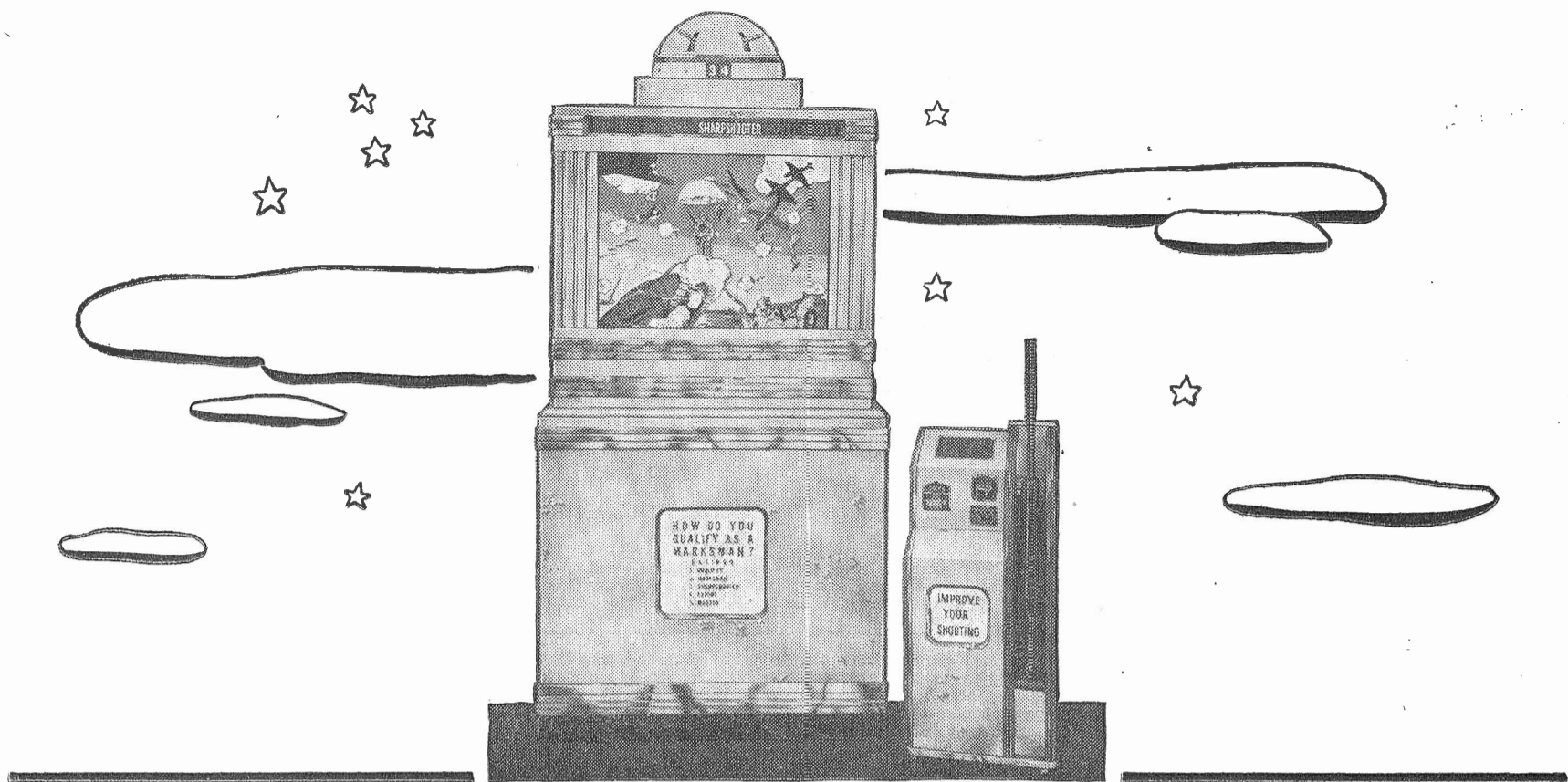
B-8491 What a Wonderful Mother of Mine
You Are My Sunshine
Montana Slim (The Yodeling Cowboy)

B-8493 You Can't Tame Wild Women
Gonna Quit My Rowdy Ways
Carl Boling and his Four Aces

* Vocal Refrain



Order these Records
from Your RCA Victor
Record Distributor Today!



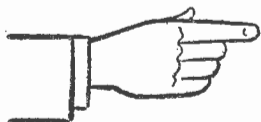
Above them All

In thrills and action . . . in play-making appeal . . . in dependable performance . . . in consistently **Big Profits! SEEBURG RAY-O-LITE**

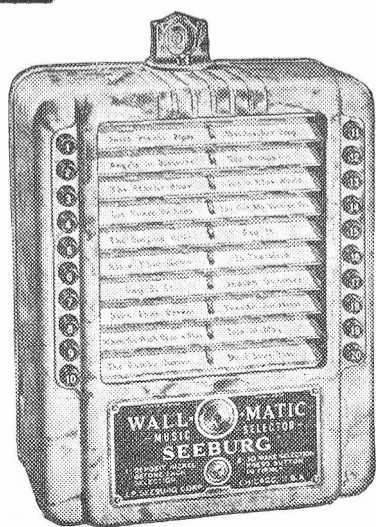
Shoot the Chutes

With the strongest appeal in amusement game history, Seeburg's Shoot the 'Chutes action jams the cash box full! Imagine! Parachutists dropping from the sky . . . bombs bursting in air . . . shells exploding around

the tanks on the field of action . . . up to 100 shots for the skillful player — this is the ACTION! EXCITEMENT! THRILLS! That means BIGGER AND BIGGER PROFITS!



3 YEARS OF BIG PROFIT OPERATION!



Seeburg **MUSIC SYSTEM** with Wired and Wireless Remote Control featuring Selectric Symphonolas, Seeburg **WALL-O-MATIC**, Seeburg Deluxe SpeakOrgans, all with exclusive Seeburg developments for the convenience of player and location.

ALL SEEBURG PRODUCTS FOR IMMEDIATE DELIVERY BY YOUR SEEBURG DISTRIBUTOR

Seeburg

J. P. SEEBURG CORPORATION 1500 DAYTON STREET CHICAGO

Big Demand for Roll-in-the-Barrel

CHICAGO, Aug. 10.—“The Eastern territory is clamoring for more Roll-in-the-Barrels,” O. D. Jennings & Co., manufacturer, reports. “We are now making record shipments to Modern Vending Co., New York, which is regional distributor.”

Nat Cohn, Modern official, declared: “We’ve often been busy in the past, but seldom before have we seen such demand for a coin machine as we are now getting for Roll-in-the-Barrel. The newness of this game’s idea and its appealing play idea are responsible.”

“Roll-in-the-Barrel is something different to tempt players. The clever slant-in-front idea is one of the finest come-ons I’ve ever seen. Furthermore, the big advantages of having the barrel rolling all the time, as well as regular scoring, weekly high scoring, free-play awards, manual playing action, all without plungers, kickers or bumpers. These combine to make Roll-in-the-Barrel one of the biggest of money-makers.”

Officials of O. D. Jennings & Co. report a similar rush of orders from Gerber & Glass, Midwest distributor, from Advance Automatic, Far West distributor. “Production schedules have been pushed to satisfy the demand for Roll-in-the-Barrel,” Jennings officials said.

Daval Co. Opens West Coast Office

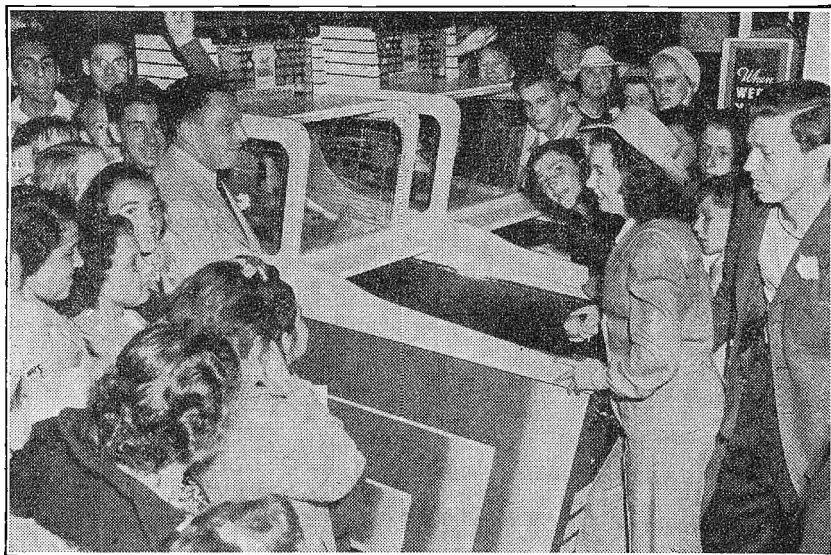
CHICAGO, Aug. 10.—Al S. Douglis and Dave Helfenbein, of the Daval Co., manufacturer of counter games, have announced the opening of their Pacific Coast branch at 2916 West Pico boulevard, Los Angeles, with Mac Mohr in charge.

“Mac Mohr is one of the best known and best liked of Pacific Coast coinmen,” declared Al Douglis. “He has always found our counter games to be big money-makers. Mac has asked us to open a branch office in Los Angeles and we complied, because we feel that the way our Marvel and American Eagle are getting started on the Pacific Coast we need a branch office where stock can be carried to supply Coast coinmen.”

“Mac is enthused over location reports that he has received from operators regarding these games. Mac wrote us recently, ‘There never has been a counter game earning as much profit as is American Eagle. It is daily being complimented by players, location, owners, operators, jobbers and distributors here as not only the greatest money-making counter game but as the most beautiful and the finest ever constructed.’”

Liberty Bell In Heavy Demand

CHICAGO, Aug. 10.—Groetchen Tool Co., Chicago, reports that it has received



JANE WITHERS, 20TH CENTURY-FOX MOVIE STAR, who is a frequent visitor to Ocean Park Pier, Ocean Park, Calif., found much enjoyment in playing Roll-in-the-Barrel when she stopped at the Sportland Arcade. Paul Gerber, of Gerber & Glass, sportland owners, stands at the side of the game.

reports of unusually high earnings on Liberty Bell, described as its greatest counter game. They ascribe this popularity with players to the awards which are dispensed at frequent intervals making for high-pitch playing appeal.

“Operators who have placed orders for sample Liberty Bells have been so well pleased,” reported a Groetchen executive, “that they have come back with reorder after reorder. They say that earnings of the game have justified placing the counter game in as many locations as is possible.”

“Liberty Bell,” the firm spokesman continued, “is supplied in the familiar cherry fruit symbols and contains a universal coin chute. This chute is interchangeable from 1 to 5-cent play. This feature of interchangeability—adjustments can be made quickly on location—allows the operator to set the machine at the style of play conforming to operating conditions in the location.”

“Like Mercury, Liberty Bell comes in two models, open payout and discreet. The latter model is immensely popular in territories where operators prefer to have free-play tokens dispensed behind a glass window.”

The Groetchen Tool Co. is reported enjoying big business, not only on Liberty Bell, but also on De Luxe Mercury, Skill Shot and Zoom.

MORE FOREIGN DISKS

(Continued from page 77)

foreign centers in the United States. Germans and Italians are also found in large numbers. However, these last two nationalities, operators report, do not figure in the automatic phonograph picture as prominently as the Poles. Despite

this, the city does not have an operator specializing in foreign locations exclusively, since spots of this type are not big money-makers here.

Nearly every operator uses some foreign numbers in phonographs spotted where foreign groups gather. This supply ranges from three and four to 12 and 16 records on a machine. International recordings get a good play.

Since the beginning of the war, operators said, there has been no noticeable increase in foreign record requests. However, in locations which heretofore spurned popular tunes, *God Bless America* and other patriotic popular tunes are earning quite a few nickels. Most operators have placed the more important patriotic tunes on machines and the demand for these numbers is increasing.

Cleveland

Cleveland, while boasting various nationality groups, is pretty much an American city when it comes to the younger generation. Various nationalities keep alive the spirit and tongue of their people with choirs and singing organizations devoted to folk songs and dances. But, by and large, they turn to American ways and American music—a fact amply testified when 100,000 people crowded the stadium to observe the Fourth of July with patriotic singing, while 25,000 others remained outside the entrance for lack of accommodations.

A compilation made from central distributing agencies and checked at the principal centers of the group settlements showed that in the Czech settlement latest swing and sentimental ballads were most popular. The Russian settlement goes for gypsy music in which cymbolin, bass, and strings are featured.

There is no Nazi influence and the old-timers stick to Viennese waltzes of Strauss, Lehar, Oscar Strauss. There is also demand for international recordings such as *Let’s Step High*, *Woodpecker Song*, *Bartender* and *Wisconsin Polka*.

Polish spots report *Josephine Polka*, *Pypala Sie Pani*, *Golden Gate Polka*, *Springtime Polka* and *Emilia* as top tunes. Italian listeners like *Conosca Una Fontana* and American numbers, and the Bohemians *Gzulyda Polka* and tunes that appeal to the Polish.

In practically every instance are found a record of the national song of the group as well as *God Bless America*.

Philadelphia

Altho there are no operators in the city serving foreign language locations exclusively, practically every Philadelphia operator has one or more locations that call for the foreign language records. In view of the fact that there are so many foreign language colonies in the city, their native records have been used extensively in machines for over five years now.

One of the biggest problems in servicing such accounts has been in getting a steady supply of records for the machines. The supply coming from regular channels is just about enough to meet the demand, altho there can never be enough selectivity as far as location owners and even patrons are concerned. That such locations are highly profitable, tho limited in number, is seen by the fact that many operators would take time out to rummage old stocks in hope of finding other foreign language records.

The European conflict, operators said,

has had little or no effect on the play at foreign language locations. Rather, the biggest factor has been the availability of the particular language recordings. All operators servicing such locations point out that the machine’s revenue always increases when new items are placed in the machines. But once they’ve hit on a favorite, there’s no limit to its longevity, with some holding good in machines after two and three years without any signs of losing their popularity.

By far the greatest number of foreign language locations are Polish, mostly because there are three big colonies here. Where there is a mixture the ratio is about 15 Polish records to five American items. The most popular record for such locations is the polka. Patrons desire mostly their native dance music, with second choice being martial music. They definitely do not want the sad songs or the “longing for home” songs. Vocals aren’t important, the patrons usually supplying their own vocal accompaniments.

Another foreign language group giving the machines a big play is the Italian. Here, with the operator having less of a problem in getting a varied supply of selections, the interest runs the gamut from Caruso to the late Russ Colombo. It is interesting to note that the most popular American artist on foreign locations is Bing Crosby, especially on Polish locations.

Operatic selections are not the most popular ones for Italian locations; in fact, they are the least desirable. The greatest demand is for folk songs, especially comedy songs. It is pointed out that *The Butcher Boy* was a big hit in the machines, in its original Italian version for many years, and still is, before it was adopted for home use. The biggest impetus a record can get is to have it Anglicized as an American song, as has been the case with several Italian folk songs in recent years, for some reason, it sort of gives the original Italian record a new lease on life.

Scattered are Greek, Lithuanian, Roumanian and Jewish locations. The folk music of each is essentially the same in character and the same records are used for the various locations. Here again it’s only the gay songs and folk dances that are greatest in demand. On such locations there is little or no demand for American music. In recent months there has been a slight increase in Jewish locations, attributed mostly by a fresh supply of recordings by a new recording artist, the Begelman Sisters. It is also interesting to note that Anglicized versions of Jewish folk songs, and there have been many, are not popular at such spots.

The interest in foreign language in music machines, say operators, is not in the least influenced by conditions at home or abroad. Rather, they attribute it entirely to the foreign language radio programs, most of which play nothing but records. But the important thing, these programs have stimulated interest in their native music and their sense of nationality, which has always been strong anyway, with the result that the music machines stocked with their recordings are naturals in getting a big play.



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.

LIBERTY BELL

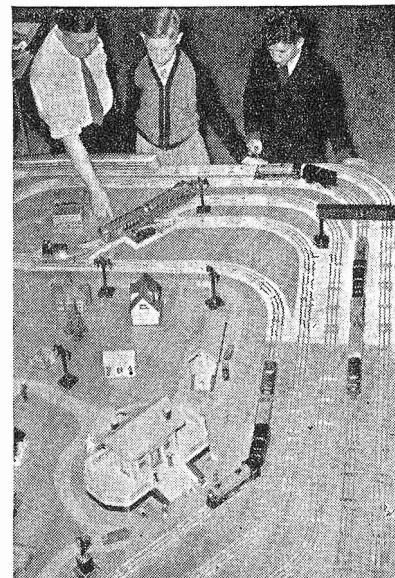
PRICE \$32.50

Liberal Trade In on Counter Games

National Distributor

TORR

2047A-S0.68
PHILA. PA.



GAME PARTS donated by the Bally Mfg. Co. are used in this miniature railway built by a boys’ club, directed by Reverend Alfred Mertz, Allentown, Pa. (Photo courtesy Allentown Evening Chronicle.)

Detroit

DETROIT, Aug. 10.—Ajax Novelty Co. has sold over 300 penny target pistols in the past week, Manager M. Y. Blum reports, proving the machine one of the fastest selling, low-priced games of recent seasons.

John Palmer, veteran Detroit machine operator and distributor who used to have the old Palmer Sales Co., is operating a new amusement park at Pontiac, Mich., under the name of Palmer Park.

Henry C. Lemke, of the Lemke Coin Machine Co., is vacationing at home, painting his house, and plans to make a short trip to New York with Mrs. Lemke.

David H. Weiner and Joseph S. Bloom are teaming up in two companies as the Coin-o-Matic Sales Co. and the Coin-o-Matic Vending Co., with headquarters for both on Cherrylawn avenue.

