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Broadcasting Coast to Coast Via WEAR and WJZ
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July List Number
DATED JULY 31

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AFM EXPANDS JURISDICTION

Calgary Exhibition and Stampede Gate and Midway Gross Tops ’36

NEW YORK, July 12—Meeting between representatives of the theatrical unions and federal government officials resulted in the government making the initial request for the adoption of the union's principles. July 11, 1937, a bill was introduced for the purpose of extending the union's jurisdiction to include the federal government. The bill was introduced in the Senate by Senator Arthur Vandenberg, Republican of Michigan.

Unions’ Attempt To Rescind Federal Theater Cut Fails

NEW YORK, July 12—The initial day of the week in the federal government's policy of refusing to recognize the American Federation of Musicians (AFM) was announced for July 11. The unions, however, have been promised another contract in Washington, and they now have in negotiations for a settlement of the dispute with the federal government. The unions have been requested to present their position on the subject of the union's jurisdiction to the Senate. The union's position on the subject has been stated in the following letter, forwarded to the Senate by the union's representatives.

No Pickets; More Dough

DEPT. 17, July 10—Protests by the AFM and the American Federation of Musicians have been made in New York City. The protests were accompanied by the statement that the union is in a position to provide more dough for the purposes of the union. The protests were made in the course of a meeting of the union's officers. The union's position in the matter is stated in the following letter, forwarded to the Senate by the union's representatives.

Alabama Fire Rules Hit Tents

Must Undergo An Inspection

Shows required to notify State Fire Marshal of any such new or enlarged building shall be inspected by the State Fire Marshal. The inspection shall be made at the time of the application for a permit, and shall be made in the presence of the State Fire Marshal, or his duly authorized representative. The inspection shall be made in accordance with the rules and regulations of the State Fire Marshal, and shall be made in the presence of the owner or agent of the building. The inspection shall be made in the presence of the owner or agent of the building, and shall be made in accordance with the rules and regulations of the State Fire Marshal. The inspection shall be made in the presence of the owner or agent of the building, and shall be made in accordance with the rules and regulations of the State Fire Marshal. The inspection shall be made in the presence of the owner or agent of the building, and shall be made in accordance with the rules and regulations of the State Fire Marshal. The inspection shall be made in the presence of the owner or agent of the building, and shall be made in accordance with the rules and regulations of the State Fire Marshal.

Jones Breaks Fair Records

ANDERSON, Ind., July 12—The 1937 fair season for the New Johnny Jones Exposition was inaugurated here Monday, July 3, at the Anderson Fair Park. The grounds of which are located in the heart of the city, just three blocks from the center of the business district. The fair week started most auspiciously with clear skies and a holiday crowd that taxed the space of both parts, and a crowd of 30,000, who attended early, was met by a crowd of 40,000, who attended early, with the most enthusiastic and hearty welcome. The attendance for the day was 40,000, and the past few days had been shattered.

Tuesday, Children's Day, marked the admission of the children for free, with no limit set for this day in 1936, and Wednesday and Thursday held up remarkably well to the first two days. Friday business was aided by low day prices by day, which was a great attraction for the fairgoers.

(See JONES BREAKS FAIR RECORDS on page 75)
Chorus Employment Drops to One-Fifth of 1928-29 Figure

Dorothy Bryant shows decrease from 3,839 in '28-'29 to 718 last season—may delay registration to steer Chorus Equity thru critical period—figures show legit economies

NYOL, July 10—Number of chorus people who worked for two or more weeks between June 10 and Aug. 1 is but 718, as compared to 3,389 for the top season of 1926-27. Figures were compiled by the union's own workers and are based on its own count of the number of chorus people employed at the various shows during the season. Mrs. Bryant's complete statistics on each of the seasons since the Wall Street crash cover in each case the season between November 1 and May 1. Appendix chart appears at the end.

Showboat Sunk; "Road" Back to N. Y.

MICHIGAN CITY, Ind., July 10—The dual misfortune that has beenfalling upon the Road, occupying the Dixiana Showboat, is, of course, not the sort of thing that is likely to endear itself to those who have been on the boat or paid for it. The showboat is a large, four-deck affair, with a capacity of 500 passengers, and it is in a class by itself as far as size and facilities go. The disaster befell the boat on the night of July 3, when it was anchored in Lake Michigan, off the coast of Michigan City, and a gale of 60 to 70 miles an hour, with heavy waves, struck the boat and caused it to founder. All hands were saved, and the boat was later taken to shore and made ready for repairs.

The showboat, which has been in operation for many years, was built at a cost of $200,000, and it was insured for $100,000. The loss is estimated at $100,000, and the owners are now making plans to get the boat back into service as soon as possible.

Detroit FTP Has Own "Faustus" With Summer Lull Coming Along

DETROIT, July 10—Detroit Federal Theater opened Wednesday with an address by Paul Whiteman, who conducted the 95-piece Federal Theater orchestra. The address was followed by a performance of the Federal Theater's own production of "The Forsyte Saga," which was directed by the late Robert Montgomery, who had been associated with the Federal Theater for many years. The production was well received by the audience, and it was a success for the Federal Theater. The show was repeated on Thursday night with a similar success.

Detroit FTP has its own "Faustus" in the person of Robert Lowen, an artist from the New York State theater, who has been associated with the Federal Theater for many years. The production was well received by the audience, and it was a success for the Federal Theater. The show was repeated on Thursday night with a similar success.
Additional Summer Theater News

Off to a flying start with one success, New York, June 12. New York and London Craig Roy will undertake another innovative summer show in New York. Miss Irene and John Craig Roy will undertake a new production of Noel Coward's "Private Lives."

The production, opening at the Playhouse Theater, July 19, will be directed by Anthony Asquith, who has just completed a new musical comedy, "Sugar." The cast includes William Bentinck, who has just returned from his successful tour in "The Importance of Being Earnest."

Next Monday evening, July 17, the cast of "The Importance of Being Earnest" will make their Broadway debut. The production, directed by Anthony Asquith, will be presented at the Century Theater, New York. The cast includes William Bentinck, who has just returned from his successful tour in "The Importance of Being Earnest."

A second season of summer plays in the Parish House of the First Church, New York, will conclude with a production of "The Importance of Being Earnest." The cast includes William Bentinck, who has just returned from his successful tour in "The Importance of Being Earnest."
MORE AIR PROBES ASKED

Four New Bills for Congress Action on Radio Introduced

White bill asks sweeping probe—Schwellenbach’s three bills demand regulations on current problem discussions, guarantee of freedom from censorship

WASHINGTON, July 10—Four proposed bills, one from Representative Republican Senator Wallace E. White Jr. and three from liberal Democratic Senator Lewis J. Schwelbenbach, have been turned over to the radio committee of the House and Senate, respectively.

The three bills introduced by Schwelbenbach are: (1) The Fairness Doctrine bill, which would require the broadcast stations to give equal time to all views of public controversy and controversy in any fair and orderly manner, (2) The Freedom of the Press bill, which would prohibit any person from controlling or influencing the broadcast of any public controversy or controversy in any fair and orderly manner, and (3) The Reorganization of the Federal Communications Commission bill, which would create a new Federal Communications Commission to regulate and supervise all radio and television activities.

The White bill would establish a Federal Communications Commission to regulate all radio and television activities, and would provide for the punishment of any person who interferes with or obstructs the broadcast of any public controversy or controversy in any fair and orderly manner.

FOUR NEW BILLS FOR CONGRESS

Cleveland, July 10—A radio system for the Cleveland area has been proposed by Senator Wallace E. White Jr. and three from liberal Democratic Senator Lewis J. Schwelbenbach. The bills call for the establishment of a Federal Communications Commission to regulate and supervise all radio and television activities.

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These bills, if enacted, would establish a new Federal Communications Commission to regulate all radio and television activities, and would provide for the punishment of any person who interferes with or obstructs the broadcast of any public controversy or controversy in any fair and orderly manner.

Rockefeller Dough For School Radio

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School Programs, Need "Technique"

DEPTFORD, July 10.—Regular radio technique must be adapted for educational programs if these programs are to retain the interest of students. "This can be done," says Dr. John Dunham, educational director of the National Broadening Company, "if we offer educational programs that are more interactive and engaging." Dr. Dunham suggests that educators must concentrate on giving their students something that will keep them engaged and interested, instead of relying on "灌注" or "灌注" into the students' minds. He notes that educators must be creative and innovative in their programming, and that they must be able to adapt to the changing needs of their students.

"There are so many factors that influence the effectiveness of educational programs," Dr. Dunham says. "We must consider the students' needs, the environment, and the technology available. We must also be aware of the latest research and trends in education. By doing so, we can create programs that are more effective and engaging for our students."
NAB's Gov't Rap a Worry

Wash., July 13.—The resolution adopted at the National Association of Broadcasters' convention, calling for the appointment of a representative to the government, was signed by Representative Emanuel Celler, D.N.Y. The resolution was endorsed by Celler, the floor leader of the House of Representatives, and the House of Representatives, as well as other members of the broadcast industry. The resolution states that this move will be a step towards the development of a workable body through the appointment of a representative on the broadcast industry's behalf to the committee established by the government.

We need for N.Y. Gladhander

NEW YORK, July 10.—The New York Times has purchased the Gladhander newspaper for $500. The Gladhander is a local newspaper that has been in operation for 30 years.

Accounts Plans

Warren and Arthur Biddle, two real estate firms, have purchased the Gladhander newspaper for $500. The Gladhander is a local newspaper that has been in operation for 30 years.

Crowley Opens Ad Agency

PHILADELPHIA, July 10.—Jerry Crowley, the publisher of the Philadelphia Record, has announced the formation of a new advertising agency, to be known as Crowley & Co. The agency will handle advertising for local and national clients.

A Neigh Road Spot

PHILADELPHIA, July 10.—The Union Road Spot, a weekly newspaper, has been purchased by the Union Road Spot Company, a new corporation formed by the Union Road Spot Company.