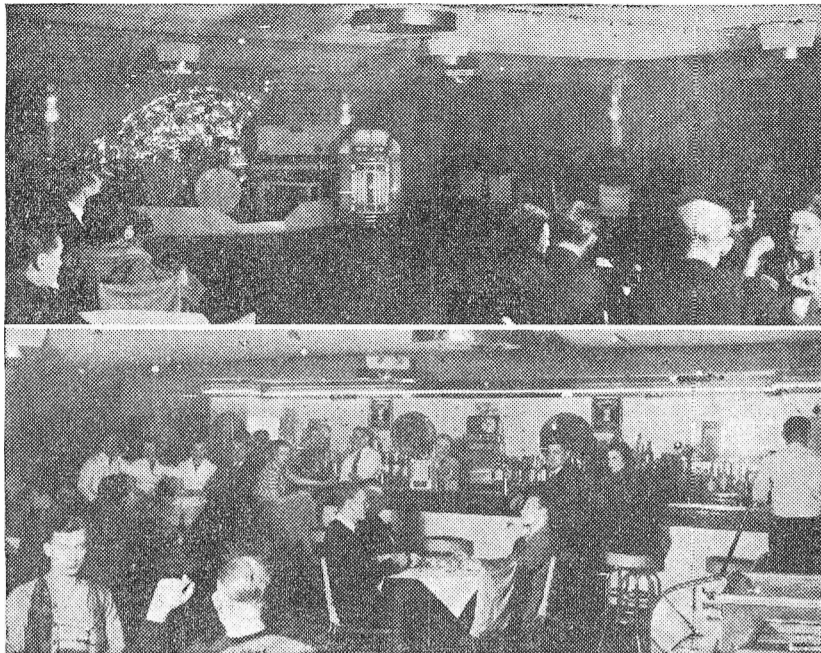
A. A. Weidman, of the Weidman National Sales Co., back from a trip thru Wisconsin, reports cigaret vending business in fine shape in that territory. With new State tax regulations in such a set-up that operators are able to earn a fair margin of profit on each package of cigarets sold, they are expanding their routes rapidly, and Weidman, who covers several Midwestern States, is returning there this week to spend the rest of the month in the territory.

Charles C. Huff, who operates vending and amusement machine routes as the Puritan Sales, has established new headquarters on Schoolcraft avenue at Grand River road.

James N. Sepeter, who operates as the Great Lakes Music & Novelty Co. around Lansing, Mich., is entering the Detroit music field, with local headquarters at Avery and Kirby avenues.

Ben J. Marshall, former Detroit coin machine distributor, is organizing the Greater Detroit Theater, with a capitalization of \$50,000. Marshall at present is taking an extended vacation at Pontiac, Mich.

Angott Sales Co. held a grand opening of its new salesroom on Cass avenue last Saturday, with Michael A. Angott Jr. as official host. Many up-State and Detroit operators attended, as well as a few visitors from other States.



HARBOR LIGHTS NIGHT CLUB, Galesburg, Ill., is another top location in which a Seeburg wireless remote control music system augments the music of the orchestra. According to operator E. H. Hertenstein, revenue from the Symphonola and Wall-o-Matics has upped the take considerably as compared with former earnings.

Weather Starts Console Boom

CHICAGO, Aug. 10.—"I can take it," replied George Jenkins, general sales manager of Bally Mfg. Co., when asked how he was standing the hot weather. "When I look at the sales sheet and see how real summer weather is boosting sales on Bally's Royal Draw poker console, I can take it as hot as it comes. The heat wave has boomed business in all types of summer spots, from resorts to roadstands, and operators are cashing in on this boom with Royal Draw.

"During the past week we have shipped more Royal Draws than in any other week since production began. And the interesting fact is that the majority of these orders are repeats, which means that samples have convinced operators that Royal Draw is a real high-speed money-maker."

Genco Dude Ranch Drawing Attention

CHICAGO, Aug. 10.—Genco, Inc., continues its string of successful games, the firm reports, with the release of Dude Ranch, which is said to be doing a sensational job on locations from Coast to Coast.

"Dude Ranch, being a Genco game, was expected to prove a big money game and has proved to be just that," commented an operator. "It has a very simple yet thrilling play idea which actually gets the players standing in line for their turn. I'm flooding my route with Dude Ranches because I have found this game to meet all the requirements of a successful game in my territory."

Genco reports that similar reports about Dude Ranch are arriving from all territories.

buying his drinks in an ordinary drinking saloon."

Perhaps this machine is the granddad of the present-day beverage vender but that would be something hard to prove. At least don't ask me to give you a convincing argument.

Yours truly,
PHIL MUTH.

Letter Traces Beverage Venders to Europe Selling Jog of the 1899 Vintage

To the Editor:
I have recently written you of coin machine operations of yesteryear and told how folk of the Gay '90s enjoyed placing their nickel in the slot for their entertainment. But what about Europe of those days. It was at that time that London and Paris were looked upon as points of origination of much entertainment of the 19th century.

In *The New Orleans Daily Picayune* of May 7, 1899, a story tells of the latest "slot machine of the other side of the Atlantic which may soon be seen in this country and which is already exciting much attention on the Continent."

The story goes on: "This mechanical jog, a nickel-in-the-slot machine that supplies mechanically anyone of a choice variety of jog-producing beverages, is the latest novelty in alcohol dispensing inventions on the Continent. Its chief recommendation to confirmed toppers is that it defies all license laws, early closing ordinances and Sunday restrictions. It is an alcoholic 'multum in parvo' (much in little to you) in that it takes up no more room than a try-your-correct-weight slot machine, and yet contains all the liquid joys of a well-ordered barroom.

"The thirsty simply chooses his tippie from the list and drops in the slot labeled with the name of the liquor selected, the coin that starts the machinery. Into a glass that will contain one 'able-bodied' drink, there straight-way gurgles a supply from a pipe that communicates with a receptacle in the

interior of the machine, which receptacle is in turn refilled mechanically from the main cask when its contents have been withdrawn.

"The mechanical bar is viewed with favor by the broadminded anti-topers because of the surroundings that keeps a convivial soul in a barroom until he is to be carried out.

"It has been argued that a man is more likely to take a drink and then take his departure when patronizing the nickel-in-the-slot machines than when

THEY MUST BE GOOD

Now in 3rd Month of Constant Production and Sales and the Pennies Keep Right on Rolling in. No Mechanism to get out of order.



ONLY \$8.75

Pays for itself quick

SIZE 15 1/2" LONG 8" WIDE 8 1/2" HIGH

ROLL-A-CENT

Yes, sir, they sure do, and plenty of them in this new baby. HERE ARE THE FULL PARTICULARS—ROLL-A-CENT players roll pennies down incline. A Package of cigarettes for every cent that rolls through upright slit in fence. Winning pennies remain visible until paid off by location owner, who then releases them into separate compartment. No record of payouts to keep. Cheat-Proof. Easy to operate—easy to place. Build up your route with ROLL-A-CENT and start the pennies rolling in.

SEND IN YOUR ORDER RIGHT NOW.

\$8.75 F. O. B. CHICAGO

Send full payment with order or 1/3 deposit—balance C. O. D.

GET ON OUR MAILING LIST. FREE CATALOG.

KOPLO SALES & SUPPLY CO.

854-B Blue Island Ave., CHICAGO, ILL. Tel.: Maymarket 4388

Ops' Approval For Western's Tot

CHICAGO, Aug. 10.—"That coin machine operators know value and get the most from every dollar they invest has again been proved with our latest release, Tot," states Don Anderson, Western Products, Inc., sales manager.

"In my experience in this business," he continued, "I've found that coinmen really understand value and are able to judge the merits of a machine almost instantly. In the past I've seen it happen time and time again and naturally was most pleased to see how enthusiastic operators were upon the introduction of Tot.

"Since that time they've been keeping us working plenty of overtime to fill orders. We've just been stampeded under one of the heaviest avalanches of orders I've ever seen. Coinmen in every part of the country are demanding more and more Tots each day."

Atlas BARGAINS Preferred The World Over!

Send for Complete BARGAIN GUIDE

This Week's SPECIALS!

1939—Latest Model WESTERN'S **Baseball** \$109.50
F. P.—Payout Combination Only

BALLY'S DANDY 5-Ball, F.P., New \$24.50
WURLITZER'S 600-A \$154.50
24 Rec. Slug-Proof
Rockola's LUXURY LIGHTUP, 1939 Model, 20 Records \$149.50
WURLITZER'S 61—Illuminated De Luxe Counter Model \$87.50
OH! JOHNNY—Free Play \$59.50

PHONOGRAPHS

SEEBURG'S MODEL A—12 Records \$29.50
MODEL B—12 Records 32.50
K-20—20 Records 127.50
GEM (1938)—20 Records 79.50
Casino (1939)—20 Records 127.50
PLAZA ('35)—20 Records 154.50
CLASSIC Marbletop—20 Rec. 182.50

WURLITZER'S P-30—12 Records \$24.50
P-12—12 Records 32.50
412—12 Records 37.50
616—16 Records 64.50
716—16 Records 61.50

ROCK-OLA'S STANDARD—20 Records \$144.50
Latest Counter Model 104.50

DANCEMASTER—12 Rec. \$17.50
Title Strips—40c per 2,000
Illuminated Grills—\$8.50

1/3 Deposit Balance C. O. D.

This House of Friendly Personal Service guarantees unconditionally the dependability of its reconditioned machines, both mechanically and in appearance.

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The House of Friendly Personal Service
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ASSOC. ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT
OFFICES • ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

Minneapolis

MINNEAPOLIS, Aug. 10.—Acme Novelty Co. has been named distributor for Roll-In-the-Barrel, according to an announcement by Ted Bush, head of the firm. Acme serves Minnesota, North and South Dakota and Western Wisconsin. Ted believes Roll-In-the-Barrel is the greatest game of its kind ever manufactured and looks forward to some very good business for it.

First vacation in a couple of years is being taken by Hy Greenstein, of Hy-G Games. Accompanied by the missus, Hy, his daughter and a nephew from California have gone up north to Douglas Lodge, where they will take it easy for 10 days.

A. J. Labeau, of Labeau Novelty Sales Co., St. Paul, is back from a vacation to Northern Minnesota, Canada and Chicago. Making the trip with him were his wife, their son and Mr. and Mrs. H. C. Abbott and son, of Davenport, Iowa.

William (Sphinx) Cohen, the Silent Sales Co. head, says Keeney Aircraft guns are still selling at a hot pace.

Ted Bush and Oscar Truppman, sales manager for Acme Novelty Co., say Wurlitzer remote control equipment has proved very successful. The only detail bothering them right now is getting deliveries fast enough.

Pace Saratogas and Saratoga Juniors are exceeding last year's popularity in this area, said Bill (Sphinx) Cohen, of Silent Sales. Pace's low-priced Midget fortune-telling scale is being well received because of its beauty and low price. The first shipment of Pace Chrome slug-ejector Rocket Bell recently arrived at Silent Sales office. Beautifully trimmed with blue, the number is the best looking bell put out by Pace, according to the Sphinx, who is looking forward to some nice fall business with it. Genco's Dude Ranch just arrived and is another hit, he said.

A. J. Labeau says his Labeau Novelty Co. has been installing many Rock-Ola remote control jobs and reports coming back to the office have been very satisfactory.

Sid Levin, sales manager for Hy-G Games, said Seeburg's Wireless remote control automatic phono is going well, with ops reporting excellent placements around the territory.

"One of the hottest games of the year" is the way local operators describe Gottlieb's Scoreline.

Operators increase the earning power of their phonos thru the aid of one of the Northwest's most completely stocked record departments at the Acme Novelty Co. They select sure hits thru the helpful suggestions of Vera Foster, Miss Schoen and Miss Johnson.



TAKEN ON THE OCCASION OF RCA-VICTOR'S recording of "We're All Americans, All True Blue." Left to right, Jim Mangan, composer and well-known member of the coin machine industry; Leonard Joy, Victor's recording chieftain, who personally conducted the orchestra; Dick Todd, red-headed baritone who had the vocal, and Charles Engelman, New York music operator and chairman of the Automatic Music Operators' Association of New York.

How To Expand Your Business

By A. E. CASH

HOW many good locations do you have? Make a written list of them. Ask the following questions about each location. Do not trust your memory but write down the answer by the address of each location so that you will have something concrete to follow up.

1. Do you have a pin game on the location? Is it clean, well-kept? A good location will usually support more than one game. If a competitor has a game there too the public will play the best one.

2. Do they have a phonograph? Are the right type of records on it? Good, late records will take in nickels on any location. Is it serviced promptly? If the phonograph is not the latest model is there anything that you can do to improve it? A brightly illuminated phonograph will bring in more coins.

3. What are the opportunities for a cigaret machine? Cigaret machines operated in a businesslike way will bring in cash. Many operators "turn up their noses" at cigaret machines. However, they are losing money if they have good locations where a cigaret machine is not used. There is not too much competition in this field. More cigarets are smoked every day. The models of cig-

aret machines do not change as rapidly as pin balls and phonographs.

4. Are there any scales in the restaurant? Scales are easily kept up. They do not require expensive service. The later streamlined models with fortunes and horoscopes will bring in the public's coins just for the sake of curiosity.

5. How about peanut and candy vendors? These little vendors soon pay for themselves as the investment is small. The expenses are not high and the major part of the intake is clear profit. Many people will spend several pennies when they will not part with a nickel because they do not like to carry them around.

6. Is there any chance of one of the new beverage vendors going over? This type of equipment is rapidly taking locations all over the country and their popularity will steadily increase. These machines are convenient. The hot-dog stand owner likes them because they simplify the waitress problem.

7. Does the location need any equipment such as cash registers, electric fans, refrigeration, stools, booths, counters, etc? Many operators are improving their locations and their own incomes by adding sidelines like these just suggested. There are many agencies open for the above equipment. Some of it may be taken on consignment, other on time payments. The profit is large. Many proprietors can buy such equipment, really need it, and will buy if it is demonstrated to them and they are allowed to pay for the equipment from their share of the proceeds of the coin machines operated in their location. The season for fans and refrigeration is open now. This is also an excellent way to keep locations from changing operators, outside of the money made on sales. If you cannot arrange some way to buy or get on consignment this type of equipment, perhaps some commission basis proposition might be worked out with a local firm.

After you have checked these seven points on your list. Consider the following facts. Specializing on locations in this manner saves expenses. Not as much gasoline, truck and drayage money is necessary. Several machines can be serviced and checked all at one location, thus saving time, shoe leather and labor. Several machines in one good location will mean a bigger profit than even more machines spread out over several blocks.

Do not operate just one type of equipment. That particular line may die out and where will you be? Operate as many different machines as possible. Organize your route when checking by mapping out a plan of your locations. Canvas all locations close to the ones you already have. See that all coin equipment in one block is yours.

The vacation season open now brings many opportunities. All near-by parks, swimming pools and recreation centers are good summer business for the coin

machine operator. Bus terminals are good spots too. Americans with shorter working hours and new leisure time may be expected to spend more time in parks and playgrounds in 1940 than ever before. Very few people will be spending vacations in any other country than the U. S. A. Do not neglect these summer spots. With the fall season ahead, start canvassing locations so that the equipment on summer locations may be switched at the right time. A machine standing idle on the operator's floor will not take in a nickel. No location is yours until your phonograph is installed and your phonograph will only remain there as long as your service and equipment give satisfaction.

A-A Gun Popular At Park Arcade

ERIE, Pa., Aug. 10.—R. E. Allanon, managing the coin machine arcade at the local Waldameer Park, reports his anti-aircraft machines to be his greatest drawing card at present. Groups of customers make games of trying to get the highest score.

In the penny line Allanon has been getting plenty on his Kiss-o-Meter, which gives users a million laughs. It registers "cold," "hot," "very passionate" and other indications of player's ability.



NEW MONEY-MAKING SENSATION!
PICK-A-PACK
 COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!
PENNY PLAY
NOW! \$14.75
 SPECIALLY PRICED F. O. B. Chicago
GUARANTEE
 Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!
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Weekly Specials
BUY WITH CONFIDENCE AT AVON NOVELTY!

Here is just one of our many outstanding values

MILLS SQUARE BELLS,
 Compulsory skill.
 Like new \$79.50
 1/2 Deposit—Balance C. O. D.

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AVON Novelty SALES CO.
 2923 PROSPECT AVE.
 CLEVELAND, OHIO.

Private Clubs Good Locations For Penn Ops

(Location Story)

PHILADELPHIA, Aug. 10.—While the taproom remains the prime location possibility for the music machine, the private club is increasingly becoming an important outlet for machines, not only for the record players but increasingly so for merchandise and cigaret machines.

The local representative for the State Liquor Control Board disclosed this week that there are in Pennsylvania 3,575 private clubs licensed by the board, on the basis of figures compiled as of June 15. Since that date some licenses have been revoked and several others refused renewal of liquor licenses, but the total figures remain substantially the same.

The private clubs holding liquor licenses not only pay lower license fees but are also permitted to remain open on Sundays. Catering clubs pay from \$150 to \$600 for a liquor license annually, depending upon the population of the municipality in which they are located. For dispensing beer only the fee is only \$25, with \$50 for the privilege of selling liquor. Apart from the bar advantages, revenue from automatic music machines goes far in stabilizing the financial security of the clubs.