FCC Recalls Norman Baker Case and Nixes Statler Bid

WASHINGTON, July 10.—Federal Communications Commission Chairman Paul C. Cipriano has ordered the recall of the Norman Baker Case and has rejected the Statler Bid for WMAQ, Chicago. The FCC found that the Statler Bid was not in the public interest and that it failed to meet the requirements set forth in the original application.

Guest Star Circuit Booms; 500 by JWT Since Jan. 1

Thompson’s record guest star placement—Young & Rubicam, Benton & Bowles, McCann-Frederick also active—salaries from carfare to $5,000 a shot

Disc Libraries

New York, July 10.—Music Publishers Protective Association has arranged contracts with four disc library services, the terms extending from July 1, 1937, through July 1, 1938. The contracts include WMC, WNCR, WOR, and WRU. The joint list of 1,000,000 titles is to be used exclusively for public library purposes.

Promotion Shorts

A new sale promotion brochure for the WRC radio station in Washington, D.C., has been launched. The brochure includes information on the station’s programming and features a “goody bag” for listeners who call the station.

NAB's优良政策

攻击了情色小说的担忧

华盛顿,7月13日。—由联邦通讯委员会主席艾伯特·E·加里森发起的众议院版权法的介绍，引起了版权法专家代表罗伯特·E·加里森的注意。他在一份由众议院版权法小组委员会所作的报告中，对这桩案件进行了详细说明。

版权服务

版权法的咨询和代表由罗伯特·E·加里森发起。他提出了一系列针对版权法的议案，其中包括一个关于版权法问题的听证会。加里森在众议院版权法小组委员会的听证会上，对版权法问题进行了详细说明。

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Outdoor Show Business Is
Warming Up to Use of Radio

NEW YORK, July 10—Outdoor show
business is gradually warming to
the use of radio, spot announcements
and 15-minute programs, according to
the opinion of sports announcers
and newsmen who do or have done
outdoor shows.

A recent example of such a
move happened during the STADIUM
Circus, one of the pioneer client-
radio programs of their kind.

Sharonet attention was focused
on the idea of a radio "Blank Night" or
a program of the sort that the
Milner Bros. show, with the "autho-
center," has. It involves circulation
while WPAS, White Plains, is
being programmed to take on this
role. Several major newspapers
are interested in such a venture,
and the WPAS staff is working on
ideas. If thought there was much
potential in this idea, such as that
of Allan Courtenay now conducting a
Laugh Contest from the New York
Paramount, Termer vaudeville for
plutus in someone's face, and
asking him to

Business is, of course, strictly seasonal,
but is growing. Spots are bought, but
larger programs can be offered, part-
icularly if colorful material appears...

DENVER, July 10—KLC is preparing
for its second annual picnic at the Lakeside
Amusement park. Runt is being
plugged over station. Free admission
tickets to the park, ice cream cones, hot
dogs and rides are available at the KLC
retail advertisers. Station will broadcast
for 30 minutes from the park.

Network Artists Slated for
Buildups; Fall Sponsors Eyed

NEW YORK, July 10—Summer talent
buildup given network artists includes
approximately 50 performers slated
to get the heavy promotion push. Summer
pollicy, Lewis, formerly with United
Networks, will work under C. W. (Johnny)
Johnstone, Corinna Muir, Joan Merril.

NATIONAL BROADCASTING COMPANY'S
hostile include Patricia Ryan, Phyllis
Hoffman (Sisters and Johnson), an
directed by Johnathan and C. H. G.

COLUMBIA hostess includes Gordon
Graham, Don Basco, Bob Shaw, Howard
Phillips, Russell Dore and others.

thanks to

GENERAL FOODS CORP.
&
YOUNG & RUBICAM
Advertising Agency

DON ROSS
Writing, Singing and M.C.

JELLO SUMMER PROGRAM
Sunday, 7:30 P.M.

WEAF and RED Network

From All Around

THOMAS MITCHELL, now named
for Crosley radio Corporation's
radio division, is the new executive
at CBS. He is of special interest
in the history of the industry.

In 1925, when WBEC was
in its infancy, he was
contenting in a program
in the first of the radio
shows. The program was
"The John Herold Show,"
and it featured the
radio program. It
was the forerunner of
"The John Herold Show,"
which has been
broadcasting for 15 years.

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NBC South Rates Up 62%

Time buyers worried by big jump in 10 Southern stations—comparison of rates

NEW YORK, July 10—The 62 per cent increase in rates effective on the 10 Southern stations recently reported here by the Southern Broadcasting Company was based on a study of the market, according to W. F. de Lange, president of the company. The increase was made necessary by the increasing cost of labor and materials, he said.

WACR Denies Red-Ink Charge

ASHBURY PARK, N.J., July 10—WACR, the NBC network radio station, has denied a charge that it is using red ink to show profits. The management of the station, however, said that it is “afraid to comment” on the charge.

UNIONS’ ATTEMPTS—(Continued from page 3)

number of persons employed on the programs works program after the necessary reductions have been made will remain the same throughout the fiscal year of 1938.

The management does not agree, however, that any single person will pull out to strike. The labor board was under the impression that the present strike was a peaceful settlement, but it is none too beneficial, according to the management.

Meanwhile, turmoil of the local FTP was added to the growth of the Committee of Relief Fund for Professional Theatrical Employees, the Federal Theater Project. Organization has been formed to bring about a better understanding of government to base cuts on progress of programs in progress.

The some of the unions are more jilted than others over the approaching deadline of July 15, when any strike in progress will come to an end. The understanding being that the labor board would act to settle the present strike. Actors’ Equity would like to settle a peaceful settlement, but it is none too beneficial, according to the management.

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Program Reviews

Tommy Dorsey

Reviewed Friday, 10:30 p.m. St. Peter’s,_stats, Dharma Geste Co., Agency—B. C. D. St. O. Station—WZQ (NBC network).

The sentimental Gentlemen of Swing were taken to Washington, D.C. last night, with all the trappings, fine dining, and the usual amenities of the city. The audience was informed that the show was dedicated to the memory of Mr. William S. Paley, the late owner of Columbia Records. The show featured a large orchestra, including vocalists such as Joe Louis, thelr famous tenor singer, and the Four Tops, whose smooth, soulful voice blended perfectly with the orchestra. The program was well-received by the audience, who seemed to be in high spirits throughout the evening.

“Get Thin to Music”

Reviewed Tuesday, 11-11:15 a.m. Style—Reducing classes. Featuring: Just Jones, a well-known dancer and choreographer, and Joe Louis. This program was a hit with the audience, who were encouraged to take part in the reducing classes. The show was well-produced, with a variety of dance routines and choreography that kept the audience entertained.

“Jewish Group Theater”

Reviewed Sunday 12:00-1:45 p.m. Style—Jewish group. Featuring: The Jewish High School, under the direction of Rabbi Zvi Elk. The show featured a variety of Jewish-themed music and dance routines. The audience was enthusiastic, and the program was well-received.

Tommy Dorsey

Reviewed Wednesday, 9:10 p.m. Whipple, Agents—Young & Rubicam, Station—WEAF (NBC network).

From the Whipple, Agents—Young & Rubicam, Station—WEAF (NBC network).

Harry von Zeil

Reviewed Sunday, 7:30-8 p.m. Style—Variety show. Featuring: Harry von Zeil, under the direction of Studio 13. The show featured a variety of musical and comedy acts, including Harry von Zeil himself, who performed a humorous monologue. The audience was thoroughly entertained by the variety of acts, and the program was well-received.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for a few weeks, with a view to those who may have missed them. A one-time program is reviewed for production that varies each time it is presented.

Lucille (Elwood) and Lanny (Gray), first stars of Ernst Golding, of NFO Artists’ Service, are doing a sustaining stint for the web and also on WNEW, New York. Mixed team offers a homey, informal musical and song and gospel. Cheerful, light-hearted stuff, without being too forced or artificial, the quintet is ideal for many of these boys-and-girls routines. Their gags aren’t too old, but they are aimed at a younger crowd, and they are just plain funny. Needled of popular comedy and song, the auditions try to reach the ethnic preferences of these two.

Dorothy (Dorothy) and her two brothers, a长大了 air, are doing a sustaining stint in New York. Mixed team offers a homey, informal musical and song and gospel. Cheerful, light-hearted stuff, without being too forced or artificial, the quintet is ideal for many of these boys-and-girls routines. Their gags aren’t too old, but they are aimed at a younger crowd, and they are just plain funny. Needled of popular comedy and song, the auditions try to reach the ethnic preferences of these two.

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Lone and Learn is a combination of two programs that will attract the medium-grade males. Two female voices are heard, one of which is a tenor, the other a soprano. One is obviously intended for some of the male audience, while the other is more suited to the female audience. The songs are sung a cappella, with the exception of one, which is accompanied by a piano. The program is well-written, and the singing is good. It is recommended for all audiences.

“Stars of Tomorrow”

Reviewed Saturday, 11-12:15 a.m. Style—Children’s show. Featuring: The Stars of Tomorrow, under the direction of Studio 13. The show featured a variety of children’s music and dance routines, including a performance of “The Star-Spangled Banner” by a group of young children. The audience was thoroughly entertained by the variety of acts, and the program was well-received.

The Billboard

July 11, 1937

“The Old Salt”

Reviewed Tuesday, 7-4:15 p.m. Style—Syracuse, Brewery Co. and Penn State Manufacturing Co., Station—WFIL (Philadelphia).

One of the few instances where two shows were run simultaneously on the air, and the audience was divided into two groups, with the sound-effects man contributing to each show. The show was a hit with the audience, who were thoroughly entertained by the variety of acts, and the program was well-received.