The following table shows the type of clubs in Pennsylvania to which liquor licenses have been issued, the number of licenses issued to each group and the percentage of each type to the total number of clubs:

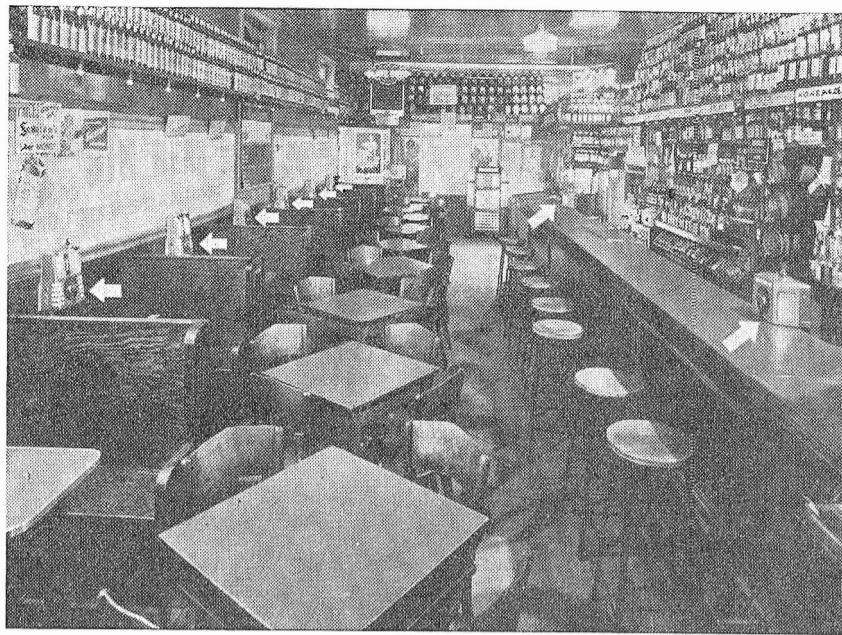
Fraternal	503	14%
Veterans	322	9%
Athletic and Sportsmen's	358	10%
Political	395	11%
Social	681	19%
Fire Company	179	5%
Beneficial	143	4%
Italian	351	10%
German	147	4%
Polish	139	4%
All Other Races	251	7%
All Other Clubs	107	3%
Total	3,575	100%

Koplo Busy With Roll-a-Cent Sales

CHICAGO, Aug. 10.—Al Koplo, head of Koplo Sales and Supply Co., Chicago, reports that Roll-a-Cent, his penny counter game, continues to surprise him from the point of sales. "It has been on the market long enough now," he declares, "to have proved itself. It has always been the stand of the industry that original sales on a game, immediately after release, don't mean much—and that it's the repeat orders which pass the verdict of whether it is a success or not.

"Roll-a-Cent has passed the state of repeat orders. We have received as high as four and five reorders from the same individuals and firms. This is enough to satisfy us as to its success.

"The principle upon which Roll-a-Cent works is the rolling of a penny down an incline towards upright slits in a fence. Each penny which succeeds in rolling thru the fence earns a cigaret award for the roller. Winning pennies remain visible until the location attendant releases them into a separate compartment. This automatically accounts the number of winners. There is absolutely no mechanism to get out of order



ROCK-OLA DIAL-A-TUNE REMOTE CONTROL installation in Chicago's famous Sugar Bowl Tavern. This installation consists of seven wall boxes and two bar boxes. Receipts of music have jumped tremendously, according to reports.

and consequently no service calls with the exception of collecting the games' earnings.

"The pennies are rolling in to make dollars on these games—the verdict of reordering is dictated by the number of dollars these pennies aggregate."

Talk It Over

By LEO J. KELLY

Bally Mfg. Co., Chicago

Operators have been carrying the burden of influencing public support almost entirely. It the operator would spend a few minutes each week selling the merchant, operating conditions everywhere would improve. In other words, talk it over.

Recently a prominent Western operator outlined to me a thought he is getting across to merchants in his territory. The idea is worth passing on to operators.

"Mr. Merchant," this operator says to his location, "your cash register is a mighty important fixture in your store—costs you a lot of money. You would put up a big fight if someone said you couldn't use it any more, wouldn't you? Yet the cash register only keeps money after you take it in.

"Now, then, your pin game makes money for you—more money per square foot of floor space than anything else in your store. Your pin game creates income, but have you and the other merchants in this community done anything to see that they can't take your pin game away from you? You merchants should see that your business organizations and Chamber of Commerce are reminded frequently how important pin games are to the continued success of all the merchants in your locality.

"If all the merchants in town should lose the income they now enjoy from pin games what do you suppose would happen? Better talk it over with your business acquaintances now and formulate plans that will insure your continued pin game profits."

"Barron's" Says Novelty Is Need Of Pic Industry

CHICAGO, Aug. 10.—Barron's, national financial weekly, in its issue of July 29 discusses the pros and cons of the moving picture industry as regards "loss of foreign business and other troubles." In analyzing the needs of the industry, Barron's said:

"It has been said that the movies need some new stimulus or novelty to bring back the public, as the introduction of sound did to jaded public palates a decade ago. Nothing like this is apt to occur. What people want is amusement and novelty in films. Technical novelties like color or even third-dimensional films if they should come do not affect entertainment value markedly. Color apparently has not added a dollar to the box-office value of a film, altho the public likes it.

"As for competition from other amusement novelties, this comes and goes with little permanent effect on the theater. People still go to the movies, altho they like to listen to Charlie McCarthy on their radios. Television, even when it becomes cheap, is not apt to replace movies as an amusement as far as can be seen at the moment. Higher taxes on theater admissions have had little if any effect on attendance.

"In concentrating on amusing America, Hollywood will probably try to produce the usual run of good light comedies, melodramas and other forms of straight amusement. There are no signs at the moment that the public wants war films. Possibly there might be a run on South American themes, but this is a little dangerous since what might amuse us here might make our Southern neighbors angry, which is the last thing that Hollywood wants to do at the moment."

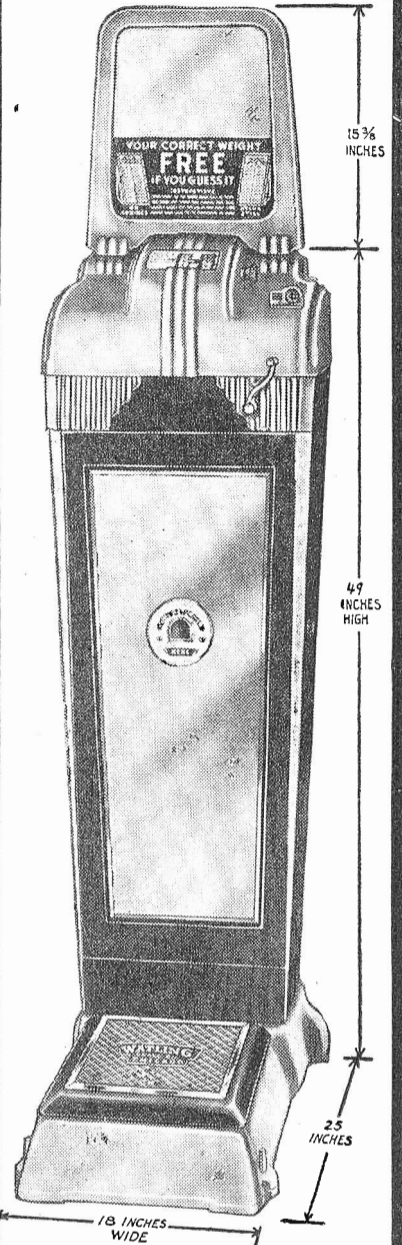
Mutoscope Victim Of Pay-Roll Hold-Up

NEW YORK, Aug. 10.—Five bandits held up two clerks of the International Mutoscope Reel Co., Inc., Long Island City, Wednesday (7) and seized a \$3,026 pay roll in front of the firm's plant. The money, which was to have been paid to 200 employees, was only half of the regular pay roll of the company because of vacation schedules and a stagger system of paying employees.

Bill Rabkin, president of Mutoscope, revealed that the robbery might have involved a much higher sum if it had taken place a day earlier. He pays his staff at the World's Fair on Tuesdays. He revealed that insurance covered the firm's loss.

Five men drew up in a black sedan when the two Mutoscope employees parked their car in front of the factory. Two men, with drawn pistols, ran out and snatched the bag containing the money. They rejoined their cohorts and drove away. The get-away car was found later a half mile from the scene of the crime. It was a stolen automobile.

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Operates Automatically
Does Not Require Electricity
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GUARANTEE

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Saturdays during July,
August and September.

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Follies of 1940	44.50	Lancer	49.50
Punch	39.50	Flagship	34.50
Mr. Chips	34.50	Jumper	29.50
Bang	27.50	Rebound	27.50
BALLY		KEENEY	
Sport Special	\$125.00	Super Charger	\$27.50
Gold Cup Console	82.50	Big Six	24.50
Triumph	44.50	Thriller	22.50
Roller Derby	39.50	Cowboy	19.50
C. O. D. Jackpot	39.50	CHICAGO COIN	
Scop	34.50	Commodore	\$44.50
Vogue	32.50	Oboy	44.50
White Sails	29.50	Topper	32.50
Pick-Em	29.50	Majors	24.50
Variety	24.50	MILLS	
Chevron	22.50	1-2-3	\$64.50
GOTTLIEB		STONER	
Oh Johnny	\$64.50	Baseball	\$39.50
Drum Major	52.50	Fantasy, J.P.	47.50
Lite-o-Card	44.50	Fantasy	34.50
Bowling Alley	42.50	BAKER	
Big Snow	42.50	Doughboy	\$64.50
4-5-6		4-5-6	25.50

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—
Phonographs—Slots. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

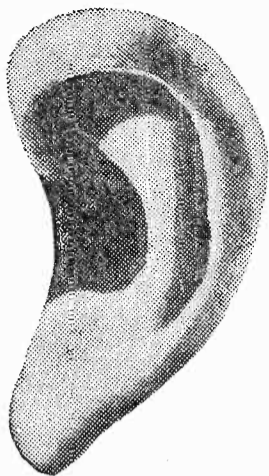
WANT TO BUY FOR CASH

PACE'S RACES—GOOD LUCKS—BAKER'S
RACES—MILLS SQUARE BELLS—PACE'S
SARATOGAS—MILLS FOUR BELLS—
AND OTHER CONSOLES.

Wire or Write Best Prices
State Serial Numbers

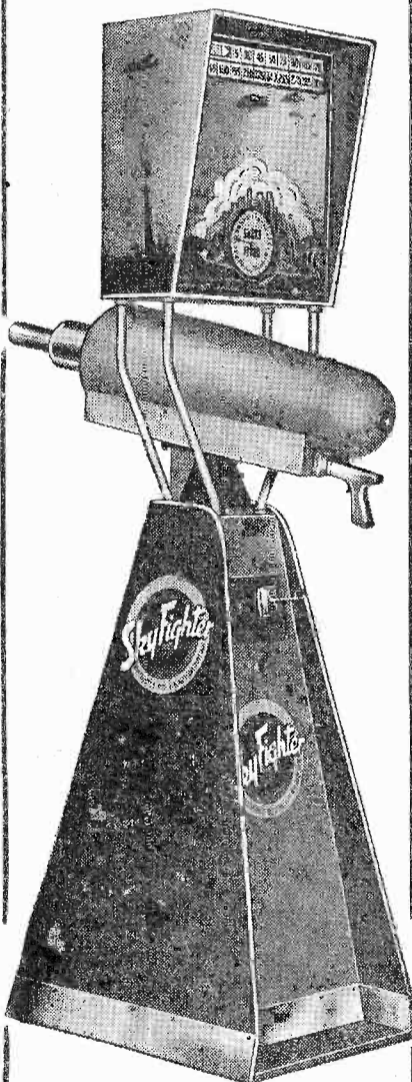
3147 Locust St.,
St. Louis, Mo. **CALL NOVELTY CO.**

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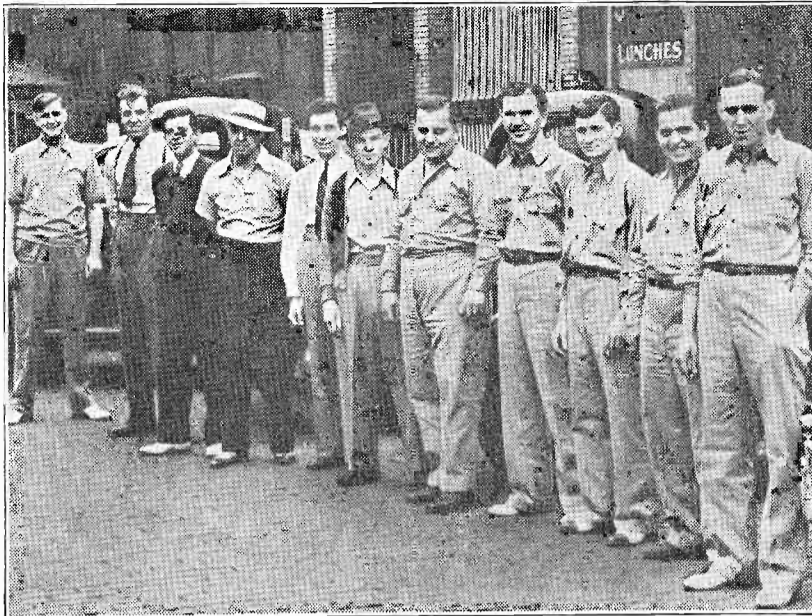
"SKY FIGHTER IS THE BIGGEST MONEY-MAKER WE HAVE EVER HAD. ON ONE LOCATION WE HAVE 3 THAT HAVE BEEN OPERATING PRACTICALLY 24 HOURS A DAY WITH NO SERVICE CALLS WHATEVER."



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"BUILT FOR A LIFETIME OF SERVICE"

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INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th St.
Long Island City, New York
Established 1895



ELEVEN REASONS WHY HARRISON MUSIC CO., of McKees Rocks, Pa., near Pittsburgh, is one of the largest operating firms in Pennsylvania. Tom Harrison, extreme left, is the owner of the firm. Harrison also operates cigaret machines.

Skyline Is New Chicago Coin Game

CHICAGO, Aug. 10.—Chicago Coin Machine Mfg. Co. officials, Sam Wolberg and Sam Gensburg, announced this week the release of a new Chicago Coin game. They report that its play idea is entirely new and different.

"We believe that we have again hit the nail on the head with the release of Skyline," our new entry for free-play profits," they said. "This fresh new play idea of Skyline will make it one of the most popular of free-play machines.

"It's the extra-score-build-up and transfer idea. So sensational is the new play theme that we hesitate to explain it in too much detail. We'd rather have coinmen see Skyline at their nearest Chicago Coin distributor and have him explain the outstanding features of it.

"About two months ago we introduced a brand-new idea in a free-play game, a wider playing field, on Polo. The rest is history. Polo has proved to be one of the biggest selling games on the market. We predicted success for Polo before we introduced it. Again, with Skyline, we do not hesitate to say that it will be one of the biggest earning machines."

Monarch Expounds Business Policies

CHICAGO, Aug. 10.—"Better games make bigger profits is a logical statement," says Al Stern, Monarch Coin Machine Co. executive, "and because we want our operator-customers to make as much money as possible from equipment they purchase from us, we sell only the best coin-operated equipment.

"It has always been the Monarch policy to recondition all machines perfectly even tho it costs more money to do so. We have found that this extra attention has and will continue to pay in the end. Operators have purchased all kinds of machines from Monarch and have been able to operate them for longer periods with greater profit.

"It is no wonder that operators knowing this began to make more of their purchases from Monarch. Gradually other operators have come to realize that a purchase from Monarch gives them more for their money.

"This is the way Monarch has come to be one of the largest coin machine firms in the business. During the past year we at Monarch have put into effect more improvements and more modernization ideas than at any time in the past."

Competition for Cig Business in Canton

CANTON, O., Aug. 10.—Keen competition for cigaret business here is evidenced in varied prices for the popular selling brands since the new federal taxes were imposed a month ago.

The United Cigar Co., with two stores

here, which boosted the price of popular brands to 16 cents when the taxes were imposed, is now offering them at 15 cents a pack, two for 29 cents. Two drug chains are charging 14 cents straight.

Stocker's, one of the oldest cigar stores here, is holding its price at 17 cents the pack. Machines continue to charge the same price, having adjusted their chutes to take nickels and dimes and returning three pennies with each pack.

Photomatic Gets Big Take at W. F.

NEW YORK, Aug. 10.—Featuring a large number of Photomatics, automatic picture taking machines, at the New York World's Fair, the International Mutoscope Reel Co. officials report they are not only proud of the tremendous play the machines are getting but also that they are proud of the large amount of publicity which has been received since their installation.

"One outstanding example," they declare, "is the Photomatic at the Railroads on Parade Building. High railroad magnates have commented on the machine and have asked that more of these be placed about the building. The machines are also getting great action in the Aviation Building. The public flocks to see this unique aviation display and before leaving obtains a framed picture from a Photomatic. The name of the Aviation Building is stamped on the back of the frame.

"Automatic built-in stores all over the grounds feature two Photomatics each. These are tremendous attractions inasmuch as when other exhibits close at 10 p.m. these are the only stores still open, getting a play until 2 a.m.

"Many other machines are distributed at much-traversed points thruout the grounds. Considering the fact that the fair is considered to be about 2,000,000 behind in attendance, the take of the Photomatics is very impressive.

The Photomatics are but one section of the huge operation being conducted by International Mutoscope at the World's Fair. Their two Penny Arcades are the talk of all concessioners. The batteries of Sky Fighters, Mutoscope's anti-aircraft machine guns, have won a tremendous following and are in action every single minute of the day. The pin games, which were sold to Mutoscope by the Vending Machine Co., of Fayetteville, N. C., are doing trojan work.

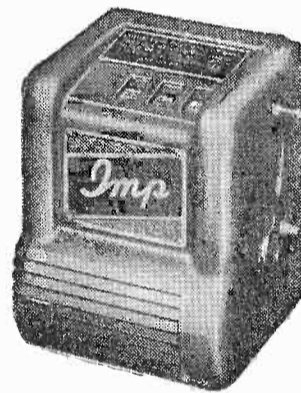
IMP - Idol of a Million Players

Increase Your Income With IMP

Proven beyond a doubt the biggest money-maker of its size in the history of counter games.