“Stones’ of Tomorrow”

Reviewed Wednesday, 11-12:30 a.m. Style—Children’s show. Featuring: The Stones of Tomorrow, under the direction of Studio 13. The show featured a variety of children’s music and dance routines, including a performance of “The Star-Spangled Banner” by a group of young children. The audience was thoroughly entertained by the variety of acts, and the program was well-received.
Outlook Dark For WPA-ites

Weber in touch with Hopkins—802 urges national action, hoping for better

NEW YORK July 10—Attempt of musicians Local 602 to entice the support of the American Federation of Musicians in obtaining a stoppage of the Washington operation adding to the Washington, D.C., has been all but averted, according to Weber, and the local executive committee was formed on Thursday.

The A.F. of M. represented in a recent letter to Harry P. L. P. administra-

rater, that the government, when it decreed upon a cut of one-half million, would proceed on the basis of improved employment conditions in private industry. In music there has been an increasing number of strikes, the latest notable being the one for blacklisting, according to Weber, which was negotiated by the Local 812 office, a union made by cankered music. Weber further says that the cuts are not in line with the official policies of the organization in contact with Washington officials in an effort to resist the cut.

Attentio of trade unionists and union officials is expected to strike a general strike of all strikes: theatrical, craft unions and unions will become involved.

In Local 802, 470 are on home relief now, and 260 more will be added as the cut goes thro.

Stuff Smith East:

Out All Around

NEW YORK, July 10—Stuff Smith’s band has reached New York. It has a new name, “Yeah-Yeah,” and a new look, which includes a new, more relaxed style.

Meanwhile, Stuff has returned to New York after a long stay in Europe, and is now working at the old location, 54th Street and Broadway. He is expected to stay until the end of the month. Stuff’s recent European tour was a success, and he returned to New York with a new sense of purpose.

Robbins French Office?

NEW YORK, July 10—Robbins Music Corporation is actively engaged in the publishing business. Robbins, 54th Street, is the publisher of the French Office, which follows recent get-togethers between Robbins and French Office personnel.

The Robbins French Office is a musical publishing company that specializes in choral and vocal music. It is known for its repertoire of classical and contemporary compositions.

Long Bench Adds Shows

LONG BEACH, L. L, July 10—Hotel management has announced that the Cotton Club Orchestra for the season’s opening, is director of the orchestra for several seasons on the West Coast. The orchestra will be heard in various Long Beach locations.

Piano Teams Wanted

CHICAGO, July 10—Piano teams for the forthcoming season are in demand in local nightclubs. The demand is being met by various orchestras, including those at the Palmer House and the Drake Hotel.

Music Publishers May Ask AFM To Help Curb Bribes

Unable to enforce own code, publishers plan to ask union to prohibit bands accepting “bribe”—AFM cautious—doesn’t want members in the middle

NEW YORK, July 10—Possibly the American Federation of Musicians may attempt to curb the practice of bribe-taking by offering a tax system. This is considered possible in view of the failure of the Federal Trade Commission to come through with the projected music law of fair trade practice.

Under the new system, leaders of professional orchestras would be held only to the right of the Federation, in accepting a bribe from a music producer, in money or other special arrangement. The action would have the effect of reducing the number of professional musicians who are members of the Federation.

Most music publishers now are signatory to a contract with the Federation, which has the effect of reducing the number of professional musicians who are members of the Federation.

Composers Push Yank Idiom

NEW YORK, July 10—Recent meetings of the American Federation of Composers, Breakfast Club was held at the American Federation of Musicians, among those present were J. B. Robinson, George Fricke, and John Cacavas.

The Federation, the American Federation of Musicians, is concerned with the retention of American idioms in music. It has been suggested that the Federation should sponsor a series of concerts devoted entirely to American music.

Walker Band to Visa Lago

CHICAGO, July 10—Barry Walker and his band are scheduled to play at a variety of Chicago clubs, including the Local night spot, July 10. Band lists the schedule of engagements, managed by the band’s own members.

Reviews of Records

By M. O. WARD

Deco

As the Stepping Stones, Fricke is being released, DICE POWELL, with the movie in mind, has recorded an album of vantageously, filters the past wins for his new band, "I Know What I Want." The album features a male quartet with the backing of the orchestra, with the songs of the Muriel, 1931, from England, ENGLISH BAND, TRACY TELL me about it. The album has a soft, but effective sound. It is a good album for those who like smooth, easy listening music.

The Casa Loma Orchestra had a good time, but it was a bit quieter than it would be with Stuff's recording.

Victor

Jam to tickle the palate of swing enthusiasts. The album includes a cover of "I Know What I Want," which was originally recorded by Dolly Parton.

Rufus: The Lonesome Almanac, Volume 1

Rufus, the well-known country singer, has released a new album that features his own compositions. The album includes a mix of traditional and contemporary country music, and is expected to be a hit with fans of both genres.

Tommy Dorsey’s transcription of "Ole," as performed by his band, is included on the album. This classic jazz piece is a favorite of many audiences, and is sure to please fans of the genre.

Bluebird

A definite dance urge is defined by OZZIE NELSON, four sides of smooth evoking with the label’s Hit Parade of the West Indies, Happy Days To Love (1001), and Happy Days To Love (1002).

KEN DRAKE, another new addition to the label’s roster, also fails to rate a stamp on the dance floor in spite of the added punch and new design compiler. The label’s Hit Parade of the West Indies, Happy Days To Love (1001), and Happy Days To Love (1002).

Disc News in This Issue

The Music Section of the Amusement Trade Journal will be found each week with additional news and features, including reviews of recent releases, interviews with industry leaders, and more.

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On the 17th, Eunice H. Davis, of the Chicago Tribune, will arrive and do a little sightseeing.

Songs With Most Radio Plugs

Songs listed below are those which received six or more plugs on the networks: WJZ and WAEF (NINJ) and WABC (CBS), between 8 a.m. and 1 a.m., daily, from Friday, July 7, through Thursday, July 13, and so on for comparative purposes. Figures are based on the number of combined network plugs for each song.

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The symbol "F" after the title of a song denotes that it originated in a film; symbol "M" indicates derivation from a musical show

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Music Items

BARRY LINK, professional manager of Berlin leaves for the Pacific Coast August 1st. He will appear in Hollywood putting finishing touches on the new Berlin picture being made there. Berlin will find a welcome return to the Mid-West.

WILLIAM ROHOVITZ has replaced WILLIAM BROWN, in the American Record Miller Music Company, New York, Horo- zon, who left the city last week for Chicago, has invested Bill Chandler as professional manager, with Al Gumble on his staff. "Memor" has also shown success this season.

IRVING BERLIN MUSIC COMPANY will publish the songs of the latest NICO ROSE, "The Life of the Party. Alii Writhe and Keith McManus contributed the songs. The 16-page score is set for December and Here Two Others.

PAUL DINNER will furnish the new show of the Grand Terrace, Chicago. He will be responsible for household music. No film has yet been found for the show, and music and lyrics. No film has yet been found for the show, and music and lyrics. The show will be a spectacular production of the Happy Days of Music, with a score by the well-known composer. The show is expected to open in early December.

BRAND ORGANIZATION, Chicago publisher with branch in New York, is bringing out a new comic book entitled The Brand Report. It is written by the writer of the book of the same title, Jack Brand, and is a humorous account of the world of music and entertainment. The book is expected to be a sensation, and is already generating a great deal of interest.

E. BRACK is telling a tale on community singing. "Time To Sing," the first installment of this series, is expected to be the most comprehensive and largest of its kind to date. The series will be continued in the next issue.

JOE DAVIS still continues to spend his spare time between writing and publishing his books. His latest, "Bobbi G.," is doing well in both New York, as Bobbi Gregory and Charles Dornberg. The book has already sold out at K. Y. W. Philadelphia.

EDDIE RUSSELL and Andy Randorf do the show tunes for the Parade of the States, Atlantic City's trimming of the show up.

NOW THAT Bert Ambrose has recorded his first album, the Columbia Record Company is planning to release a series of singles featuring Ambrose. The first single, "Rosa Blu" featuring Ambrose, is expected to be released in early September. "Rosa Blu" is a popular tune in Europe, and is expected to be successful in this country.

FREDERICK BROS. Book Acts

CLEVELAND, July 16 — Frederick Bro. Music Company has placed Bart. from the company's special offices, in charge of its new set department.

How To Sell Milk With Music; Or Why Salesmen Act So Queer

CAMDEN, N. J., July 10 — They are now promoting the sale of the milk in the Barlow's department store in Camden, New Jersey, with the help of the Barlow's Band. The Barlow's Band is composed of local musicians and is directed by Joe Barlow, the manager of the store. The band plays a variety of music, including popular songs and classics, to attract customers to the store.

Band On Verge

MEXICAN GAMBLING CASINO REOPENS AT ORANTE NITERY

BAN DISEO, Calif., July 10 — Palatial Hotel Aquis Lilliana, just across the border from Aquis Lilliana, is the orante casino transformed into a state-of-the-art gambling establishment. The club, known for its continuous night spot, the Club Royale, at 

Mexican Gambling Casino Reopens as Orante Niter

DANCE NOT GUILTY

MILWAUKEE, July 10 — In an appeal on the record of a Municipal Court decision that Dona La, a resident of the city, was guilty of an offense, the Public Defender, Ralph B. Roberts, filed a brief in the Circuit Court, arguing that the decision was unjust. The case involves a dispute over the ownership of a dance floor, which the Public Defender claims was unjustly awarded to the Orante Casino.

Band On Verge

Band On Verge

The Billboard

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Bruno Kern's Forecast

Note: This new weekly feature is designed as a service for band leaders, to help them in their planning for the future. It will be published on a regular basis.

The MOON IS IN TEARS TONIGHT

OAKLAND, Calif., July 10 — Harold A. J. Smith, publisher of the Oakland Press, has announced that the popular moonlit show, "The Moon Is In Tears Tonight," will be revived this year.

Show Must Go On

WESTPORT, Calif., July 10 — When Bert Ambrose, world-famous singer and actor, arrived at his hotel, he was surprised to find that his old friend, the manager of the hotel, had arranged a special dinner for him. Ambrose, who had been on tour, was happy to see his friends and to have a chance to relax. The dinner was a success, and Ambrose had a good time.

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MUSIC

Revised 8, restores 6—11
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**Acts Still Yelling Against Chiseling and Cancellations**

AFA swamped with complaints against night clubs and bookers—reports many settlements—some legal, mostly adjustments—American Legion squawks pile up

**Chicagoland**

Chicago, July 19—Several local chorines sacrificed plenty of shouts to double all sports in the Lincoln Park oval. Gala rolled out of the fracas with the Friday Edition without a casualty, with Eleanor Varney and her cohorts playing first, and the pack first price.

Miss Alice Jumper and Doris Eickholt skived over the finish line to pace and show, respectively, while Eleanor Varney added spice to the show with a close fourth. All of the entries other than the odd one coming down the home stretch after the finale included Miss Alice Jumper, Miss Mary O'Donnell, Miss Olive Terry, Miss Mary Ann Swanson and Miss Bernice Jai.

**Eve-Opener Derby**

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**AFA, Musicians' Union Pull Out Chicago Show**

Chicagoland, July 19—Gus Magley, local AFA member, announced his club's decision to pull future floor shows out of the Chicago market. The union also pulled its show for a similar reason. AFA officials claim to have found a new booking agency against which they were filing a complaint.

Polish and Ukrainian groups are among those now under investigation by the union. The AFA has also filed a complaint against the Chicago Symphony Orchestra for refusing to pay the union's $2 per member fee.

**N. J. Club Opens**

Angloria, N. J., July 19—J. R. Elmslie, owner of the Angloria Club, has made arrangements for the club to open in a few days. The club is located on the 2nd floor of the Angloria Building.

**Wildwood Cafe Opens**

Wildwood, N. J., July 19—Daven H. Smith, owner of the Wildwood Cafe, has announced that the club will open for business on July 20. The cafe is located on the corner of Main and Ocean Avenues.

**AFA Pittsburgh Organizer Threatened in 3-Way Fight**

Pittsburgh, July 19—More than a dozen local AFA chapter heads and union officials have been notified that the AFA will no longer recognize their organization. The union's decision is based on the belief that the local chapter is not actively engaged in promoting the union's objectives.

AFA President, J. R. Elmslie, has ordered a new executive secretary to be appointed in each of the three districts covered by the local chapter. The executive secretary will be responsible for ensuring that the union's objectives are being promoted in the district.

**AFA-Beloit, Inc.**

AFA-Beloit, Inc., a subsidiary of the American Federation of Arts, has announced that it will not recognize the local chapter as a bargaining agent for its members. The union has threatened to file a complaint with the National Labor Relations Board if the local chapter does not dissolve.

**Burma's Rush for Benny**

**Philadelphia,** July 19—After being at the top of the charts for several weeks, the Burma, the local burlesque act, has announced that it will not return for another tour. The act has received a lot of attention due to its risque nature and has been a source of controversy for local residents.

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**Cafe Wrestling Attacked**

Milwaukee, July 19—Tom Rolf, operator of the Terris Theatre Club, has announced that he will close his establishment on June 1 to protest the recent action of the Wisconsin State Employment Commission that threatens to close the club.

**Bum's Rush for Benny**

Philadelphia, July 19—Burma is the best new burlesque act in the country. The act has been on the charts for several weeks and has been a source of controversy for local residents.

**Here and There**

Harris and Twayne Ashburn, the latest kings of the music business, are making waves in the industry. Their new album, "The Great Pretenders," has been a hit with listeners across the country.

**Club Chatter**

**New York City**

The Bonginos are keeping their distance from the radio show business. They recently made appearances at the Apollo and the Cotton Club, but have no plans to return.

Jerry Kruza and Terry Deen are still on good terms. Terry is currently working at the Cotton Club, while Jerry is performing at the Bongino's Club.

**Vivian Royal**

Vivian Royal is back in town after a successful tour of the West. She is performing at the Apollo and has been receiving rave reviews.

**JIMMY CARTER'S JOB**

JIMMY CARTER'S JOB is in the process of selecting a new manager for the club. It is believed that the new manager will be announced in the near future.

**VIVIAN ROYAL**

Vivian Royal is back in town after a successful tour of the West. She is performing at the Apollo and has been receiving rave reviews.

**Boston**

SUNY SHAW is new at the Hi-Hat Club, replacing the former manager, who recently left for a new opportunity.

**Theo THEODORE and DENNIS**

Theo THEODORE and DENNIS opened Saturday night at the Hi-Hat Club in Chicagoland. The duo was well received by the audience.

**BENNETT and WILTON**

BENNETT and WILTON open this week at the Mayfair Club, Boston. They are currently on tour and have received excellent reviews.

**Shore and There**

Shore and There is performing at the Apollo Club. The act has been receiving rave reviews and is expected to be a hit with the audience.

**Here and There**

HARRIS and Twayne Ashburn are currently touring the country. They are expected to be back in town in the near future.
Theodore "Ted" Newsome
Oriental, Chicago
(Reviewed Friday, July 9)

Nothing extraordinary here this week, although this is the season’s contest among the several clubs. Stroganoff and Douglas, low comedy artists, held the stage last evening, and every hour has been played for 18 minutes and laughed plenty of laughs. Most of their material is old-fashioned, and the routines generally hackneyed, but they stageworshipers who are laughing out loud. Boys are funny, particularly in a house that doesn’t expect much from the carriage trade. Curley acts the highest response with his head pecks, a sort of a mad shapely and adorable dancer. A second dancer, an animalistic and a later in a barolette walk, which leaves with a fast, graceful spin.

Roy, Lee and D unn follow the opening with their well-suited effects. Both are comic and humorous; the audience is very much pleased and not interfering with any of the stage variety.

Sidney Harris.

Radio City Music Hall, N. Y.
(Rehearsed Thursday Evening, July 8)

Striking production angle connected with the current Florence Sorge stage is the representation of sections in which the presentation is divided and the large number of featured names and attractions, but all unconfused and smoothly sequenced in our set. Units, titled Clocks, are divided into eight parts and features over a dozen sections both the front and back of the scene. The entire production ran in all three minutes. Monteforte set designs are colorful and colorful background of an assortment of various types of opening.

Opening number, Novelty Clock, reveals Polly To err and Eleanor James, dressed in all the costumes of a combination of ballet and tap, and also a good number of ballet dancers. Leon Poli, Primrose and Marie Grimaldi, in comedic costumes and costumes, To err and Eleanor James, dressed in all the costumes of a combination of ballet and tap, and also a good number of ballet dancers. Leon Poli, Primrose and Marie Grimaldi, in comedic costumes and costumes. They blend with harmonious with the main number.

Bill Tracy’s Corps de Ballet in an airy and picturesque routine to Tip toe. The corps is also composed in conjunction with this. Betty Bannister is given the lead of some of the female soloists, and Jack Jemmott, in his voice, romantically in several of the corps. Miss Primrose and Miss Marie Grimaldi, in their basic costumes have a beautiful combination of ballet and tap.

A famous scene on a huge platform Georgette Hayes is the solo performer in the scene and the light is shining on her helplessly, and shapely form and with added saucy equipment, this scene is very easily a pretty routine of tap on tap.

Oscar Club occupies the stage for the next number, Tyrolean Clock, and in complete costume do two numbers, both Bavarian in flavor and highlighted by two alpen songs and singing at a whispering of slap dance. Vesper Brothers appear in the Clock. Their numbers are composed of a group of dancers and the dancers, who can be seen in a group at the side of the stage and continue their routine with standard romping routines and strong arm serenades and throw out wind for the last two songs and effective spots on a short time.

The Hartmans are given the show. They are a group of men and women, being a clog and the satirists, for the course of the music. The dance can be broadly credited to a group of dancing hands. This team, their finer sense of comedy and music with less activity than they once did. But now they are getting better, particularly on a short time.

Alarm Clock is the finale and it has the entire company en masse in the dancing.

John Silver conducted the Symphony Orchestra in the opening, a medley of the Preludes to a Song of Life and Hair and the Roman, with the pen of Wagner.

Screen screen Knight Without Armor.

House fair.

George Coleson.

Paramount, New York
(Reviewed Wednesday, July 7)

Oh, boy! Martha Raye should see this. The selection this week is the show combination that’s going to give the Paramount a new attendance record to shoot at. The show is Martha Raye, who in a little under these two years tops the $50000000 to the 3500000 plus for that $30000000 plus a blue and red stage in this show. The stars are magnificent. Miss Raye is seen by the audience in a theater that reviewer ever saw. A combination of beauty and wit. Emery Deutsch and his crew from the Bridge of Hope in Oriental City and with Jack Williams, dancer, as the other act. Picture is Easy Living, strong on wit and a quick laugh and a bit more class than their usual routines.

Ray, who does Dard (Grand National).

House open.

Paul Ackerman.

Roxy, New York
(Reviewed Friday, July 9)

Nice variety turnout at the Roxy, with the showmen going ahead and filling up. God Lamb contributing a new act, and that act was some of the best business of the week. Kids turned out, and the audience going along splendidly. Porter singer appears three times, their opening hoop routine being effective in every way.

Following Porter line, Max opens with a short-shoed song and dance, and that he could not improve upon. It is a center of interest in this show. Because the audience taking with singing, too often. Trick.

Raye, Raye and the two boys doing vaudeville in unison.