Let the little IMP GUM VENDOR with its beautiful radio-styled cabinet and fascinating 3-reel playing action increase YOUR income and gain you new locations.

Supplied in straight penny, combination penny and nickel and straight dime play. Assorted colors; coin meter, \$1.50 extra.



\$12.50 each - 6 for \$67.50

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GROETCHEN Tool COMPANY

126 N. UNION STREET • CHICAGO



\$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.

PRICE SLASHED ON FREE PLAY GAMES

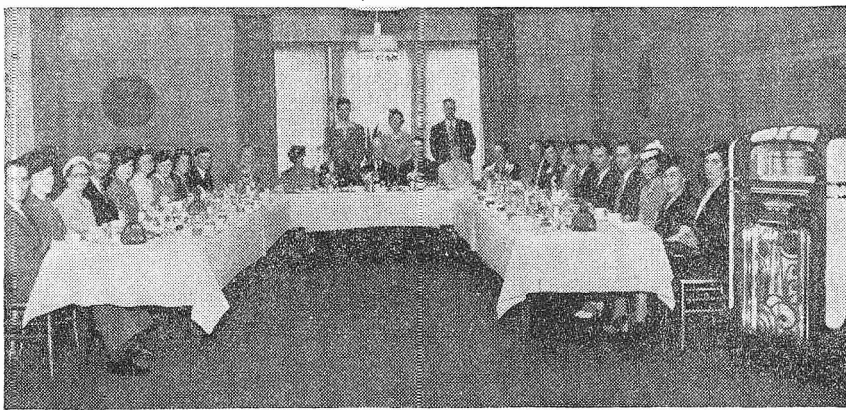
Follies \$29.50
Big Show 30.00
Exh. Lancer 30.00
Spottem 15.00
Exh. Wing 47.50
Jolly 39.50

BEST OFFER TAKES 15 THREE COLUMN NUT MACHINES 1c PLAY

Write for Prices on New Games

1/3 Deposit With All Orders, Balance C. O. D.

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



A LEADING WURLITZER MUSIC MERCHANT of the Northwest, G. F. Johnson, of the Johnson Music Co., Portland, Ore., was recently tendered a testimonial dinner marking the sixth anniversary of his entrance into the automatic music field. It is said that he has operated Wurlitzer phonographs exclusively. A Wurlitzer phonograph (right) provided music for the occasion.

Canuck Ops Reap Harvest of Nickels Under Border Set-Up

ST. JOHN, N. B., Canada, Aug. 10.—The prevailing Canadian-U. S. passport red tape and discount on Canadian money have combined to hit the business of coin machine operators on the United States side of the New Brunswick international border and have at the same time increased the business of the Canadian operator.

About 50 per cent of the business of pinball, music and other coin machines in Maine border towns on the U. S. side has previously been accounted for by Canadians who journeyed across the line either on shopping trips or for amusement. Now with the movement across the border by Canadians greatly reduced by the passport restrictions and the inferiority of Canadian currency, the Canadian patronage has dropped off materially.

The privilege of getting U. S. money at a 11 per cent premium in the Canadian banks has been discontinued except to those going on the U. S. side for business. With fewer Canadians going into the U. S. for amusement, Canadian border operators, operating in Canada, have enjoyed increasing business.

While Canadians cannot enter the U. S. as readily as they once did, U. S. citizens can still easily enter Canada without passport. Consequently, Canadian operators are getting the bulk of this business also. The inferiority of Canadian money is to the advantage of the U. S. visitors, who get approximately \$1.11 in Canadian money for each U. S. dollar.

ALLIED BARGAINS

FREE-PLAY GAMES

Mills 1-2-3	\$64.50	Vogue	\$29.50
Brite Spot	57.50	Flash	24.50
Triumph	42.50	Avalon	24.50
Big Show	41.50	Headliner	24.50
Bowling Alley (Gottlieb)	41.50	Big Six	22.50
Sto. Baseball	39.50	Hold Tight	22.50
Scoop	34.50	Contact	22.50
Lucky Strike	32.50	Chevron	21.50
Conquest	29.50	Spottem	19.50
		Triple Threat	17.50

WESTERN BASEBALL FREE PLAY AND PAY OUT COMBINATION, 1939 LATEST MODEL, \$104.50.

AUTOMATIC PAYTABLES

Gold Medal	\$84.50	Hawthorne	\$64.50
Grandstand	82.50	Sport Page	59.50
Thistle-down	69.50	Derby Time (6)	
Dead Heat	67.50	Coin Mul.	42.50
		Klondike	27.50

PHONOGRAPHS

Wurlitzer 500	\$167.50
Wurlitzer Counter Model 61	87.50
Wurlitzer 616	54.50
Wurlitzer 716	54.50
Rockola 1939 Deluxe	154.50
Rockola Standard 1939	149.50
Seeburg Regal, 20 Record	134.50
Seeburg Royal, 20 Record	89.50
Seeburg Rex, 20 Record	82.50

LEGAL EQUIPMENT

Jail Bird (Seeburg)	\$94.50
Evans Ten Strike	81.50
"Chicken Sam" Rayolite	79.50
Skeeballette (Gottlieb)	72.50
Tom Mix Rifle	42.50
A. B. T. Target, Model F	12.50

Terms: 1/3 Deposit, Balance C. O. D.
F. O. B. Chicago

Allied

NOVELTY COMPANY

Phones: Capitol 4747
3520 W. Fullerton Ave., CHICAGO

"IT'S THE TOPS!"

IN COUNTER GAMES

DAVAL'S

AMERICAN EAGLE

10 FOR ONLY \$275

Sample \$32.50—Ball Gum Model \$2 Extra

10 DAYS' FREE TRIAL

1/3 Deposit With Order, Balance C. O. D.

The Calvert Novelty Co.

708 N. HOWARD ST., BALTIMORE, MD.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

Houston

HOUSTON, Aug. 10.—A group of coinmen, together with their friends and business associates, went deep-sea fishing recently. The party included Sam Ayo, W. O. Rabe, W. C. Atkins, Bob George, all operators of Houston; Ed Furlow and A. A. Sage, Electro-Ball officials of Dallas; Joe Jamil, B. M. Woodsworth, Houston; Lenord Youngblood, Baytown; Earl Heoriz, Freeport; Roy Harris, Angleton. Sam Ayo organized the trip. Furlow and Sage, with large Kings, divided top fishing honors. Atkins hooked an extra large one but was unable to land him.

Foley Bros. observed the opening of a new record shop August 3 by sponsoring the personal appearance of Shep Fields, Victor recording band leader. The new shop will feature RCA-Victor records. Jane Gossage, record shop manager, and Bert Bruce, with the firm of Straus-Frank, assisted at the affair. Straus-Frank Co. is South Texas distributor for RCA-Victor records.

Electro-Ball Co., Dallas, entertained a large group of South Texas operators at the Ben Milam Hotel there on the evening of July 31. Wired music was discussed. Ed Furlow, of the Dallas office, officiated as master of ceremonies.

Concerning patriotic records, the popularity of *I Am an American*, by Gray Gordon, is increasing so rapidly in Houston as to stand an excellent chance of passing the long-time leader, *God Bless America*.

J. W. Smalley and E. C. Lear, two former managers of the local Electro-Ball office, were visitors in Houston August 2. Lear now travels Texas and Smalley covers a number of Southern States for Electro-Ball Co.

"SARATOGA" FREE PLAY

Opens Towns, Counties, States

THREE MACHINES COMBINED IN ONE!!

AS FREE PLAY Standard Bell Mech. No pay-out. Two meters. Registers all plays, all pay-outs as Run for Amusement Only.

AS SKILL GAME Pull the plug. Standard mystery. 3-5-20 pay-out with Jakpot. Ball and plunger skill. Payout feature.

AS STRAIGHT PLAY Pull plug. No free play. Not skill field, just a standard mystery cash pay bell. Suits all conditions.

NEVER OBSOLETE

LOW PRICES

QUICK DELIVERY

BEST BY TEST—

SLUG PROOF

MAHOGANY TRIM—NAT. WOOD CABINETS

CHROME TOP RAILS—BALL CORNERS

AMERICA'S MOST BEAUTIFUL MACHINE

EXTRAORDINARY RESALE VALUE

PACE TODAY MAKES THE MOST COMPLETE LINE OF CONSOLE MODELS IN THE U. S. A.

Tell Us Your Wants—We Can Fill Them

PACE MFG. CO., INC.

2901-09 INDIANA AVE. CHICAGO, ILL.

GIVING 'EM AWAY TO GET THE SPACE

Each Machine A-1 Condition—Ready for Location—1/3 Deposit With Order

<p>PHONOGRAPHS</p> <p>Rockola No. 2 Regular, 12 Rec. . . . \$19.50</p> <p>Rockola Rhythm King, 16 Rec. . . . 37.50</p> <p>Rockola Rhythm Masters, 16 Rec. . . . 39.50</p> <p>Rockola Counter Models, 89.50</p> <p>Rockola Imperial, 20Rec. 45.00</p> <p>Rockola Monarch, 20Rec. 75.00</p> <p>Rockola Windsor, 20Rec. 75.00</p> <p>Wurlitzer 616 54.50</p> <p>Wurlitzer 412 (110 volts—DC Current) 79.50</p> <p>Wurlitzer 24A 79.50</p> <p>Seeburg Selectophones 10.00</p> <p>Seeburg Selectophones DeLuxe 12.50</p> <p>Seeburg Model A 19.50</p> <p>Gabel Jr. (Multi-Sel.) 17.50</p>	<p>FREE PLAY</p> <p>BIG LEAGUES \$32.50</p> <p>BALLY BEAUTY 39.50</p> <p>BIG TOWNS 27.50</p> <p>BIG SHOWS 31.50</p> <p>BIG SIX 13.50</p> <p>BALLY ALLEYS (no F.P.) 27.50</p> <p>BLONDIES 52.50</p> <p>BOX SCORES 7.50</p> <p>BUBBLES 12.00</p> <p>CADILLACS 52.50</p> <p>CHAMPION 14.50</p> <p>CONTACTS 9.50</p> <p>DANDY 9.50</p> <p>DOUBLE FEATURE 9.50</p> <p>DOUGHBOY 39.50</p> <p>DRUM MAJOR 52.50</p> <p>GOLDEN GATES 14.50</p> <p>HOME RUNS 44.50</p> <p>JOLLYS 35.00</p> <p>LANCER 24.50</p> <p>LUCKYS 22.50</p> <p>MAJORS 12.50</p> <p>MR. CHIPS 22.50</p> <p>O'BOYS 29.50</p> <p>PUNCHES 25.00</p> <p>REBOUNDS 14.50</p> <p>RED HOTS 37.50</p> <p>ROXYS 29.50</p> <p>SHORT STOPS 49.50</p> <p>SPORTS 22.50</p> <p>SPOTTEM 12.50</p> <p>SUPERCHARGER 17.50</p> <p>SKEE-BALLETES 59.50</p> <p>TOPPERS 12.50</p> <p>TRIPLE THREAT 12.50</p>	<p>RAY GUNS, ETC.</p> <p>Keeney Anti-Aircrafts, Black Cabinet \$119.50</p> <p>Bally Bullseye 74.50</p> <p>Film Radio Rifles 37.50</p> <p>Seeburg Rayolite (F.P.) 45.00</p> <p>Tom Mix (with F.P.) 22.50</p> <p>Keeney Targette (F.P.) 17.50</p> <p>Sky Pilots 119.50</p> <p>LEGAL & MISC.</p> <p>Metal Typers \$100.00</p> <p>9 Ft. Rola Score Bowling 19.50</p> <p>Puttee (Golf Game) 19.50</p> <p>Hamilton Scales 24.50</p> <p>Warner Voice Recorder 259.50</p> <p>VENDING MACHINES</p> <p>1c Snacks (3 Column) \$7.50</p> <p>Angle Iron Stands for Snacks 1.50</p> <p>Silver Kings (Brand New) Hammerlaid Finish 4.95</p> <p>PHONO ACCESSORIES</p> <p>Slip-On Illuminated Cabinets (for all old model Phonos) \$19.50</p> <p>Phono Mikes (for all make old phonos) 4.50</p> <p>Rockola Stands for Counter Models 5.00</p> <p>Illuminated Grills (for all Model Phonos) 4.50</p> <p>Amplifiers with Speakers 13.50</p> <p>Records, Slightly Used, per 1,000 30.00</p> <p>CONSOLES</p> <p>Kentucky Skill Times . . . \$39.50</p> <p>25c Mills S.Q. Bell 89.50</p> <p>Black Paces Races, 20-1 25.00</p> <p>Black Paces Races, 30-1 27.50</p> <p>Brown Paces Races 30-1 69.50</p> <p>Brown Paces Marathon, 30-1 59.50</p> <p>Keeney Pastime 169.50</p> <p>Keeney Triple Entries 129.50</p> <p>1-BALL AUTOMATICS</p> <p>Hawthornes \$64.50</p> <p>See Jay 7.00</p> <p>Derby Champs 12.00</p> <p>Foto Finish 7.00</p> <p>Stoner Champ 12.00</p>
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COUNTER GAMES

A.B.T. Target Skills (NewStyleBlue Cab.) \$10.00

Criss Cross 3.00

Midget Races 7.50

Mills "Numbers" Machine, Brand New 9.00

Advance Shocker 5.09

Totalizers 9.50

SLOT MACHINES

5c Mills Q.T., Ser. 2255 \$22.50

5c Mills Melon Bell, (Ser. 421,000) 44.50

10c Mills Blue Fronts 27.50

5c Mills Extraordinary (Ser. 423,279) 22.50

5c Jennings Chief (Ser. 117,000) 17.50

5c Jennings Single J.P. 12.00

5c Watling Single J.P. 12.00

5c Watling Double J.P. 14.50

Columbias, Rear Pay Out Cig. Reels 39.50

NOVELTY GAMES

DUX \$4.50

BUBBLES 7.50

ODD BALL 6.50

BULLSEYE 4.50

SILENT SALES SYSTEM

635-637 "D" ST., N. W., WASHINGTON, D. C.

EXTRA SPECIAL

Free Play Super Sixes and Triumphs, guaranteed like new. Each \$35.00

Oh Johnnies 65.00

Cigarolas, 5c or 5c and 10c play 69.50

Write for complete list of Free Play Games, Counter Games, Slots and Legal Equipment.

AUTOMATIC SALES CO.

416-A BROAD STREET, NASHVILLE, TENN.

**Expert Sees Gain
In Business for
U. S. and Canada**

NEW YORK, Aug. 10.—Business relations between the United States and Canada will be strengthened despite the outcome of the war, according to a statement prepared by Dean John T. Madden, director of the Institute of Finance of New York University, who has recently concluded a survey of the credit position of Canada.

Madden believes that the status of Canada as a member of the British Empire will increase in importance in case of a victory by the British. He believes that Great Britain will suffer material economic losses as a result of the war and the standard of living of the British populace will decline. Therefore, he declares, an exodus of British people to the dominions and colonies is bound to occur, with Canada the best prepared to absorb new residents than any other unit of the British Commonwealth.

Possible Independence Seen

"Even a German victory would not destroy the independence of Canada," Dean Madden continues. "In such a case Canada would become either the center of a new British Empire or an independent nation, taking its place among the American republics. In that event, too, Canada is bound to witness a large influx of British immigrants.

"During and after the war the economic ties between the United States and Canada are likely to be strengthened. The two countries are, in many respects, economically complementary to each other, and there is much room for the expansion of trade between them.

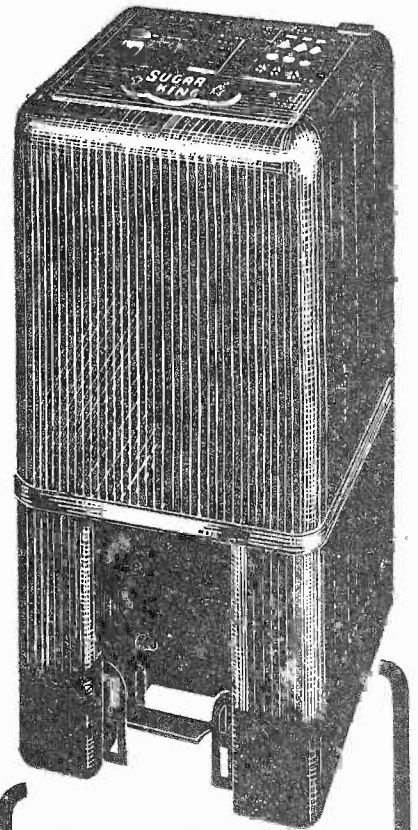
"Irrespective of the outcome of the war, Great Britain will not be in a position to furnish new capital for the further development of the dominion and for the restoration of more normal economic conditions. The financial relations between Canada and the United States therefore may become even closer in the future than they have been in the past.

American Investors in Picture

"Under such circumstances it is of the utmost importance to the dominion not only to maintain the good will of American government but also of American investors. The willingness of Canada to pay her debt service to the United States may be taken for granted, but the question that is uppermost in the minds of many people is whether Canada will be able to pay the debt service in United States dollars.

"It would seem, however, that as long as the United States is willing to take Canada's output of gold, to purchase the bulk of her newsprint and as long as American tourists are willing to visit Canada, the dominion will have the wherewithal to pay interest on her obligations outstanding in this country and payable in United States dollars.

"Whether or not the Canadian government will be able to repay the large amounts of principal coming due is unknown. At the end of 1937 American investments in Canada amounted to \$3,932,000,000. Of this total \$2,752,000,000 represented investments in Canadian business enterprises and \$1,180,000,000 investments in bonds of the dominion, provincial and municipal governments."



**SUGAR KING
Light-up Console**

A magnificent Jackpot Bell foot pedal operated, housed in a genuine Walnut Cabinet of superb beauty. Light-up symbols — Bell Fruit or Cigarette. Cash rewards and jackpot paid automatically into discreet concealed cash drawer.