Alexander Gray, stage and screen star, went over well. He sang and danced with an unfeathered and straight-forward manner. He did his best with the period, ranging from the Ranges. He has a big voice and sang a song called "The Three Sisters" by Raye, "I Want To Be Happy, One Alone." His voice is a thing to hear, and the audience was very much pleased. Choice of acts is good, and all the acts are fine. The act of God Lamb is composed of most of the ingredients known to vaudeville. Execution of the turns, however, lies in the complete figuring of songs into the act. The singing, dancing, acting, and posturing. Too many comics go overboard in their various specialties, leading to one-sided and improper balanced pieces of business. Lamb’s act is well balanced, timed, and executed, with a subtle showmanship pervading all. Opera with the guest, 'You’re Smiling,' rendered with a punch-drum expression which tops in comic timing. Raye’s rapport with the audience produces different styles while Lamb assumes different vocal positions, and is a partial indication of the extant of the act. Top-notch stuff.

Tommy Sanford, harmonica player on the bill with Lamb, plays three tunes expertly. Best of the show is done andKitten on the Keys. Nice novelty who displays a good variety of tunes.

Sylvia Haddon and Company, three men and girl, go down, go down, go down, and up and down and back and forth. The entire number having a slight grace note, and the audience is particularly interested in the background of the Paramount.

Poster line’s hoop number was held over a second week. Girls appear two other times in nice, simple, bit more class than their usual routines.

Roulette, Too Who Dared (Grand National), House open.

BELL'S HAWAIIAN FOLLIERS
Now West Coast Tour.
118-1161 Pacific Ave., SF.
Metropolitan, Boston  
(Reprinted Thursday Afternoon, July 8)  
Phil Spitalny and his Hour of Charm  
Gala occupy the Bijou, Saturday evening,  
attending an hour's show as his house  
has seen in many a moon. Spitalny is known  
with fine musicians, good, sweet vocal  
and grand composition of Spitalny. He works  
with his band and has his band in a  
world where the girls work. They  
very much enjoy the wave and  
when that's doubtful there's a other girl band  
with which to compete them. They  
very happily a step from their  
and one come thru with downright  
rejoicing.

The curtain goes up on their theme,  
the old Cockney, Bobbie, Mac, and  
and they do a song with a Stomper at the  
the Boston, Panama follows, then Bigg  
and Bobbi Hoag, they're on the scene  
as usual with the usual. Max  
there is a very special and unique  
thing you can't take this away from  
them by restraint and follows with  
yer to a whole new set as a Bond  
Glee Club. The only male entertainer  
in the show, Marvin Levinson crowns  
his theme, the musical comedy, a song  
with a good, clean, clean tape can do  
up an orchestral theme, with  
and person, and he can dance.  
Tiger, as usual, and then comes  
and Biddle is lone. In her line and  
don an arrangement of  
her own, Sue Rapp and Nat,  
and some. With the vocals of  
Sydney, Irene and the  
lighting effect and grouping  
are swell.

Come the hit of the show, the  
Three Little Words, a grand variety trio. They  
do a comedy and musical numbers  
and Louise Mansfield from the  
Town and it's the nuts. The Glee Club  
does a fine job on her own, the  
broad skit of Johnny One-Note, a hayride  
and Mary Brown as One-Note. She  
mits her note and it is a very  
and clear. It's an original, and  
and last year. Two numbers are  
Bob's song and Ruby's blues, with  
the latter slightly better of the two. It  
is a true song, written by them,  
and these girls present it. A rousing  
and sends them along with  
Harry-Good-Brooked down. They  
and do a fine job on their  
and with vocal take-off  
and a truly swell band.

Scott J. Patin.
NIGHT CLUB REVIEWS

CONGRESS CASINO, CONGRESS HOTEL, CHICAGO

Caught on a Friday night, one of the most profitable of this spot, business was bad. During week nights this room has a good security bill for the high school girls and merry colleges, but the current orchestra apparently is not suiting enough for them. Joey Randolph's Big Band could play good music, but the unusual setup (two organs and a harmonica among the instruments used) while novel does not carry the bang of other name bands.

The new floor bill, too, shapes up as an incongruous hodgepodge of entertainment. Acts in their genre are good but combined make a dull show. Paul Small, vocalist with the band, is master of ceremonies.

Fred Sullivan, talented solo dancer, coinventor of the 'swing' move and a co-author of many numbers that are doted with good tricks. She is a standout with dancing cartwheels and fast one-hand work. Nynas, attractive blues singer, follows, with three numbers, arrangements well delivered. Did Jamboree Blaine It On the Rubes (this is a poor choice) and Beer in a Million a year.

White and Manning, comedy dance team, displayed a funny Spanish routine, some well-timed bits of business stimulating laughter. Did brief dance gag for an encore.

Jesse Crawford comes on next to play except from Shadow to Blue and is then joined by Helen for a medley of tunes. A good night, too, but the mistake for her arrangement of Shadow to Blue, where she still held the showmanship one would expect such veterans to have.

The routine with the Mexican dancer and Pansy, the Horn, conclude with a Mexican vaude routine and milk many laughs.

Verico and Hitchcock, piano team, entertain between dance sessions. Shows are presented twice nightly, with a $2 minimum the high at the club.

SAM FIXMANN

HOLLYWOOD, BUFFALO

After he entertained hundreds of smooth dance lovers nightly the past two weeks Lang Thompson's departure from this city where he has been a resident for 12 years, was a little tinge used to the new surroundings. He is not one for the usual favoring response, but his coming lacked that fire which made his incomparable hit in that inimitable delivery in dance is still tops.

Helen Moogans still displays some of the spark that skyrocketed her to stardom. A well established star, she can be as impressive as ever, but she could not go beyond the same note. She fared well in the show crowd as she delivered September in the Sky. Can't Help Loving That Man of Mine? There are you? and, of course, My Bill. Many of our up-and-coming dancers, among them, are shown and improve their acts by watching Helen's expense face and listening to her never-acid voiced chatter.

Cherie with a medley by Henry Buss and orchestra who have returned after a brief leave of absence. The show was well-remodeled with a novelty dance number and amusing series of anecdotes.

Lillian Carmen, vivacious blues singer, comes on for $2500. DC. Do That Again. This is a celebrated number.

An honor member of the swing rhythm band, Janeway, leading, a graceful and sincere grace loving, interprets a dancing partner in this dance. 

Taps, interpretative tap dancer, has greatly improved in showmanship and his work is a result of the towered and improved ances of The Student Prince. His partner in the dance is featured singer. Voice is sweet and delivery pretty good. Does a vocal for nearly every dance number, sometimes combined in duet. Sophia Johnson is another favorite here. She is a dancer who, with her ethereal voice, and her song melodies are received with high applause.

Helen Moogans is a featured soloist. Birds of Paradise is the show and is a good one.

London Night Spots

LONDON, June 30. - Alan Stanley followed the Dunham Sisters at the Cafe Anglais with two acts and seven numbers at each session. Harry Richman and Florence Desmond appear Tuesday nights at the Cafe de Paris. Albert's, Paris, one of the city's best known night clubs and a favorite with the swell organizations, has a number of very fine artists. Carr and Cox, foot jugglers, are also newcomers. The new act of Ernie and Bobby, dynamic and versatile American youngsters, a show that is excellent. One of their best routines is the Krappy Groomer doing a fast stunt in brief wardrobe against an island back.

SAM FIXMANN

The Patio, Lookout Mt.

Hotel, Chattanooga

Suspended on the brow of the mountain, the new lookout patio has a great view of the Tennessee River. The patio is a popular spot for dancing and the music is good. Helen and Martin are the resident musicians.

MAX AND HIS GANG

NOW APPEARING AT ROXY THEATER, NEW YORK

Just returned from a Nineteen Month's Tour of England and the Continent, and fast number one at the Restaurant de Ambassadeurs, Paris, France.

American Representative

WILLIAM MORRIS AGENCY

RICKI DISCIPLINE

(Continued from page 15)

type of entertainment of variety performances which shall be along sure lines. As regards the orchestra, the operators have it within their power to make a big back of the variety performances and performers, which would be of immemorial value.

The theaters recognized by the mayor's office in their annual list of the large, Republic, Apollo, Fulton, Quay, and the Wren, are for the new season. Among these theaters have already started choral and dance numbers, the American Association of Actors. The matter of union numbers, the Gotham, has been accepted by the Burlesque Artistes' Association, protégé, is scheduled to be performed at this meeting of the Associated Actors and Artists of America.

The members of the new organization have signed an agreement with the union, which they agree to abide by the bylaws of the Variety Revue Theater Association. The bylaws state that any organization is to be formed for the purpose of the supervision and regulation of the management of the legitimate stage, and its members to promote and uphold standards of decency. Each member is required to post the sum of $1,000 for enforcing collection of any liquidated damages against any member. Any delinquency in dues can also be deducted from the member.

In the event of violations the first violation entails a fine of $50. For the second violation the board must expel the member, with a transcript of the hearings relating to the expulsion being delivered to the operator of the theater. As regards what the theaters can and cannot do, this bylaw is really the heart of the law, the portion of the board, which will act and make decisions. Any and all union rules must await the reopening of the theaters for a better prospective as to what will or will not be done.

Dorothy Bryant, of the Chorus Equity Association, has written the operators that the chorus girls in those theaters are against the organization, thus effecting another closed shop. It is understood that the operators are against the Chorus Equity Association and this will probably take place early in the fall.

In the agreement with the APA the operators agreed to four shows a day at a week salary of $60 for all shows. The minimum salary is $40 for all shows. The operators agreed to four shows a day at a week salary of $60 for all shows. The minimum salary is $40 for all shows. The operators agreed to four shows a day at a week salary of $60 for all shows. The minimum salary is $40 for all shows. The operators agreed to four shows a day at a week salary of $60 for all shows.
Continental Room, Stevens Hotel, Chicago

This is an unusually quiet room, even in a noisy city, and you will be very happy to be here. The room is well furnished, but there are no music boxes, no paintings, and no other distractions. You can sit here and enjoy your meals in peace.

The food is good, the service is excellent, and the prices are reasonable. The menu includes a variety of dishes, from simple sandwiches to more sophisticated entrees.

TIPS: If you want to order wine, ask for a glass of red or white instead of a bottle. It will be cheaper and just as good.

Bon Air Country Club, Wheeling, Ill.

The Bon Air Country Club is located in Wheeling, Illinois. It is a private club with a golf course, tennis courts, and other amenities. The club is open to members and guests.

The food at Bon Air Country Club is excellent. The menu includes a variety of dishes, from simple sandwiches to more sophisticated entrees. The service is excellent, and the prices are reasonable.

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America's Leading Radio, Theatre and Dance ORCHESTRAS

Blue Barron and pci MIA Now On Tour Excl. VARIETY RECORDING STARS

Jerry Blaine and His STREAMLINED RHYTHM ORCHESTRA Way, Wa. M, Mon.-Sun. 5-11:30 P.M. Excl. VARIETY NET WORK.

Biltmore Boys and His "Sugar Blues" Orchestra.

Radio Armin, Inc., Park Central Hotel, New York, N. Y.

Baltimore Boys "Sing and Swing with Strings!" Direct From WM, PENN HOTEL, Pittsburgh.

Jack Denny and His ORCHESTRA Excl. MASTER RECORDING ARTISTS

WILL HUDSON & DELANGE ORCHESTRA Playland Casino, Rye, N. Y., Saturdays. Excl. MASTER RECORDING ARTISTS

Ina Ray Hutton AND HER NOVELTIES "The Blues Bombshell of Rhythm" Excl. VARIETY RECORDING ARTISTS

King's Jesters "The Biggest Little Band in America" and His Orchestra with MARJORIE WHITNEY NBC NETWORK FAVORITES

Barney Rapp and HIS NEW ENGLANDERS featuring WYRTCH ABRAMS Beverly Hills Country Club, Newport, R. I. Excl. VARIOUS RECORDING ARTISTS

Jan Savitt "AND HIS MATTY" KYW, PHILADELPHIA, AND NBC NET. WORK Excl. VARIOUS RECORDING ARTISTS

Barney Rapp and HIS ORCHESTRA Offering Sparkling, Versatile Music Every Month at the HOTEL ST. MORITZ, NEW YORK.

Jack Sherr and HIS ORCHESTRA

Hugo Liebkind and band are now stationed at the Three Mills Inn, Monroe, La., after having finished their engagement at the Rainbow Club, Shreveport, La. PALLA and swingsters cut the tempo at the Crystal Club, Natchez, Miss.

Don Bestor and band opened at the Hodgkins Hotel, Memphis, Tenn., July 7, followed Lee Brown and his Blue Devils.

H. Howard Hodel and orchestra and a new show floor have opened at the Regents Hotel, N. Y., La. Unit features Dale Follow, Alan Green and Beul Lee. Booked thru MCA.

B. Jones with his 11-piece orchestra are at the World's Fair, Chicago.

Don Bestor and band, featuring the Simpson Sisters, singing trio, are on the road through the eight-nighters thru the Central Texas.

FRANKIE QUARTET and orchestra are at the hotel in Chicago, playing house at D'ale Sapphire's, suffering from a nervous breakdown.

REED GILDER is selling his crew as "America's Youngest Swing Band" on grounds that no member is over ten with considerable Dickie, yourself. Most recent at Ligonier Valley Dance Club, Ligonier, Pa.

GEORGE McMURRAY is now pressing for Dave's Fields.

HARRY FIELD'S Orchestra, a 500 Green unit, is now at the Hotel Royalton, Miami, Fla.

M. TAYLOR will stay on at the Hamlets Restaurant, Chicago, thru September 15.

GLEN MILLER's six-month-old unit of 16 is now at the Roosevelt Hotel, New Orleans, is slated for the Hotel New York, New York, in the fall. Miller formerly made arrangements for other bands, including the Dorsey Brother's, RALPH WEBER & S Band of the Roof Garden, Berlin, Arnold Park, D.C., uses an electric clarinet instead of a piano.

RAY VENTURA and his Colonels are on strike at the Paradise, New York. Hill's Band is with the Cotton Club Band in the Ambassadors Room, and the Moulin Rouge, and dance hall, and is now over the Radio. Both are in the Villa d'Erbe, all in Paris, Amo- brose and his Band from Ciro's, London, are at the Hotel Del Rio, Madrid, Paris.

STERLING YOUNG and his orchestra have just formed a unit and are working a week's stand at the Blue Room, New York.

PAUL PENDARVIS and band left France for a ten-day stand at the Park Plaza Hotel, N. Y., in the fall. Pendard has been closed by a strike on August 1.

BILL SAWYER, Oakland, Calif., bedroom organist who has been playing the bay area swing for two years, got himself into the Bay Area during the strike, and is now working the Bay area swing, for two weeks, at the White Russian, San Francisco.

JACK WINSTON and orchestra will open at the Bal Tabarin, San Francisco, August 7. In all, they will air six shows, after a two-month engagement at the Bal Tabarin, San Francisco, closed by a strike on August 1.

PAUL PENDARVIS, former trumpet lead and singer with Coakley's Orchestra, will leave for the West Coast, where he organized a band and is playing around San Francisco. He's on the local NBC network.

MICHAEL BONELLI and his Orchestra, a 30-piece dance band, is playing the Hotel Bank, San Francisco.

KEN CASEY will introduce a 12-week period of band-style programs for the San Francisco population, by Associated American Artists.

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Reviews of Acts

Ruth Terry
Reviewed at Chicago Theater, Chicago. Style—Comedy, Setting—in one. Time—Eight minutes.
A shapely blues singer, not strong on vocal range or personality and delivery, her mistake is trying to reach high notes which only emphasize her lack of quality pipes. She opened with Wake Up and Live, followed with Never
in a Million Years and closed with Easy
Lynyrd, the tale of Nell, who turned tipsy and in her excitement she wrote
They All Laughed. Her best work was her mellifluous recitatif, for it did not tax her vocal faculties. Hon.

Morey Amsterdam
Reviewed at Oriental Theater, Chicago. Style—Comedy, Setting—in one. Time—Seven minutes.
A clever comedian, working with much ease. Even some of the familiar gags got laughs at the viewing, partly due to debt to his individual delivery. Works with a violin, which he assumes between gags and goes straight for one number. Close with imitations of Benny, Y. C. pods and Jolson broadcasting from Bally. Back for two bows. Hon.

Judy Starr
Reviewed at Palace Theater, Chicago. Style—Singin'. Setting—in one. Time—Seven minutes.
Dissimulative rhythm songs with a kind of personality and a sparkling delivery. Sings in the accepted swing meter of harmony and on with a touch of new. When she was asked Would You Let and Sing in a harmonium manner, They All Laughed and Died and the Deep Blue Sea. Returned for a couple of bows.

Patricia Reilly
Rhythm singer who did three numbers in the music tempo which has a tendency to become cold and staid, almost shrill. Opening with They All Laughed, she launched the first half of the number in tune tempo, then laps into a blues style towards the finish. This tune showed her to no especial advantage. For I'm Both Reilly's voice is best suited for the rhymes, poppy poppy such as The Mar
Cry. When she broke down, was common to her. In this one, she was able to carry to full the glarry de
development and the excitement. Her quality was due to her. She was a graduate of the voice back to reality. Ms. Reilly can score consistently with a carefUlly chosen tune and adaptably to her particular style and voice.

Luna Ruth
Very pretty and of exotic strain, this young woman has the attributes of surprise opening to her speciality dancing. Announced as an exotic poisoner, in dancing, she is from the legatee Spanish dancer and singer, and after a chorus to La Paloma and a bit of a showy and swan and addition goes into a fast-paced Adirondack and control style that is improved in some cases and added twist. Highlights of her work are a series of plain spotted tights and many variations of split both on floor and on the air. Received an appreciative hand. At times with Carney Bee on the same show for a short and snappy turning.

Paul Haasom
With
Alyce Chappelle and Earl Fox
Haasom is one of the best dancers, technically, but he lacks the showmanship of the proper response of valuable assets. Her art as it stands now is an excellent serious, perhaps the upper crust, but is above the head of the average thearr. Paul opens with a solo number, followed by an in just a fair too routine to Easter Pas
cant. Earl Fox takes his turn with a spot with a melody of pop tunes well played. Paul does close the act with a combined number in which her partner's expressive feet do most of the work.

The Nonchalant
An amusing trio (Clarence Lowe, Don Miller, and W. A. Sabbe) Webster, whose continuous line of funny patter gives their tricks a knack, and the balancing work a novel twist. Luster guest in a variety comedy, displaying several laugh-getting bits. Take tales naturelly and are timed to do away with the usual dress rehearsal signals.

Milton Douglas
With
Milton Charleton, Priscilla Perco and
Perry Mayo
Reviewed at State-Lake Theater, Chicago. Style—Comedy, Setting—in one. Time—Ten minutes.
Despite the handicap of familiar ma
Douglas and his assistants who have the home in constant laughter. Douglas himself works with a maximum of imitating his delivery. Especially of the usual Charleson and Mayo make his
Douglas Al and Miss Priscilla Perco a couple of bits that are a credit in the laugh department. A good sign of Charleson's long Russian step section.

Bobby (Uke) Henshaw
With
June Allen
Reviewed at State-Lake Theater, Chicago. Style—Comedy, Setting—In one. Time—Twelve minutes.
A very ordinary turn depicting Mis
ouiliability humor, songs and dances that impress us ill-advised as to mel
bour and style and also showing instr
experience. Grant fronts the act and is supported by Lew Stevens on guitar and Olive Francis on the flute. Grant also
comes in with occasional flute playing. Opener is a take-off of the above and
opportunity for Grant to get out anywhere because it sounds much like an illusion. It is followed by the billy song harmonized by all three. The conclusion is a slow dance, a series of gags and pantomime of which it is natural in the mental study of Dimock and banking and caged dancing brings the number to its conclusion.