100% Mechanical Operation,
Price? Much less than you'd guess.
Write for Details.

GROETCHEN TOOL CO.
180 N. UNION ST., CHICAGO

**THIS IS IT!
SCORE-A-LINE**



**BEST SINCE BIG SHOW
ALIVE WITH WINNERS!
8 WAYS TO WIN!
TWO DOZEN WINNING
COMBINATIONS!
PLAYER COMES CLOSE
TO A WINNER IN
EVERY GAME!**

NEW High Award Roll-overs! NEW Supersensitive Bumpers! A score of Brand-New Features!

\$99.50

IMMEDIATE
DELIVERY

GOING
STRONG
ON
TRAPEZE
MULTIPLE
3-COIN
FREE PLAY!

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST., CHICAGO

**"CONGRATULATIONS, DAVE GOTTLIEB!
FOR PUTTING OUT SO FINE A GAME AS
SCORE-A-LINE**

IT'S A SURE FIRE HIT!"
George Ponsler

GEORGE PONSER COMPANY
519 WEST 47TH ST. NEW YORK CITY

"The House of Proven Winners"

NOVELTY GAMES		FREE PLAY GAMES	
Exhibit Airliner \$7.50	Stoner Clipper \$22.50	Bally Vogue \$22.50	Exhibit Flagship . . . 42.50
Bally Variety 7.50	Chicago Coin Roxy . . . 37.50	Exhibit Congo (1 or 5 Balls) 47.50	Keeney Super 6 34.50
Exhibit Avalon 7.50	Bally Roller Derby . . . 29.50	Keeney Supercharger . 24.50	Bally Eureka 42.50
Bally 5th Inning 7.50	Bally Victory 49.50	Bally Beauty 49.50	
Bally Alley 29.50	Bally Scoop 24.50		
FREE PLAY GAMES		Bally Dandy 10.00	
Exhibit Conquest . . . \$17.50	Bally Topnotcher . . . 24.50		
Baker Doughboy 62.50	Keeney Thriller 24.50		
Bally Triumph 49.50	Bally Charm 59.50		

One-Third Cash With Order, Balance C. O. D.—Wire or Mail Us Your Orders.

J. and J. NOVELTY COMPANY

4840 MT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN

★ ★ ★ ★ ★ LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$ ★ ★ ★

All Reconditioned Ready To Operate.	1/3 Cash With Order, Balance C. O. D.
Seeburg Classic Marbleglows . . . \$189.50	Wurlitzer 500s \$159.50
Seeburg 1938 Regals 139.50	Wurlitzer 600s 129.50
Seeburg 1938 Gems 124.50	Rock-Ola 1939 DeLuxe, Late Model 159.50
Seeburg 1939 Plazas 139.50	Rock-Ola 1939 DeLuxe, Early Model 149.50
Seeburg Rexes 69.50	Rock-Ola '39 Standards Late Models 149.50
Rock-Ola Monarchs 99.50	Wurlitzer Model 24 89.50
Rock-Ola Windsors 79.50	Wurlitzer 616s 59.50
Rock-Ola Imperial 20s 49.50	Wurlitzer 412s 39.50

Write for Our Special List Listing Over 500 Reconditioned Machines

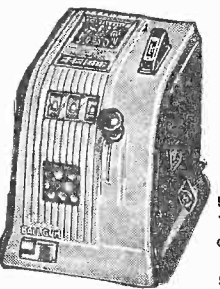
BADGER NOVELTY CO., Milwaukee, Wis.



"TOT TOPS THE BEST," says Miss Western, as she surveys the "world's smallest" token payout machine released by Western Products, Inc.

AMERICAN EAGLE

**10
FOR
ONLY
\$275**



**10
DAYS'
FREE
TRIAL**

Sample \$32.50
Ball Gum Model \$2 Extra

50% of Your Purchase Price Back in 90 Days

**COVERS THE ENTIRE
PACIFIC COAST**

ADVANCE AUTOMATIC SALES CO.
1021 Golden Gate Ave., San Francisco, Cal.

BRANCHES

WESTERN DISTRIBUTORS, INC.
1226 S. W. 16th St., Portland, Ore.

WESTERN DISTRIBUTORS, INC.
3126 Elliott Ave., Seattle, Wash.

MAC SANDERS
2837 W. Pico Blvd., Los Angeles, Cal.

**DAVAL BUILDS AMERICA'S
FINEST COUNTER GAMES**

SPECIALS

1 International Mutoscope Photomatio (Like New)	\$545.00
1 Baker's Sky Pilot	39.50
1 Redhead Track Time	37.50
Grandstands	79.50
Thistle-downs, Seabiscuits	65.00
Western Baseball	69.50
Hawthornes	62.00
Derby Kings	37.50
Fairgrounds, Fleetwoods	15.00

TOLEDO COIN MACHINE EXCHANGE
1823 Adams St., Toledo, Ohio

100% MONEY-BACK guarantee

WURLITZER 500s
WITH KEYBOARDS \$159.50

WURLITZER 616
WITH LOWER ILLUMINATED GRILL 49.50

ROCKOLA STANDARDS,
1939 20 RECORD 124.50

ROCKOLA MONARCHS,
PERFECT 84.50

WATLING ROLATOPS,
10 and 25c. . \$14.95
CALLE, 5c . . . 22.50

IMP 1 & 5c. \$12.50
Six for \$67.50

One-Third Deposit With Order
GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO

Keeney Products Get Ops' Plaudits

CHICAGO, Aug. 10.—"Anywhere in the United States where there are coin machine operators you'll find them in favor of Keeney Products for top honors," declares Bill Ryan, sales manager of J. H. Keeney & Co.

"It is very easy," he continued, "for a manufacturer to make claims for his products, but it is actual performance on location that really counts. In actual performance Keeney equipment has proved itself outstanding.

"This is no sudden realization on the part of coinmen. Consistently, for years back, Keeney has offered operators money-making machines. Once again Keeney leadership has asserted itself in the two most popular, biggest-selling, biggest-earning machines on today's market, Keeney's remote selector Wall Boxes and Keeney's Anti-Aircraft Machine Gun. Little need be said about these two great products.

"Operators have called the anti-aircraft machine gun the finest piece of legal equipment ever built. Mechanically it has proved itself as nearly perfect as a machine can be

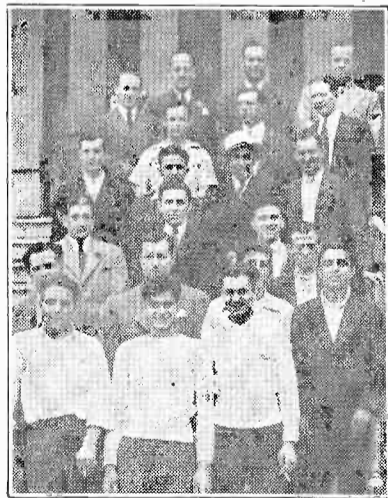
"In the music field Keeney's remote selector Wall Boxes are leaders in music merchandising. They've made the music operator's job easier and have helped him share the bigger profits."

Halifax, N. S., Distribs Prove Business Tenure

ST. JOHN, N. B., Canada, Aug. 10.—When a charge was made by those opposed to pinball games in Halifax, N. S., that all of the distributors of these machines in Halifax were recent settlers in the city, six of the distributors joined in a movement for defense. Opposition charged that they were practically strangers and had no right to conduct a business in Halifax.

It was revealed that of the six distributors four are lifelong residents and natives of Halifax. One has been a legal resident and taxpayer for 12 years, while the sixth distributor has been a resident for nine years.

Participating in the action were James Slaunwhite, L. A. May, Donald Duff, P. F. Lavers, Frank Hanlon and the Mintz Brothers. It is said their reply provided an effective answer to those who have been proclaiming that "outsiders" were doing the pinball distributing in Halifax.



EIGHTEEN CONNECTICUT coin machine operators recently inspected the Columbia Recording plant at Bridgeport, Conn., as guests of Columbia and Francis E. Stern, Columbia distributor. They are, left to right, first row: Joseph Raucci, Arthur Perrillo, Donald Perrillo; second row: Ralph Calucci, James Tolisano, Anthony Cillo and Philip Weerosta; third row: Bill Norton, Dan Canter, Robert D. Selva, William D. Selva; fourth row: Walter Miller, Andy Vivenzio, Julian Falcone, Guas Feraco; fifth row: Michael Haraski, E. Rousseau, Michael Winarsky; sixth row: M. B. Welch, F. E. Stern, H. M. Sternberg and Paul Southard.

Double Feature

5c And 10c Play . . . Big Extra "Double Feature" Awards

Nickel Play— Player tries for high score. "Extra" bumper awards skill point if contacted when lit.

Ten Cent Play— Offers big "Double Feature" incentive. Player may try for high score or lights out, with the opportunity of receiving "Double Feature" awards, which are made in addition to skill points earned. And how these "Double Feature" awards draw the play!

Stoner CORPORATION
AURORA, ILLINOIS



\$104.50

DIVE RIGHT IN TO BIG PROFITS AGAIN WITH

DAVAL'S AMERICAN EAGLE

10 FOR \$275

Sample \$32.50
Ball Gum Model \$2 Extra

H. G. PAYNE COMPANY
312-314 Broadway, Nashville, Tenn.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

FOR SALE
Good Amusement Machine Route. All the latest plays, including Anti-Aircraft and Ray-o-Lite Guns. Must have \$12,000 cash. Price does not include license. Apply to
NATHAN GREEN
Barrister & Solicitor
481 Roy Building, Halifax, N. S., Can.

HERE ARE THE BEST FREE PLAY BUYS!

Bally Beauty . . . \$47.00	Triumph . . . \$29.50	Short Stop . . . \$50.00
Mascot . . . 45.00	Score Champ . . . 42.50	Home Run . . . 40.00
Super Six . . . 30.00	Super Charger . . . 18.50	

1/3 Deposit With Order, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140
BRANCH OFFICE: 36 E. Merrick Rd., Freeport, L. I. (Tel. Freeport 2100)

WONDER 3 BAR JACKPOT

OVER 100 WINNERS
\$250 PRIZE IN 1 BAR JACKPOT

120 15 100
90 12 75
60 10 50
30 5 25
15 2 12.50

120 15 100
90 12 75
60 10 50
30 5 25
15 2 12.50

LAST SALE ON BOARD RECEIVES ONE PUNCH IN JACK POT

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-Horses 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.

Operators' favorite TOT

THE WORLD'S SMALLEST TOKEN PAYOUT COUNTER MACHINE WITH THE WORLD'S BIGGEST APPEAL!

\$24.95
F.O.B.
CHICAGO

ONLY 5" x 7" x 8"
AVAILABLE IN 1c or 5c PLAY — FRUIT OR CIGARETTE SYMBOLS

Western PRODUCTS, INC., 925 W. NORTH AVENUE . . . CHICAGO, ILLINOIS



PRICES SLASHED!
On Remodeling Parts for
Wurlitzer 616 and 412

WURLITZER 616
Complete Sets of Marble
Parts for remodeling... \$20.00
Complete Sets of Plastic
Parts for remodeling... 20.00
(This includes price of Dome,
which is included in order.)

WURLITZER 412
Complete Sets of Plastic
Parts for remodeling... \$12.00
(Dome for 412, the same as
used on 616, round dome is
\$5.00 extra.)

WURLITZER 24
Complete Set of Parts for
remodeling... \$25.00

PHONOS FOR SALE
"Write for Prices and New Booklet on
How To Do Your Own Remodeling"

COMMONWEALTH
533 W. 34th St., NEW YORK CITY
BR-9-0074 LO-3-6230

**Erie, Pa., City
Council Enacts
Pinball License**

ERIE, Pa., Aug. 10.—Erie's city council has enacted an ordinance licensing pinball games operated within the limits of the city. Henceforth all machines in operation here must have licenses or they may not operate. The city expects to realize approximately \$13,000 annually in fees from the pinball machines.

Previous to the enactment of the present ordinance and license fee the city council had passed an ordinance making

it legal to operate pinball machines on which to practice skill. Prizes and awards were not permitted.

Possession of unlicensed pinball games will be considered a violation of the ordinance punishable by a fine of \$50 or 30 days in Erie County Jail. Present licenses, just issued, will expire on December 31, 1940. Those beginning on January 1, 1941, will be good for the entire year.

Lottery History

Tradition has it that the first church building of the Market Square Presbyterian Church, of Harrisburg, was raised largely by money raised thru a lottery.—From the monthly bulletin of the Pennsylvania Department of Internal Affairs.

MOSELEY'S SPECIALS

The machines listed below are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Prices below are effective August 17, 1940.

- 5-BALL FREE PLAY**
- 1 Bally Triumph \$37.50
 - 1 Bally Vogue 21.50
 - 1 Bally C. O. D. 21.50
 - 2 Bally Dandy 21.50
 - 1 Bally Pickem 19.50
 - 1 Exhibit Short Stop 42.50
 - 1 Exhibit Jumper 32.50
 - 1 Gottlieb Big Show 34.50
 - 1 Stoner's Baseball 32.50
 - 1 Mills 1-2-3 Fruit Reels 59.50
 - 2 Bally Gold Cup (Console) 62.50
 - 1 Bally Gold Cup (Table) 57.50

- CONSOLE & AUTOMATIC PAY**
- 2 Mills Spinning Reel \$87.50
 - 1 Kentucky Skill Time 27.50
 - 1 Track Time, 1938 Model 72.50
 - 1 Bally Grand National 87.50
 - 1 Baker's Pacer 25c Cash 20-1 157.50
 - 1 Baker's Pacer 5c Cash 20-1 142.50
 - 2 Rays Track X Sep. 19.50
 - 1 Bally Klondike 14.50
 - 12 Jennings Fast Time, C.P. 85.00
 - 8 Jennings Fast Time, F.P., Like New

- COUNTER GAMES**
- 3 Mercury (Late Model) \$17.50
 - 4 Imperial Cigarette Mach. 6.00
 - 1 Mills Vest Pocket Bell, Green, F.S. 35.00

- MISCELLANEOUS**
- 1 Evans Ten Strike \$72.50
 - 1 Exhibit Bowling Alley 35.00
 - 1 Seeburg Convict 137.50
 - 1 Exhibit Vitalizer 37.50

NOTICE!
IMMEDIATE DELIVERY OF
BALLY'S RAPID FIRE.

Write us for your price on any brand-new machine you may be interested in that is coin operated and that has been released by the respective manufacturer. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.
80 BROAD ST., RICHMOND, VA.
Day Phone 3-4511 - Night Phone 6-5328.

COX'S SPECIALS

New Machines In stock: Mills Jumbo Parade, cash model; Bally Santa Anita, Keeney Score Champ, Exhibit Lone Star. Used Machines for sale, all in first-class condition and ready for location:

Zips and Avalons.....\$10.00	Headliners.....\$17.50	Gun Club.....\$ 9.00
Sports.....22.50	Pace Races.....67.50	Wurlitzer 616s.....65.00
Toppers.....17.50	Fifth Innings.....12.50	Wurlitzer 412s.....45.00
Champions.....12.50	Triple Threat.....17.50	1938 Skill Times.....67.50

Distributors In North Carolina for Wurlitzer Phonographs. All four 1940 models in stock for immediate delivery. Deposit required. Write or wire for your needs.

COX VENDING MACHINE COMPANY

115 E. FISHER STREET

SALISBURY, N. C.

DON'T MISS THESE SPECIALS

ALL FREE PLAYS

Triumph.....\$44.50	Stop and Go.....\$14.50	'40 Western Base-ball Deluxe (Comb. F.P. & Auto.).....\$90.00	Pickem.....\$35.00
Supreme.....15.00	Dandys (orig. crate).....25.00	Charm.....59.50	Rebound.....17.50
Contact.....14.00	Wurlitzer Skee Ball.....30.00	Multi-Races '39 Western Base-ball, Straight.....17.50	Clipper.....25.00
Big Six.....22.50	Super Six.....36.50	Airport.....17.50	Roller Derby.....39.50
Cowboy.....18.50	Headliner.....22.50	Variety.....27.50	Royal Flush (Auto. Payout).....90.00
Chiefs.....14.50	Scoop.....35.00	Bowling Alley.....37.50	Kentucky Club Auto. Payout.....69.50
Triple Threat.....17.50	Chips.....35.50	Double Feature.....19.50	Big Town.....45.00
Free Races.....10.00	Side Kick.....12.50	Topper.....25.00	Big Show.....42.50
1-2-3, converted into F.P.....35.00	Punch.....35.00	Vogue.....35.00	Champions.....27.50
Spottem.....19.00	Majors.....18.50		Do-Re-Mi Phonograph.....25.00
White Sails.....35.00			
Red Hot.....52.50			

ONE-THIRD DEPOSIT, BALANCE C. O. D.

LAKE CITY NOVELTY CO.

3008 PAYNE AVENUE, CLEVELAND, OHIO.

ONE-BALL PAYOUTS

- Winning Ticket.....\$69.50
- Dead Heat.....35.00
- Quinnella.....45.00
- Stepper Upper.....45.00
- Feed Bag.....45.00
- Western Baseball.....95.00

CONSOLES

- Lucky Star.....\$85.00
- Multiple Races.....75.00
- Red Head Track Time.....40.00
- Lucky Lucre.....175.00

1/3 Deposit Required With Order
**Automatic Coin
Machine Corporation**
340 Chestnut St., SPRINGFIELD, MASS.

Perfectly Reconditioned

FREE PLAY	Roxy.....\$38.50
Blondie.....\$51.50	Short Stop.....49.50
Big Town.....37.50	Score Champ.....35.00
Beauty.....41.50	Triumph.....27.00
Big Six.....15.00	Thriller.....14.00
Bang.....15.00	Twinkle.....12.00
Commodore.....29.00	
C. O. D.....17.50	NOVELTY
DrumMajors.....57.50	Airport.....\$10.00
Follies.....31.00	Buttons.....10.00
Glamour.....52.50	Champion.....10.00
Home Run.....42.50	Lot-o-Fun.....10.00
Jolly.....38.00	Lucky.....15.00
Masot.....45.00	Pick'Em.....10.00
O'Boy.....34.50	Vogue.....10.00

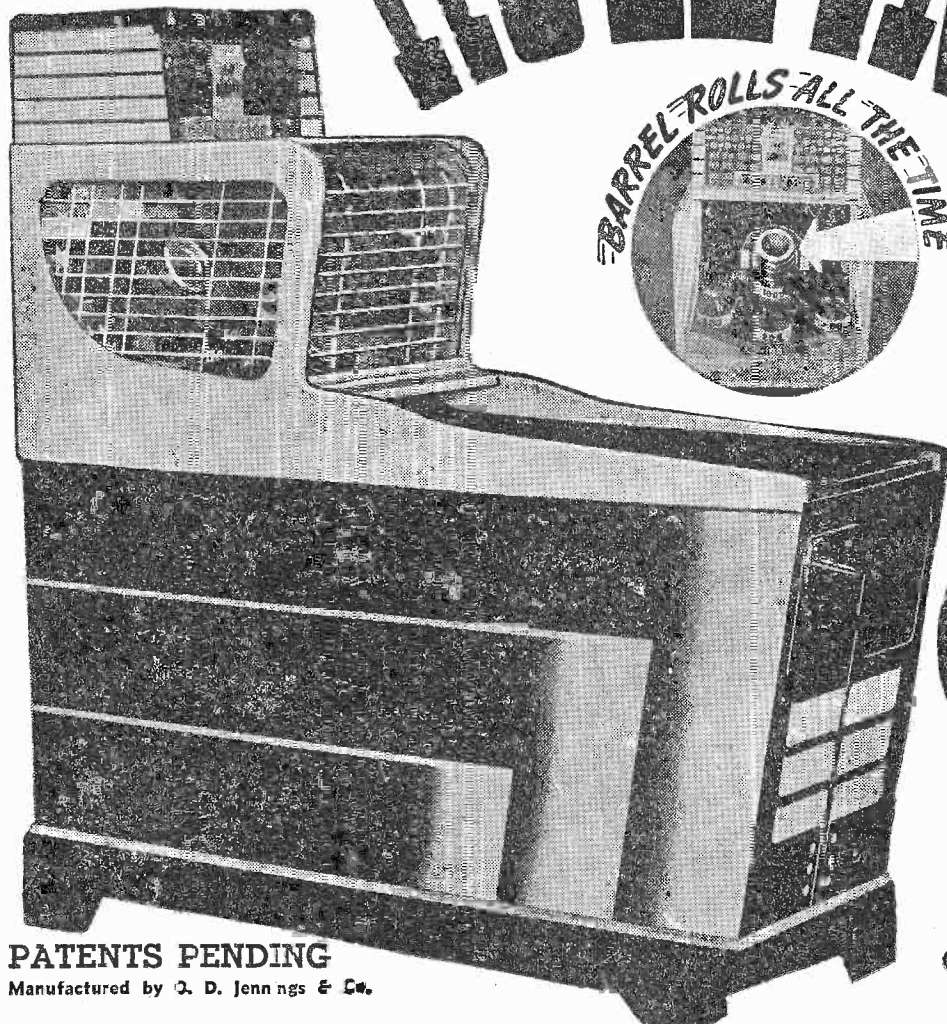
\$8.00 EACH: Circus, Chevron, Globe Trotter, Handicap, Jitterbug, Ski Hi, Snooks, Speedy, Spottem, Variety.
1/3 Cash Deposit, Under \$18.00, Full Cash.
For Export Cable: "Coinmachin," N. Y.
MARC MUNVES, INC. 555 West 157th St. New York, N. Y.

PHONOGRAPHS—A-1 CONDITION

Wurlitzer 500 \$179.50	Seeburg Regal \$139.50
Wurlitzer 600 154.50	Seeburg Royal 92.50
Wurlitzer 616 (with Grille) 55.00	Seeburg K (20 Record) 79.50

1/3 Deposit—Balance C. O. D.
NATIONAL PARTS CORP.
2115 So. Michigan Ave., CHICAGO, ILL.

ROLL IN THE BARREL



IT'S LEGAL

PATENTS PENDING
Manufactured by Q. D. Jennings & Co.

ORDER NOW!

GERBER & GLASS 914 DIVERSEY BLVD.
CHICAGO, ILL.

Regional Distributors for . . .
Alabama, Illinois, Indiana, Iowa, Kansas,
Kentucky, Michigan, Minnesota, Mis-
souri, Nebraska, North Dakota, Ohio,
South Dakota, Wisconsin.



THE GAME FOR PROFITS!
THAT'S DAVAL'S
AMERICAN EAGLE

10 For \$275

Sample \$32.50
Ball Gum Mod.
\$2 Extra

10 DAYS' FREE TRIAL

ATLAS NOVELTY COMPANY

General Offices: 2200 N. Western Ave., Chicago, Ill.
1901 Fifth Ave., Pittsburgh, Pa. Associate Offices: ATLAS AUTOMATIC MUSIC CO., 2952 E. Jefferson St., Detroit, Mich.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

"SLIGHTLY USED"

Bally Shoot the Bull \$110.00	Chicken Sam \$ 85.00
A. B. T. 1c Challenger 19.50	Keeney Anti-Aircraft, Black Cab. 135.00
A. B. T. 1c Model F Streamline 22.50	Lite-a-Card 40.00
Chicken Sams converted to Parachute Jumpers 40.00	

S & W COIN MACHINE EXCHANGE

2416 GRAND RIVER AVE., DETROIT, MICH.

IF IT'S COIN OPERATED * WE HAVE IT * NEW OR USED

10 Deluxe Western Baseballs, F.P. . . . \$110.00	10 Exhibit Merchantmen \$30.00
10 1939 Evans Ten Strikes 75.00	2 Seeburg Rayolites 50.00
5 Bally Alleys 43.50	2 Tim Mix Guns 35.00
1 Bang-a-Deer, with Ammunition 65.00	4 Mills Fiction Pic. Machines, 5c play. . 125.00
9 Buckley Giggers 59.00	5 Jennings XV Model Cigarolas . . . 79.50

Write for Our Latest Bargain Price List on All New and Used Equipment.
We Take Trades of All Kinds.

CLEVELAND COIN MACHINE EXCHANGE
2021 PROSPECT AVE., CLEVELAND, O.

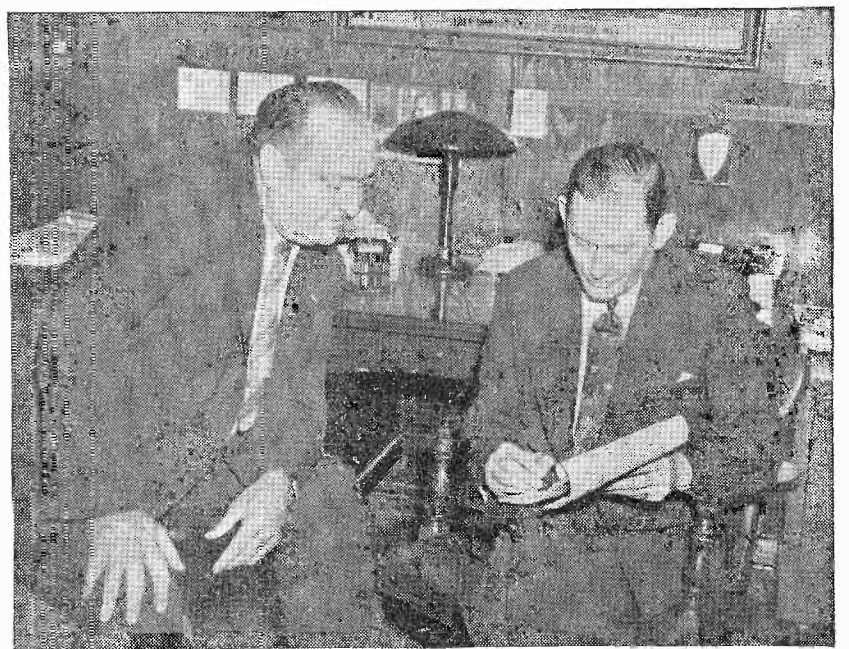
Says Arcade Biz Good This Year

COSHOCTON, O., Aug. 10.—Dick Johns, well-know arcade operator, who has had his de luxe arcade under canvas with the J. R. Edwards Shows since May 20, has closed with that organization and shipped his equipment to Lake Park here.

Johns said all machines and other equipment will be overhauled in pre-

paration for a long string of Eastern Ohio county fairs, opening next week at Warren. He said the arcade did a successful business with the Edwards organization, which confined its itinerary to Ohio territory.

John said his contracts with fairs and celebrations will keep the arcade on the road until early October. He also operates an arcade at the park here. He recently purchased several of the newest type machines which he will use for the first time at the fairs this summer and fall, he announced.



"RUSH ME THE HEADS-UP-SELECTOR," says Eddie Schatz (right), Austin, Tex., music machine operator, as he signs Earl Reynolds' order book. Reynolds is district manager for Packard Mfg. Corp. in Texas.



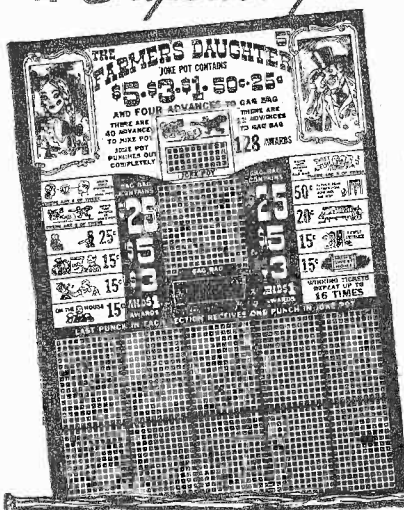
Chicago Coin's SKYLINE

featuring

THE "EXTRA SCORE" BUILD-UP
and TRANSFER IDEA.
LOCATION TESTED AND PROFIT
PROVEN- that's why "THE CASH
BOX TELLS THE STORY!"

CHICAGO COIN • 1725 DIVERSEY BLVD. • CHICAGO

I'm the FARMER'S
DAUGHTER
a "Superior" girl



America's most popular girl—THE FARMER'S DAUGHTER—is coming to town. A real "gold digger" . . . She'll sow plenty of interest and reap plenty of profits. 1600 Re holes . . . Comic "meller drama" symbols. Average profit \$35.30 on each board. For an introduction to the "fastest number" in years, write for details.

SUPERIOR PRODUCTS
1120 N. DEORIA ST. CHICAGO, ILLINOIS

Order Avalanche on Exhibit Landslide

CHICAGO, Aug. 10.—"Exhibit's newest game, Landslide, has lived up to the prediction that it would be the surprise game of the year," says John Chrest, sales manager of the Exhibit Supply Co.

"Altho production facilities have been taxed to the limit, it has been found impossible for us to keep up with the demand which has been created for this game.

"At this writing the factory is seven days behind in filling orders," continues Chrest, "with no indication of a let-up.

As soon as sample shipments reach our distributors repeat orders continue to flock in with urgent requests for immediate shipment, and operator-customers are clamoring for this game.

"Roy McGinnis was among some of the distributors who visited the factory for the purpose of hurrying up shipment of their orders. He said: "This is without doubt the game that was needed to take a lull out of our summer slump in business."

"Tony Gasparro, new New York distributor, kept telegraph wires hot insisting that he be supplied with larger shipments of the games as he was continually sold out before shipments reached him.

"This same story is heard from all others who have received their sample shipments."



TONY GASPARRO, OF WESTON DISTRIBUTORS, INC., superintends the unloading of a carload of Exhibit's Landslide. Gasparro is distributor for Exhibit Supply Co. in the New York territory.

Keeney's REMOTE CONTROL SELECTOR WALL BOXES

SPROUT DOLLARS WHERE NICKELS GREW

Now Ready for Immediate Delivery or Installation in Northern Ohio.
Keeney's ANTI AIRCRAFT GUNS—They Continue Standing in Line To Play Them.
Immediate Deliveries Available—Any Quantity.
Watch for Keeney's Sensational New Free Play Game!

CLEVELAND COIN MACHINE EXCHANGE

2021-5 PROSPECT AVE.,

CLEVELAND, OHIO

SLASHED! 10 BALLY ALLEYS, LIKE NEW, UNCRATED . . . \$30.00 EA.

HOMER E. CAPEHART'S "HEADS-UP-SELECTOR" Model 616... \$15.95

ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.

BARRELS of Fun!
BARRELS of Profits!



REVOLVING BARRELS!
AUTOMATIC ACTION!
ALL SKILL!
CUMULATIVE FREE PLAY!

FREE PLAY \$197.50
NOVELTY \$187.50



BETTER THAN TEN STRIKE!
(AND THAT'S GOING SOME!)
Tried and Tested! Not an Experiment!
Absolutely No Bugs!

In Production Now! Prompt Delivery!

DISTRIBUTORS

EAST
BROOKLYN AM. MACH. CO.
660 Broadway, Brooklyn, N. Y.

LOS ANGELES
MOHR BROTHERS
2916 W. Pico Blvd., L. A., Calif.

NORTH CAROLINA
VENDING MACHINE CO.
205 Franklin St., Fayetteville, N.C.

CHICAGO
ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago

NO. CALIFORNIA AND OREGON
MILLS SALES CO., Ltd.
1640 18th St., Oakland, Calif.

EASTERN PENNA.
K. C. NOVELTY CO.
415 Market St., Philadelphia, Pa.

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

FAST PLAY!
100% LEGAL



SUMMER SPECIALS!

FREE PLAYS

Paramount \$14.50	4-5-6\$24.50
Chubby .. 19.50	Jumper .. 32.50
Twinkle .. 24.50	Keeno Ball. 34.50
Flash .. 24.50	Trio .. 35.00
Spottem .. 24.50	Exh. Bowling 39.50
Dandy .. 24.50	Bally Alley 39.50
Hi Lite .. 24.50	Exh. Lancer 42.50
Rink .. 24.50	Follies .. 44.50
Davy Jones. 24.50	Oh Johnny. 74.50

PHONOGRAPHS

SEEBURG:	ROCKOLA:
Rex .. \$ 79.50	Rockola .. Standard \$139.50
Gem .. 125.00	Deluxe .. 145.00
Regal .. 140.00	Rockola 16 39.50
Crown .. 150.00	Rockola 12 22.50
Plaza .. 125.00	WURLITZER:
Mayfair .. 139.50	P-12\$22.50
Concert .. 175.00	4-12 34.50
Grande .. 169.50	Wurl. 600 145.00
Vogue .. 179.50	
Classic .. 179.50	

1/3 Deposit, Balance C. O. D.
WRITE FOR NEW PRICE LISTS!

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lao Ave.
MILWAUKEE, WISCONSIN


86 Million Pennies Produced by Philly Mint During July

PHILADELPHIA, Aug. 10.—The Philadelphia Mint, faced with heavy demands because of the new federal defense taxes, manufactured 86,176,000 1-cent pieces last month to break all existing mint records for the production of pennies.

The previous record of 77,431,500 pennies minted was established in November, 1939. The Mint is now buying blanks outside for stamping because of the unprecedented demand. The Mint here supplies the region east of the Mississippi River.



TOM JONES, proprietor of Water Log Inn, New Richmond, O., is shown here pointing out the Line-o-Selector on a Rock-Ola Luxury Lightup phonograph. No less unique are the 10 talented dancing girls, the Trulyettes, who appear to be more interested in the photographer than Jones.



GUY NOEL
Says—
"I'd Like To Tell You About a Real Money-Maker"

BINGO

A 1000 Coupon Game That Is One of Today's Fastest Repeating Deals. Write Me for Complete Information."

SOLE MANUFACTURER OF 100% UNION-MADE GAMES WITH ALLIED UNION LABEL.
Manufacturers of the Largest Variety Line of Sales Cards, Jar Games, Whirling Derby Games, Baseball Daily and Weekly Series, Tip and Jack Pot Games.

WRITE US YOUR REQUIREMENTS.
GAY GAMES, INC.
Dept. BB-8, MUNCIE, INDIANA

A PROFIT WALLOP IN SPINNING WHEEL ACTION



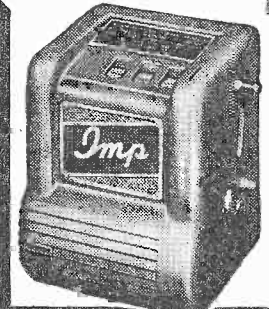
HARLICH'S NEW SENSATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT

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.



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.