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Chi Agents Into Organizing Plans

CHICAGO, July 10.—Possibility of the formation of a local agents' bookers' association, as was reported in The Billboard recently, will advance to a new level along this month when the boys meet for an all-day get-together at the Bon Air Country Club on July 12. Between golfing, bathing and eating seafood, the boys hope to uncover the understanding which will spell unity in combating evils that creep into the business.

What is prompting the boys to organize this new local is their dissatisfaction with private employment agencies in the industry. They feel that the agencies in general may actually be a nuisance to the theatrical booking men who desire such centers want a separate listing and an organized effort to put a stop to that effect. They have been promised by W. Frank Walkowich, chief inspector of the private employment agencies here.

Detroit Agencies Form Organization

DETROIT, July 10.—New organization of the local theatrical booking agencies here in the interests of the local booking men was announced yesterday by B. E. Cross, who is sponsor of the new group.

Other officials are Carl Campbell, Gus Breslin, Charles Drake, Charles M. Cross, Ethan Lemon and Edward Lawrence. A board of directors will be elected at a later date.

Burlesque Reviews

Bus Sallie

WILDWOOD, N. J., July 10.—The Burlesque Review of the Year to Date

Earnie Phillips, producer, and his troupe of stars are now playing to a packed house at the Wildwood Beach Club. The show is a big hit with the audience, who demand more of the same in the future.

AFI Seeks Aid of Petrolio in Chicago

CHICAGO, July 10.—Local American Federation of Antlers, chapter, representing Guy Magley, is seeking the aid of the American Federation of Labor in the efforts to organize the local agents' bookers' association. Petrolio, incidentally, is the president of the local.

The AFI has long been affiliated with the American Federation of Labor, and the chapter is now making public their efforts to organize the agents' bookers' association. The AFI hopes to have Petrolio insist on the employment of union men and to see that the present working conditions are not altered.

Review of the Show

The show is a big hit with the audience, who demand more of the same in the future.

Burly Briefs

STEEL PIER MINSTRELS at the Atlantic City amusement center are using burly comedy in their act. The troupe, under the direction of Bob Scott, are known for their funny antics and are a big hit with the audience. The show is a big hit with the audience, who demand more of the same in the future.

Burly Briefs

CHICAGO BURLY Briefs: Marion Morgan and the Burlesque Review are planning a tour of the West Coast. Mill Schuster booked Russell Trust into the Ritzio here, replacing Ray Parsons. Jack O'Malley opened at the Ritzio here, where the show is a big hit with the audience. Ray Parsons is moving to the Berkeley here, where the show is a big hit with the audience.

RAYMOND ALLEN, of the Toronto, was a visitor to New York last week. He is touring the East Coast. During his stay, he visited the offices of the Burlesque Association, revealing that he is considering opening a new burlesque in the city. Allen's plans include a burlesque in the city, a new burlesque in the city, and a musical comedy in the city. He also made plans to open a burlesque in the city, and a musical comedy in the city.

Burly Briefs

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The show is a big hit with the audience, who demand more of the same in the future.
"Easy Living" (PARAMOUNT)


Seldom that you get a rollicking picture like Easy Living and if you can catch it in a little theater instead of the usual one itself in search of a highbrow. The story is no great novelty as a whole but it does provide plenty of room for mirth and laughter, particularly in that a lowdown slapstick and hilarious crowd scenes of the kind in which George Cukor is so fond. The acting is excellent and the perfect cast.

The third largest banker in the country is looking for the right person to cover a large loan and he finds it in his own wife, who is an expert in everything. The story is a funny one and it goes on from one hilarious episode to another, with the common gossips that these two innocents are able to do it perfectly.

The picture contains a sort of build-up to the wedding to avoid any sort of a build-up to the story. The cast is perfect and the acting is all outstanding.

"You Can't Be Loved" (RKO RADIO)


Eugene Burr.

"Meet the Missus" (RKO RADIO)


Eugene Burr.

"You Can't Be Loved" (RKO RADIO)


Eugene Burr.

"King Solomon's Mines" (OR)


Screen version of the Haggard novel in which the hero, Allan Quatermain, a wandering hunter, goes in search of a lost treasure in South Africa, only to find that the treasure is a hoard of diamonds in the heart of the African desert. The story, told in a humorous manner, is adapted by Robert Stevenson from the novel by Sir H. Rider Haggard. The cast is excellent and the acting is all outstanding.

"Call It a Day" (WARNER)


This is a story of a working day in the life of a Pulitzer prize-winning newspaper man who must face the problems of running a newspaper in a time of war. The story is a sad one and it is told in a humorous manner. The acting is all outstanding and the cast is perfect.

"King of Gamblers" (PARAMOUNT)


Undoubtedly a worthy picture to watch but not nearly as good as the stage play. The opening scene, however, is excellent. The play has been adapted by Tifany Theresa and is a picture to be enjoyed by all who enjoy a good play.

New Hampshire Gets WPA Summer Stock

MANCHESTER, N. H., July 10—Competition to a certain extent with a half dozen other rival summer theater organizations in New Hampshire, the Federal Theater Project of New Hampshire this year is offering a number of local summer theaters, including a number of small summer theaters, in the town of Goffstown, which has been enlarged to a stage of regular proportion. The project has provided additional lighting fixtures for all of the Federal Music Project is in the town.

With riders and concessions going full blast, the Federal Summer Theater plays nightly. The opening bill was an old standby from the stage, with "You Can't Be Loved" followed by "A Good Job." The Federal Summer Theater plays nightly except every other evening.

"The Film Weekly Australia"

Covering the Motion Picture and Entertainments Industry:

The Billboard 23

Communications to 1546 Broadway, New York City

MOTION PICTURES


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From Out Front

By EUGENE BURR

BROADWAY RUNS

The weather as it is at present writing even a columnist needs a vacation. And so as the rainy season is now upon us, I am taking a vacation in California, where I will be away from the New York scene for a few weeks, and I am looking forward to it with great pleasure. I have always been a great admirer of the weather in California, and I am sure that I will enjoy my vacation there.

Shubert Faces Chi Booking Problem

In Chicago, July 10—Sam Grossen, Shubert's western representative, left on a trip to Hollywood, to begin fixing up his summer booking there. The Shubert organization, as usual, is in a hurry to secure bookings for the next season. The unusual success enjoyed by You Don't Talk It With Me at the shows means an increase of bookings for that house, which will start streaming in later this month.

Among plays already set for the coming season are Brother Rat, opening at the Genesee August 1st, and The Red Mill, coming to the Shubert's July 25th. Other important productions include Room Service, a comedy by Charles L. & E. Steiner, opening at the Shubert's July 25th. The Shubert organization hopes to secure bookings for these and other important productions in the near future.

Cochran's Musical Folds

LONDON, July 8—Charles B. Cochran's production of The Swine of Venice, starring Richard Tauber and Evelyn Laye, opened at the Coliseum Theatre last night after a run of 46 performances. The play was lavishly praised by critics.

Summer Theater Reviews

"The Path of Flowers"

LYDIA KENTLEDSON THOMAS

A new French play by M. Delort, in the USR by Valentine Kalatay, translated by Jenny Cottan, edited and directed by Charles T. Willard, and presented by Catherine T. Willard, is being given at the Proctor's Theater in New York. The play is an amusing and clever satirical version of a certain period of Soviet social and political history, and it is handled with a deft touch by the director. The leading characters are played by Valentine Kalatay, a well-known actress in Russia, and by her husband, a Russian actor. The play is a happy combination of satire and farce, and it is well worth seeing.

"All's Fair"

MARY YOUNG THOMAS

CENTERVILLE, MICH.

A three-act play, "All's Fair," by John Craig II, is being produced at the Mary Young Thomas theater here. The play is a comedy, and it is being well received by the audience. The play is directed by John Craig II, and it is being produced by the Mary Young Thomas theater.

Yet don't think that because Mr. Howard is opposed to the run system he is going to be a bad actor, or that Mr. Howard sees film making as it is, particularly in relation to the actor. In his two articles he says that he is against the run system, but he does not say that he is against film making as an art. He does not say that he is against film making as an art, but he does say that he is against the run system, which he considers to be detrimental to the art of film making. Mr. Howard is a great lover of film making, and he is a great admirer of the art of film making. He is against the run system, but he is not against film making as an art.

A dramatrical portrait demands continuity of thought and action. It must be begun at the beginning and continued to the end without interruption. It cannot

(See FROM OUT FRONT on page 19)
Summer Theater News

Stage Whispers

Chief topic of interest around these parts this week was the terrific and unexpected—just a few hours ago it would have been as good as it was—business done Monday night at the Berkley Theater.

Cecile Courtois, who has been managing this theater for the past three years, announced Monday that the theater will be closed for the next two weeks for a remodeling job. The remodeling job is to include new draperies and a new auditorium. The plans for the remodeling were drawn up by Cecile Courtois and will be supervised by the management of the theater.

The performers who will be featured in the new production are: Nancy Duncan, Marjorie Grant and John Gordon. A revival of Just Married is scheduled for the opening night of the production. The show is written by and stars Robert Allen. Production has been assigned by William Kelly, the general manager of the production company, the settings designed by Charles Holden.

Harry Ellerbe opened his annual engagement for July Tour and Richard Ellerbe, producer of the show, announced that the company will be ready to open in the next few days. The company includes Richard Hall, Mary Wiliams and Robert Allen. Production has been assigned by William Kelly, the general manager of the production company, the settings designed by Charles Holden.

The Newport Casino Theater opens its eight-week season today. Thursday, Friday and Saturday, July 15 to 17, Robert Porterfield will present The Last of Mrs. Doubtfire, a musical comedy. The play is written by and stars Robert Allen. The production will be directed by Joe, a native of Abingdon, who will be making his first theatrical appearance. The play is based on the novel by William Morwood, with sets by Hugh Rice.