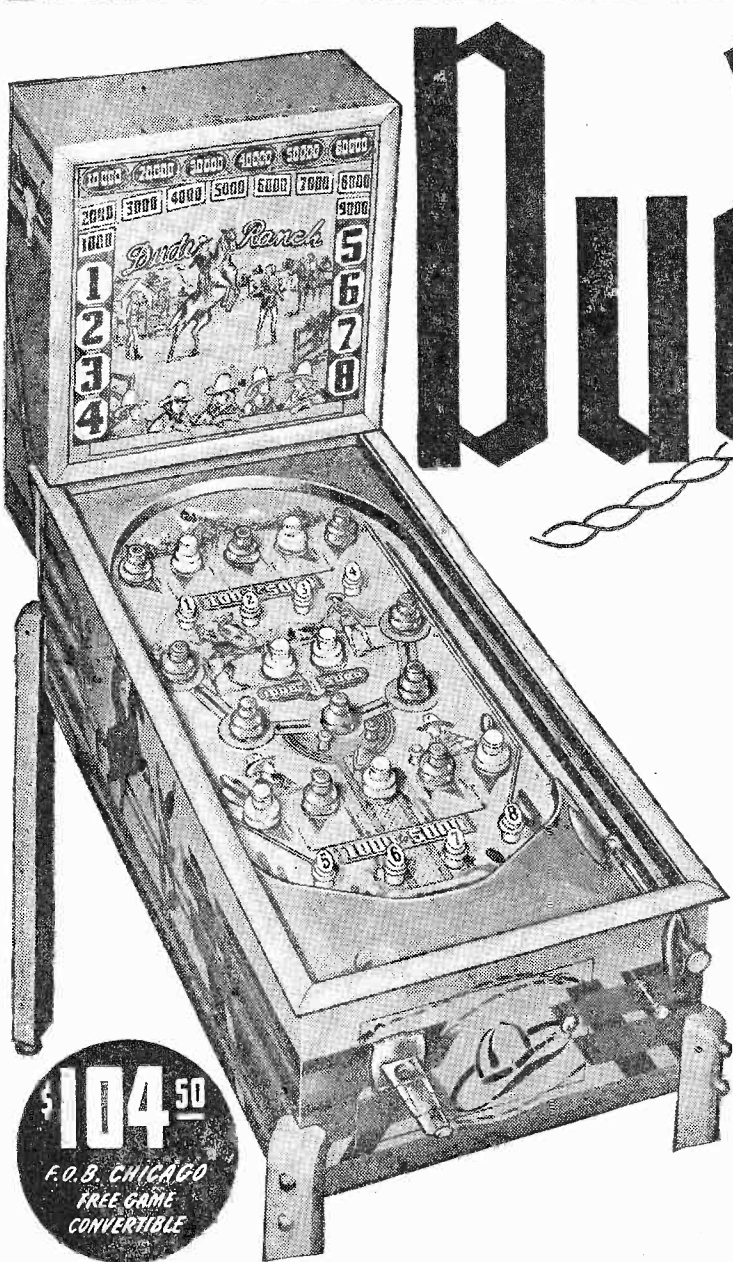
H. G. PAYNE CO. 312 Broadway NASHVILLE, TENN.

BEST PRICES EVER! FIRST COME, FIRST SERVE!

5 Drum Major	\$55.00	2 Bally Beauty	\$39.50
10 Super Six	22.00	1 Clipper	11.00
2 Lancer	19.50	5 Triumph	25.00
1 Triple Play	12.50	1 Pyramid	10.00

5 C. O. D. (J. P.)\$17.00
ORDER SECOND AND THIRD CHOICE. 1/3 Deposit With Order, Balance C. O. D.

NEWARK COINO, 107 MURRAY ST., NEWARK, N. J.



Dude Ranch

ANOTHER *GENCO MONEY MAKER*
ANOTHER *REASON WHY THERE ARE*
3 GENCO GAMES TO 1
OF THE OTHERS, ON LEADING OPERATORS' ROUTES (AS SHOWN BY RECENT SURVEY)
GENCO
BUILDS GREAT GAMES
 2621 N. ASHLAND AVE. CHICAGO, ILL.

WE ARE DISTRIBUTORS FOR
BALLY RAPID FIRE
 With Ducking, Diving Submarine Target
IMMEDIATE DELIVERY
WIRE, WRITE OR PHONE US YOUR ORDER TODAY
 Drop in to See "Rapid Fire" on Display in Our Showrooms
GRAND NATIONAL SALES CO.
 All Phones: Humboldt 3420 2300-08 ARMITAGE AVE., CHICAGO

You Can Always Depend on JOE ASH — ALL WAYS

Airport \$12.50	Jolly \$39.50	Score Champ \$37.50
Big Show 29.50	Lucky 19.50	Sports 19.50
Big Town 29.50	Red Hot 32.50	Super Charger 17.50
Bowling Alley 29.50	Roxy 32.50	Super Six 22.50
Home Run 42.50	Score Card 32.50	Thriller 14.50

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.
ACTIVE AMUSEMENT MACHINES CORP.
 900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

QUALITY SPEAKS FOR ITSELF

FREE PLAY		FREE PLAY	
Bally Beauty \$49.50	Scoop \$24.50	Conquests \$17.50	
Exhibit Bowling Game 44.50	Variety 24.50	Majors 17.50	
Triumph 39.50	Airliner 22.50	Flash 17.50	
Follies 37.50	Pot Shot 22.50	High Lite 17.50	
Supercharger 34.50	Top Em 22.50	Chevron 17.50	
Lucky 34.50	Up & Up 19.00	All Baba 17.50	
Mr. Chips 34.50	Airport 19.00	Hold Tight 17.50	
C. O. D. 29.50	Big Six 19.00	Avalon 17.50	
4-5-6 29.50	Batting Champ 19.00	Chief 12.00	
Blackout 27.50	Rebounds 19.00	Free Races 12.00	
Pickem 24.50	Pyramids 19.00	Sidekick 12.00	

1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
 2618 CARNEGIE AVENUE, CLEVELAND, OHIO

Keeney Distributor for New York, New Jersey, Connecticut
COMPLETELY ORGANIZED TO EFFICIENTLY HANDLE
ALL KINDS OF NEW AND USED
COIN OPERATED MACHINES!
 • YOUR INQUIRIES ARE KINDLY SOLICITED •
SIMON SALES, 437 West 42nd Street, N. Y. C. OPPOSITE LINCOLN TUNNEL

Gottlieb Tells Ops' Enthusiasm
 CHICAGO, Aug. 10.—"Distributors and operators along my entire trip received me and the Gottlieb machines with great enthusiasm," says Sol Gottlieb, official of D. Gottlieb & Co., upon his return from an extensive Midwestern trip.
 "The heat wave could not dampen the ardor of jobbers, distributors and operators in the territory. They report that Score-a-Line and Trapeze are gaining popularity by leaps and bounds.
 "Orders were heavy and we're looking

forward to a great season. Both games are sensational as far as player acceptance goes. They offer a lot of winners and their fast action plus unique animation provide a lot of thrills. That means good business for operators, distributors and us."

Allied Biz Fine, Reports Kleiman

CHICAGO, Aug. 10.—"Business of the Allied Novelty Co. has quadrupled in the last month," says Sam Kleiman, company official, indicating that Allied is giving the trade the kind of service operators appreciate—machines that they find completely satisfactory as well as service and prompt delivery that more than measure up to their expectations.

"The tremendous response we've received assures us that operators are finding that it pays them to buy from Allied."



I. H. ROTHSTEIN, Banner Specialty Co., Philadelphia, examines Recordit, automatic phonograph recorder manufactured by Western Products, Inc., Chicago. Rothstein declared he was amazed at the automatic action and disk fidelity of the machine.

ANGOTT HAS IT!!
GENCO'S DUDE RANCH
 Ready for Immediate Delivery
ANGOTT SALES CO.
 3166 Cass Ave., Detroit, Mich.
P. S.: We also have Mills and Gottlieb Products



Surprise Game of the Year

LANDSLIDE

with *5 Big Ways to WIN!*

Scheduled for
LABOR DAY RELEASE
 It's too good to Hold Back
 —say leading Distributors
SO HERE IT IS! SEE IT! GET IT NOW!

FREE PLAY 10450 CONVERTIBLE

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

GET OUT FROM BEHIND

the 8-ball!

POOL BOWLING

100% LEGAL

See Your Distributor or Write Direct! \$9950

POOL BOWLING MFG. CORP., STEGER, ILL. Chicago Phone: InterOcean 9760 (direct to factory)

J. H. WINFIELD CO.
 1022 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.

MILLS

Distributor

PHONOGRAPHS
 CONSOLES
 BELLS
 TABLES

KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts., Philadelphia, Pa.
 Baltimore Office: 515 Cathedral St., Baltimore, Md.

MICHIGAN OPERATORS

We are giving immediate delivery on
BALLY RAPID FIRE
 The newest sensation in Ray Guns
 SEE IT—PLAY IT—BUY IT

AJAX NOVELTY CO.

2707 WOODWARD AVE.
 AT SPROAT ST.

DETROIT MICH.

Real Reconditioning on Real Bargains!

Airport	\$17.50	EVANS '39 Ten Strikes	\$72.50	Roxy	\$39.50
Big League	42.50	Home Run	\$44.50	Score Card	42.50
Big Town	39.50	Jumper	22.50	Score Champ	42.50
Blackout	19.50	Lancer	28.50	Scop	27.50
Bounty	12.00	Lite a Card	39.50	Sporty	52.50
Box Score	12.00	Major	14.50	Supreme (Bally)	17.50
Chief	12.00	Miami	12.00	Super Six	34.00
Contact	14.50	Nippy	27.50	Summertime	62.50
Doughboy	59.50	Merry Go Round	57.50	Topnotcher	20.00
Fifth Inning	16.50	Oh Johnny	69.50	Triumph	47.50
Flash	14.50	Red Hot	38.50	Variety	22.50
Follow Up	12.00	Ragtime	10.00	Wings	62.50
SKEE-BALL-ETTES	\$75.00			BROWN PAGES RACES	\$75.00

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

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

"AUTOMATIC" SPECIALS

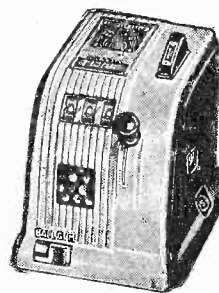
Vemco Quality Guaranteed—Rush Your Order Today!

7 Fleetwood	\$22.50	7 Golden Wheel	\$12.50	20 Hi-Boy	\$29.50
17 Klondike	29.50	8 Jumbo	10.00	12 Three-Up	29.50
8 Stables	27.50	12 Derby Champs	39.50	5 Derby Time	29.50
11 Derby	12.50	4 Big Race	22.50	2 Ak-Sar-Ben	29.50

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE COMPANY
 205-15 FRANKLIN STREET FAYETTEVILLE, N.C. Cable Address COINS/OPS

AMERICAN EAGLE



World's Smallest Fruit Symbol Bell With Automatic Token Award.

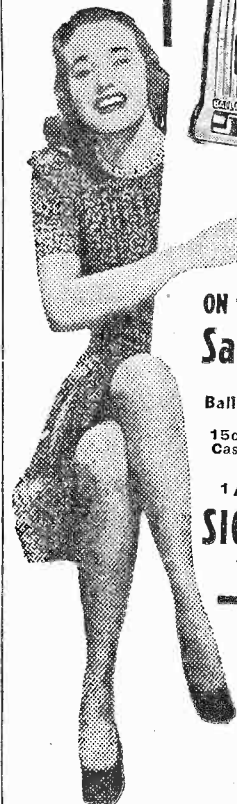
ON 10 DAYS' FREE TRIAL Samples \$32.50

10 for \$275
 Ball Gum Mod. \$2 Extra
BALL GUM
 15c per Box 100 Pieces;
 Case of 100 Boxes,
 \$12.75

1/3 Dep., Bal. C. O. D.

SICKING, INC.

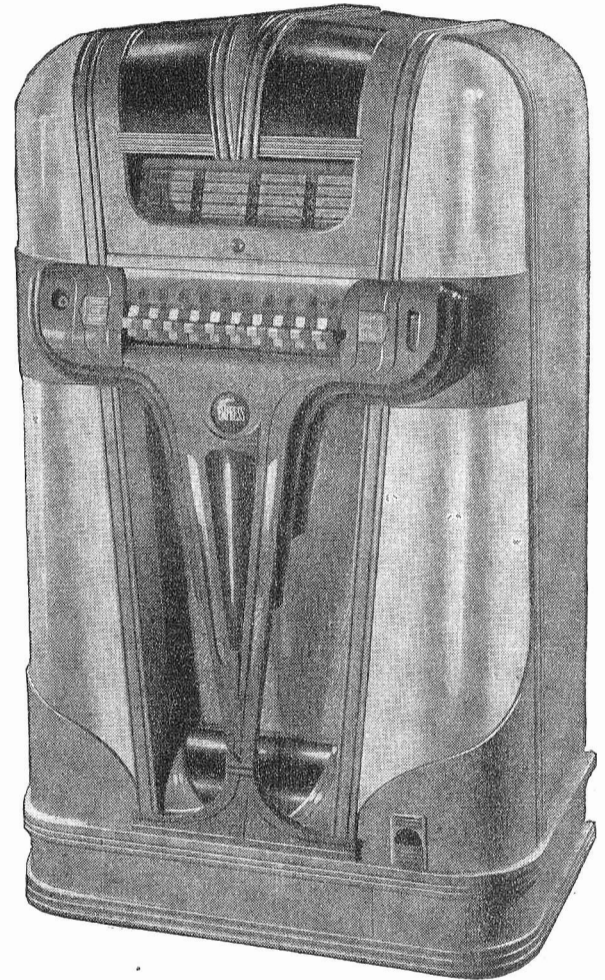
1401 Central Pkwy. CINCINNATI, O.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SEE YOUR MILLS

All this week and next your Mills distributor will have SOMETHING SPECIAL to offer to ALL PHONOGRAPH OPERATORS whether former customers or not. It is highly important that you see him at once.



MILLS EMPRESS

(Figures in the special action on your distributor's floor this week)

★ MILLS DISTRIBUTORS ★

ALABAMA
Mint Vending Co.
211 N. 17th St.
Birmingham, Ala.

ARKANSAS
Jeffries Amusement Co.
202 Towson St.
Fort Smith, Ark.

CALIFORNIA
Mills Sales Co.
1640 18th St.
Oakland, Calif.

COLORADO
Denver Sales Co.
1145 S. Logan St.
Denver, Colo.

FLORIDA
Bill Frey, Inc.
140 N. W. First St.
Miami, Florida

GEORGIA
Friedman Amusement Co.
201 Edgewood S.E.
Atlanta, Ga.

IDAHO
A. F. McFee
303 Sixth St.
Wallace, Idaho

ILLINOIS
Martin & Lindelof
8020 Lincoln Ave.
Niles Center, Ill.

Central Illinois Sales Co.
116 First St.
Peoria, Ill.

Northwestern Music Co.
1302 S. Main St.
Rockford, Ill.

IOWA
Clinton Vending
Machine Co.
210 S. Fourth St.
Clinton, Iowa

INDIANA
Indiana Distributing Co.
2906 Wabash Ave.
Terre Haute, Ind.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

DISTRIBUTOR!!

KANSAS

Home Appliance Co.
143 N. Rock Island Ave.
Wichita, Kansas

KENTUCKY

Sterling Novelty Co.
669 S. Broadway
Lexington, Kentucky

LOUISIANA

Dixie Music Company
517 Canal St.
New Orleans, La.

MASSACHUSETTS

Owl Mint Machine Co.
245 Columbus Ave.
Boston, Mass.

MICHIGAN

Angott Coin Machine
Exchange
8625 Linwood Ave.
Detroit, Mich.

Coin Automatic Music Co.
915 N. Saginaw St.
Flint, Mich.

F. W. Gerling
918 Ruddinan Dr. N.
Muskegon, Mich.

Homer Dodge
702 S. Washington
Saginaw, Mich.

MINNESOTA

Mayflower Novelty Co.
1507 University Ave.
St. Paul, Minn.

MISSOURI

Olive Novelty Co.
2625 Lucas Ave.
St. Louis, Mo.

Automatic Music Co.
11 W. Linwood
Kansas City, Mo.

NEBRASKA

Howard Sales Co.
322 S. 13th St.
Omaha, Nebr.

NEW YORK

Geo. Ponser Co.
of N. Y., Inc.
519 W. 47th St.
New York, N. Y.

NORTH CAROLINA

Vending Machine Co.
209 Franklin St.
Fayetteville, N. C.

OHIO

J. M. Abraham
1578 Mahoning Ave.
Youngstown, Ohio

Markepp and Co.
3328 Carnegie Ave.
Cleveland, Ohio

R. Bigner
1983 State Ave.
Cincinnati, Ohio

Palmantier Sales Co.
1107 W. Tuscarawas
Canton, Ohio

PENNSYLVANIA

American Cigarette
Machine Co.
1349-51 Fifth Ave.
Pittsburgh, Penna.

Keystone Novelty
and Mfg. Co.
26th & Huntingdon
Philadelphia, Penna.

TENNESSEE

Automatic Sales Co.
416² Broad St.
Nashville, Tenn.

Triangle Music Co.
206 W. Magnolia St.
Knoxville, Tenn.

Heinz Novelty Co.
666 Marshall Ave.
Memphis, Tenn.

TEXAS

South Coast
Amusement Co.
305 E. 11th St.
Houston, Texas

Arthur Flake
Distributing Co.
3230 McKinney St.
Dallas, Texas

Sam May and Co.
401 S. Main St.
San Antonio, Texas

UTAH

Yellowstone Specialty Co.
228 Dooly Block
Salt Lake City, Utah

WASHINGTON

Wellcome Music Co.
S151 Lincoln
Spokane, Wash.

Smith's Automatic
Phonograph Co.
Box 649
Chehalis, Wash.

Heberling Brothers
106 Elliott Ave. W.
Seattle, Wash.

WISCONSIN

Vic Manhardt Co., Inc.
2118 W. National Ave.
Milwaukee, Wis.

Midstate Specialties Corp.
604 S. Main St.
Oshkosh, Wis.

Acme Jobbing Co.
408 N. Van Buren St.
Green Bay, Wis.

CANADA

M. Fields
138 Dundas St., W.
Toronto, Ontario, Canada

Quebec Coin Machine
Exchange
1247 Guy St.
Montreal, Quebec, Canada

MEXICO

Smiles Radio S. A.
16 De Septiembre, 15
Apartado Postal 580
Mexico, D. F.

MILLS NOVELTY COMPANY

★ ★ CHICAGO ★ ★

The GUN that's all FUN* Bally RAPID-FIRE MACHINE GUN WITH DUCKING, DIVING SUBMARINE TARGET



Earning up to \$100 a week!

***all FUN... no work!**

ALL PLAY, no work! Gun supported on post, quickly adjustable by player to comfortable shoulder position. Gun swivels 2 ways. Front sight illuminated by beam of light—a definite aid to skill. 100 SHOTS IN 15 SECONDS, 5 CENTS.

NATIONAL DEFENSE dominates the thoughts of America today! Millions of war-conscious men and women welcome RAPID-FIRE as a thrilling outlet for their patriotic fight-for-America mood. And in every section of the country RAPID-FIRE provides daily practice for Americans who are eager to improve their marksmanship. Grasp your opportunity now! Get in on the ground floor with RAPID-FIRE—and earn the biggest, steadiest profits in amusement history!



***all FUN... always!**

LONG LIFE and repeat play insured by fact that players can ask location to step up the pace as their skill increases. Diving and reversing action of submarine—and speed—quickly adjustable by location.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

ALSO IN PRODUCTION BY BALLY: VACATION, RECORD TIME, SANTA ANITA, BALLY BABY



BERT LANE Says:

3 TO 1

... They're Demanding
DUDE RANCH
ANOTHER GREAT
GENCO GAME
GET YOURS!

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FREE PLAY GAMES

- Commodore\$31.50
- Jolly 39.50
- Super 6 34.50
- Thriller 17.50
- Triumph 27.50
- Mascot 45.00
- Short Stop 54.50
- O'Boy 37.50
- Big 6 17.50
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1/3 With Orders, Balance Skipped C. O. D.

1c BASEBALL 1c GUM VENDOR

Can be LEGALLY operated anywhere! Vends a Ball of Gum for Each Coin! A perfect machine from any angle!



ORDER QUICK FOR BIG PROFITS!!

SPECIAL

BALLY ALLEY...\$39.50
EVANS TEN STRIKE 75.00
MERCURY (token payout, slightly used)..... 19.50

Have Your Name on Our Mailing List. Write Today!

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN N.Y.

PHONOGRAPH SPECIALS!

- Rock-Ola '39 De Luxe, Used\$155.00
- Rock-Ola '39 Standards, Used 139.50
- Rock-Ola Monarchs, 20 Rec. 82.50
- Rock-Ola Imp., 20 Rec. 49.00
- Wurl. 616-A's, 16 Rec. with Grille 55.00
- Rock-Ola Ambassadors, 16 Rec. 35.00
- Wurlitzer 312's, 12 Rec. 24.00
- Rock-Ola Standards, 12 Rec. 28.00
- Seeburg Regals 135.00

5-BALL FREE PLAY SPECIALS

- Mills 1-2-3 \$65.00
- Mascots 59.00
- Cadillacs 55.00
- Triumphs 44.50
- Scops 25.50
- Jumpers 25.00
- Lot-o-Funs 24.00
- Big Sixes 24.00
- Vogues 22.50
- Superchgs. \$22.00
- Buckaroos 22.00
- 4-5-6's 20.00
- Pickems 19.50
- Rebounds 19.00
- Airports 19.00
- Rinks 17.50
- Chubbies 15.00
- Spottem 15.00

25 Mills Blue Fronts, Serials over 400,000, 5c Pl., S.J.\$88.50 Ea.

25 Mills Cherry Bells, Late Serials, 5c Play 44.50 Ea.

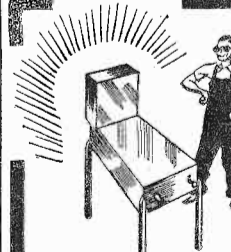
Bally Alleys 30.00

50 Late F.P. Games, Closeouts Write for 50 Assorted Counter Games Prices!

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

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd., CHICAGO, ILL.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!



Our Used Games are shipped out looking like new and acting like new.

WRITE FOR "NATIONAL'S NEWSLETTE," PACKED WITH GREAT BUYS SUCH AS:
FREE PLAY SPECIALS
Bally's Beauty\$54.50
Triumph 32.50
Less 5% for Full Cash With Order!
World's Fair Post Card Vendor \$21.50 (First-class condition and appearance. 1,000 Dog Cartoon Cards free)
Bally Alley\$32.50
5% Off for Full Cash With Order.

Just two things to do if you want CREDIT:
1. Send your order and 10% Dep.
2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

CHOICE OF FIVE FREE GAMES FOR \$97.50

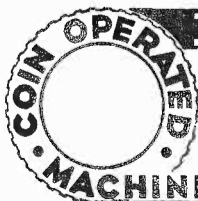
- AVALON
- AIRPORT
- ALI BABA
- ALPS
- BANGS
- BIG SIX
- BUCKAROO
- BOX SCORE
- CONTACT
- CHAMPION
- COWBOY
- CHEVRON
- MR. CHIPS
- CHUBBY
- DOUBLE FEATURE
- LUCKY STRIKE
- Send 1/2 Deposit. Mention second and third choice.
- FANTASY FOLLOW-UP
- FLASH
- FREE RACES
- GEM
- GOLD GATE
- HEADLINER
- HI-LITE
- JUMPER
- KLICK
- LUCKY
- NIPPY
- MAJOR
- MIDWAY
- TOPPER
- OCEAN PARK
- PARACHUTE
- PICKEM
- REBOUND
- RAGTIME
- SPOTTEM
- SPEEDY
- SPORTS
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- HOLD THING
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- ZIP
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LEHIGH SPECIALTY
2d and Green, PHILADELPHIA, PA.

WANTED FOR CASH
40 LATE MODEL USED PHONOGRAPHS

Advise Model, Condition and Lowest Cash Price.

J. V. M. COMPANY
429 N. 24th St., East St. Louis, Ill.



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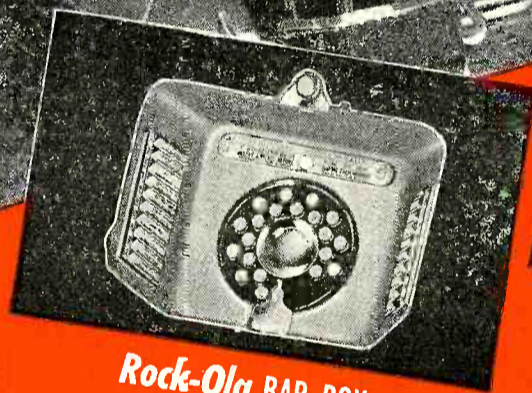
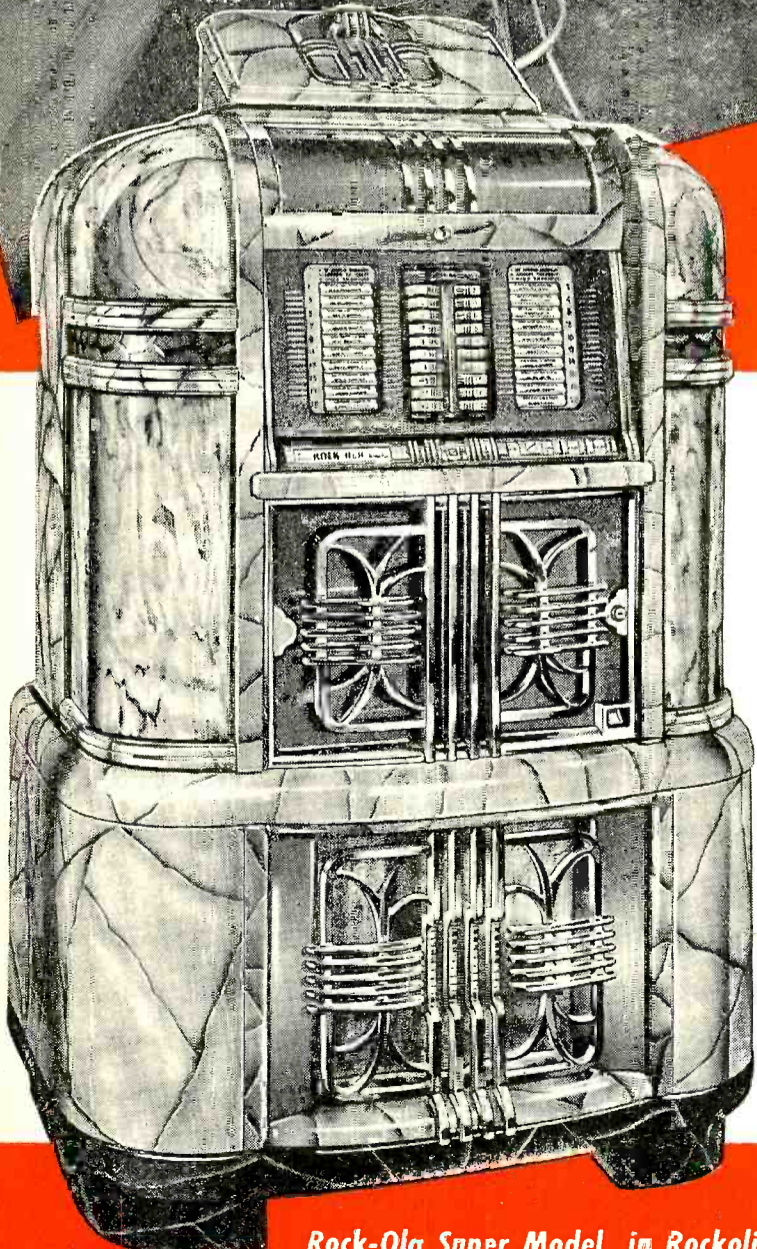
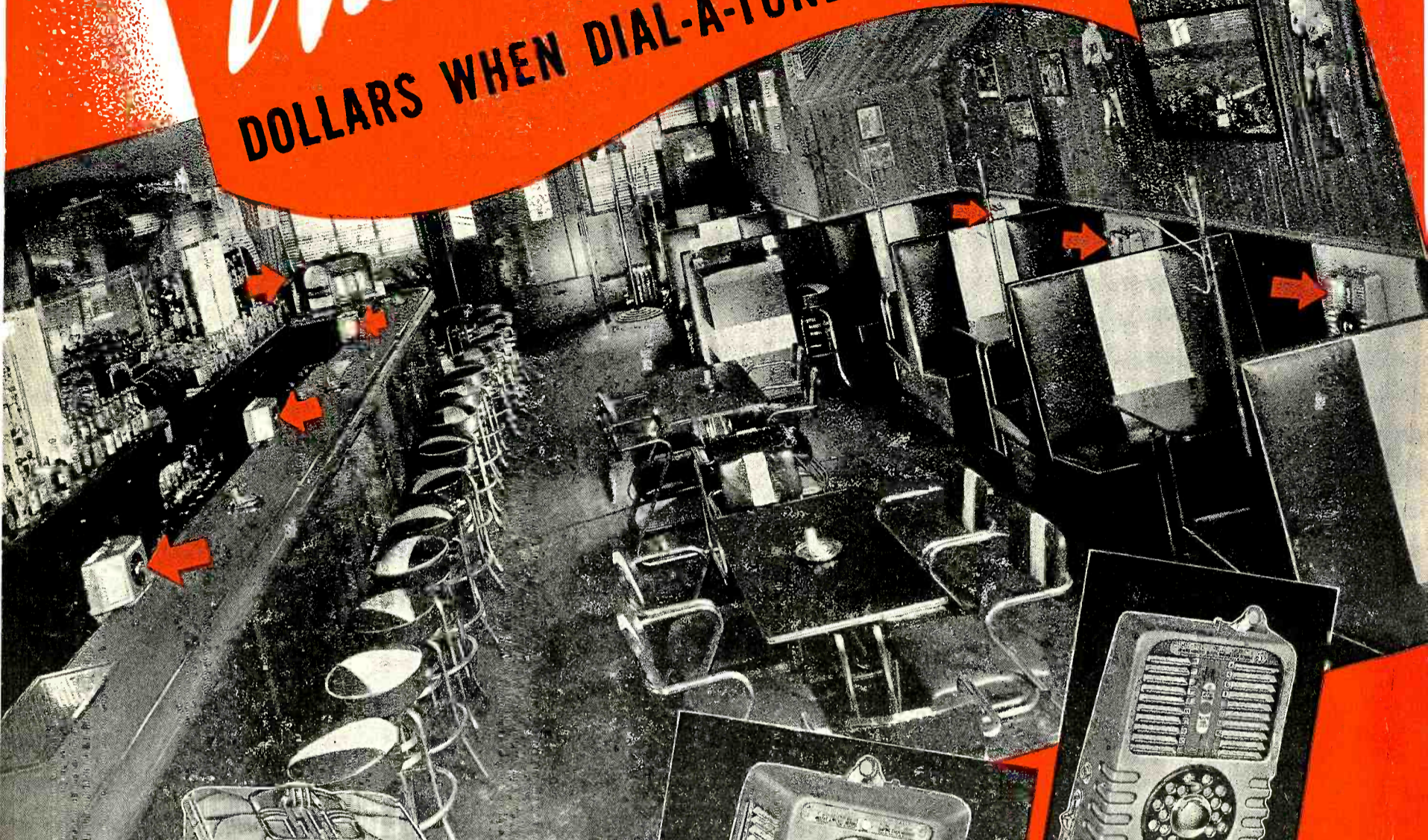
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1070 Broadway, BROOKLYN, N. Y.

Watch

NICKELS GROW INTO DOLLARS WHEN DIAL-A-TUNE IS HANDY



Rock-Ola BAR BOX



Rock-Ola WALL BOX

A Profitable Combination

LUXURY LIGHT-UP PHONOGRAPHS and DIAL-A-TUNE REMOTE CONTROL

A three-fold profit opportunity for operators and locations. **Savings** in installation time and expense because Rock-Ola Dial-A-Tune equipment is built for simplicity. **Increased location business** because Dial-A-Tune plus Luxury Lightup Phonographs spell E-Y-E A-P-P-E-A-L and sell music. **Service-free operation** because Rock-Ola Phonographs and Dial-A-Tune Remote Control are styled and engineered by the industry's finest craftsmen. This three-fold profit opportunity comes exclusively with Dial-A-Tune and Luxury Lightup Phonograph installations.

Operators and location-owners from coast to coast are discovering Rock-Ola's great business-stimulating Remote Control combination for greater savings, increased business and extra profits. Why not you?


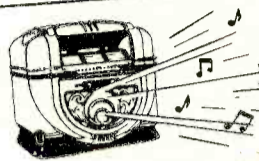

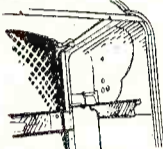


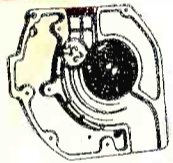
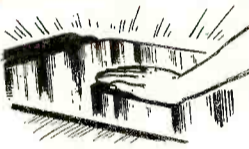






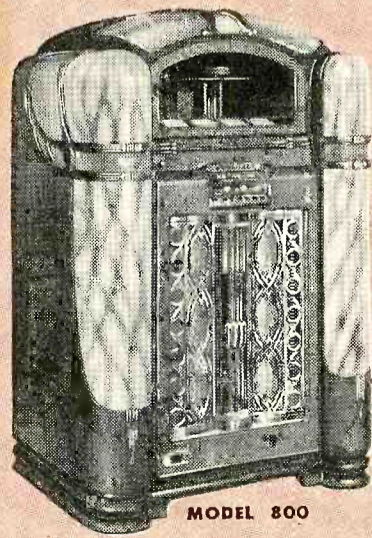
ROCK-OLA

MANUFACTURING CORP.
209 NORTH KEDZIE AVENUE CHICAGO, ILLINOIS

Rock-Ola Super Model in Rockolite Finish

Check-Up OF AUTOMATIC PHONOGRAPH VALUE PROVES WURLITZER'S THE WINNER

ASK YOURSELF THESE QUESTIONS		WUR-LITZER	PHONO-GRAPH A	PHONO-GRAPH B	PHONO-GRAPH C	ASK YOURSELF THESE QUESTIONS				WUR-LITZER	PHONO-GRAPH A	PHONO-GRAPH B	PHONO-GRAPH C
	Does it bear a name famous in music for over 200 years assuring widespread public and location acceptance?	YES	NO	NO	NO		Does the line include complete Counter Model phonographs with built-in speakers?	YES	NO	NO	NO		
	Does it have 24 records offering wider appeal to all musical tastes and resulting in greater profits because of greater record selection?	YES	NO	NO	NO		Are the cabinets constructed of hard wood lumber reinforced with steel to eliminate vibration and warp?	YES	NO	NO	NO		
	Does it have a completely visible record changer that attracts more nickels by enabling people to see as well as hear the phonograph in action?	YES	NO	NO	NO		Are the phonographs designed for high speed service that saves the Music Merchant service time and costs?	YES	YES	YES	YES		
	Does it have a positive, power-driven Coin Switch assuring efficient play registration despite variations in thickness and weight of coins?	YES	NO	NO	NO		Are the cabinets coated inside and out with durable protective finish with all exterior finish hand rubbed to a rich piano luster?	YES	NO	NO	NO		
	Does it have a piano-type keyboard with INDESTRUCTIBLE METAL keys?	YES	NO	NO	NO		Is the phonograph equipped with an easily read meter indicating number of plays for each individual record?	YES	YES	YES	YES		
	Is the cabinet streamlined for easy cleaning?	YES	NO	YES	NO		Are all current Console Models adapted to Wired and Wireless Remote Systems furnished by the manufacturer?	YES	YES	NO	NO		



MODEL 800

NO WONDER MUSIC MERCHANTS BUY MORE

WURLITZER AUTOMATIC PHONOGRAPHS THAN ALL OTHER MAKES COMBINED

Check Wurlitzer features against those of any other automatic phonograph. For play appeal. For mechanical excellence. For quality construction. For sheer earning power.

You'll find Wurlitzer's the Winner from every standpoint.

You'll know why Music Merchants buy more Wurlitzer Automatic Phonographs than all other makes combined!

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

SOLD ONLY TO MUSIC MERCHANTS

WURLITZER

*A Name Famous In Music
For Over Two Hundred Years*