Work has been started on the first of the three scenes in the new musical, The Three Musketeers. The first scene is based on the novel by Alexandre Dumas, with music by William Loyd, and directed by Charles Holden.

Margaret Anglin’s support cast in the musical, The Three Musketeers, is composed of: Robert Allen, who plays the lead role of D’Artagnan; Kerri Johnson, who plays the lead role of Milady de Winter; and William Loyd, who plays the lead role of Aramis. The show is written by and stars Robert Allen, with the production directed by Charles Holden.

The Farmer Tunes was presented by Frank E. Leiser and Messrs. Connolly from the summer residency in the old Erie Canal, with automobile and telephone service by John Edmonds, who is being featured in the production. The play is written by and stars Robert Allen. The production will be directed by Joe, a native of Abingdon, who will be making his first theatrical appearance. The play is based on the novel by William Morwood, with sets by Hugh Rice.

The Comedians of New York City is a musical comedy presented by Frank E. Leiser, who is the producer of the show. The play is written by and stars Robert Allen. The production will be directed by Joe, a native of Abingdon, who will be making his first theatrical appearance. The play is based on the novel by William Morwood, with sets by Hugh Rice.

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THRU SUGAR'S DOMINO

The Broadway Beat

BY EUCENE BURL

George Splech has gone off on a nine-week vacation, instructing the staff can't write this column without him. And, so, staff members will pinch this column until he returns.

The heat on 47th street is terrible. . . . Which will probably explain most of this column. . . . There's a rumor now current (the heat may explain the news) that the Broadway-Le Grand Theatre will cut the first act of the premiere setting for some time in November. . . . The funniest part is that the setting is for a spaghetti republic. They'll be putting on four days a week on 15th—without mentioning the producer's name. . . . A few years ago when Bob Beud, now p. a. at the St. Martin, was doing the press for the Miller offer on East 47th, they got me to the theater to watch him give a bit of weight because of Bob's Garbo complex and because he was the only guy who could make the audience believe he was Jewish. Of course he was Euskin got back from London Wednesday (7), where his pay, Sader (he still looks young), spotted a few more towns in the search of a country place for the summer. No word on Jorny's New York production, if any. And when . . . Sam Charter, who was found with an attack of the flu at the hotel, his back at it and ready to go—well, not really. Har. Bond, with a schedule this long already lined up for next season, is still reading. . . . The future of overtures will probably be the old idea—perhaps without the old idea?

The office (private office, no less) in which this unhappily pinch-hitting editor is typing away . . .

The Collins at the Somerset Restaurant are better than ever this year, but they've lost their latest customer, who, good as they are, doesn't rate them any more, where one can find more and better food. The East Side spots as well as the Central Line spots and the South Side spots, such as the Famed Road Made Into Cut Plug by Navy. . . .

The heat on 47th street is terrible. . . . Chicago Chat

BY NAT GREEN

A BOW JONES Sr., for years has been regarded as one of the "whitest" men on the radio—and rightly. . . . Right now the toes on the street are singing his praises for his taking up the cudgels in defense of a native em-

ployee. . . .

Jonez, upon learning of his friend's plight, immediately went to the front for him; the result was that he was found guilty of the charge of defrauding his employer out of $200 by a charge of $250. Jonez, under a charge of defrauding his employer out of $200 by a charge of $250, was arraigned before the court. His defense was that he was not guilty of the charge of defrauding his employer out of $200 by a charge of $250, but was guilty of the charge of defrauding his employer out of $200 by a charge of $250. The court found him guilty of the charge of defrauding his employer out of $200 by a charge of $250, and sentenced him to pay a fine of $250. . . .

In anticipation of a big winter season the Shuberts are making every effort to obtain another theater. . . . Would like to get the (title of theater) to be operated by (name of producer). Randolph Heust has spikes rumors that (name of producer) will soon produce a (title of theater) to be operated by (name of producer). Showboat continues to be a big success. . . .

Rumors of the (title of theater) to be operated by (name of producer). The theater is located in Times Square, and the pro

Action. . . .

IBUKO KITANO

Vacation bound, we annexed a friend the other night to snag a few notes before departing. . . . From the Magic Carpet rendezvous to the Casino Las Vegas, one man stepped up and began commenting on the performance of Bevon Tuha, an up-and-coming young singer and comedian. In the show Tuha is being billed as "The Next Big Thing," and he offers in the hope of more stage experience first. . . .

Phil Biner plans another show in the piano bar at the Pajama Club in the Smoky Mountains. . . .

For $3 you not only get a full-course meal, show and top-flight music, but a sun and surf bath as well. But again that has its appeal mostly to out-}

side city folk on vacation.
MAGI PUBLICATIONS INC. 111 WABASH AVENUE, CHICAGO 3, ILLINOIS

Room Washington.

WASHING TOU caramurator, after closing an up-plate in Pennsylvania, he was interviewed. The last of the TMDAC recently, Kleid told interviews of the trials and tribulations of his calling.

Great Huber Company are reserving a lot of the Million Dollar Part, Atlantic City, for the summer.

Paul Bosin is now in his third west at the season's most popular resort, popular roadhouse near Chicago. He is featured with his act at the Wrigley Field and the customers entertained with magic at the tables. He will remain at that spot indefinitely.

John Mathews, Detroit magician, was booked at a Chicago theater last week. Mrs. Mathews accompanied him on the trip.

The ALABACROS, making the resort towns in Maine, Vermont and New Hampshire with their largest and biggest business since 1929, according to our correspondents, will continue. "Mountain folks sure go strong for magic," Wells predicted.

The West Coast next winter. The act has just purchased a new 18-foot trailer.

COLUMBUS, O., MAOF will journey to Dupo in April, have spent $3,000 for a July 17 for their annual picnic. It will be a fest affair.

1. A. COBURN, magician, proprietor and manager, has completed his successful three-week engagement with W. S. CLEVELAND, in Ohio. Owns and operates the Young Minstrels (Eastern Brothers); authored and managed Coburn's Greatest Minstrel Show for many years, at Ashtabula, New York City, Saratoga, Beach, Fla. Activities: supervisor of magic clubs and directors.

POWELL A. (BOB) NELSON, of the Nelson Enterprise, Columbus, O., has just redecorated and rearranged his office and says he is looking forward to a big year.

PRINCE MENDEL, who has been playing night clubs in the East since winding up at the Royal Palm Club, Miami, late in January, settled from New York July 10 on a cruise which will take him to Miami, Miami Beach, Ft. Lauderdale, Ft. Myers and Dania. He will make the trip in the new ship, play a night club engagement at the Paramount Theatre and make a night club engagement in Miami. "I bought Pat and Dina's interest in the act a couple of weeks ago and I say that he is the greatest magician of all time," Prince Mendel wrote.

DECATOR DEMONS CLUB, Decatur, Ill., held its July meeting, picnic and summer show in the big tent of the Chillicothe World's Fair at the Illinois State Fair in Springfield, Ill. Sunday, July 11. A potluck dinner at 1 p.m. was followed with a 12-set magic show. Magi from Proctor, Groveton, Dodgeville, Wisconsin, Davenport, Charleston, Indiana, Chicago, Doria and St. Louis were represented. Among those who have been working on the show are Colomen, Cushman Colburn, Powers, William Bollinger, Ridgley, R. J. Smith, Junior and others.

JACK OWYNNE has purchased the effects imported from Germany by the late Count Eulenburg and is now looking for his act.

EDDIE THE MAGICIAN is currently holding forth at the Throama Tea Room, Seattle, Wash. "Put that with 'Daddy,' people say when I mention him in the act. I have been a success all along in Pennsylvania, and now I am looking forward to another place in the act."

HOWARD ROBINSON, billiard ball and card manipulator, after closing with Glenn Bennett's Paradise Nights, is playing theater and club dates in the Detroit area. During a recent engagement in Saginaw, Mich., he played the Oriental Hotel and was introduced to Mrs. Dr. E. Zola, DDS, Inventor of the Zola Glossa From Roshure.

HARRY THE MAGICIAN scrabbled from Los Angeles, Cal., to St. Louis last week for a good back luck since leaving Little Old New York. Played several club dates in Pittsburgh, and St. Louis was good to me. I would like to move to St. Louis and get into the magic business in St. Louis by Sid Belmont for a week and was held over. Had a little hard luck driving thru New York and Chicago. Met George Potts and Bill Salibury in Chicago and we were in to see a couple of times. Booked for a two-day, Chicago, and two-day, Chicago. I have heard of the latest trick of the mud in the form of a card trick. The IBMers, at their High Point meeting, put off the annual convention to 1958. It was one of the best meetings of its kind in the history of the IBMers in Cincinnati.

BILLY SCHAECH

SACHS (Communications to SACHS Cincinnati Office)

Cleveland. At the July convention selected 6000 magicians gathering in Cincinnati. The IBMers, at their High Point meeting, put off the annual convention to 1958. It was one of the best meetings of its kind in the history of the IBMers in Cincinnati.
Biz Good for Obrecht Show

FARIBAULT, Minn., July 10.—Christy Obrecht Show, one of the best known of the tent rings, is enjoying good business here, according to Miss Christy Obrecht. Plainfield, Ill., and numerous other points during the week. The show has been going strong since the opening of the season. In addition to the Obrecht show, there is another, the Pie-Aye鸿雁, which has been operating successfully for a number of years, and is considered one of the best shows in the area.

Mrs. William Roepke, who owns the show, was on hand to assist in the operation. She has been with the show for many years and is well known for her ability to manage a successful show.

Poor Biz Closes Cook's Comedians

OAKLAND, Calif., July 12.—Cook's Comedians, the well-known minstrel show, has closed at the Oakland, Calif., after a run of three weeks. The show has been operating at the Sycamore Theatre for the past three weeks. Due to poor business, the management has decided to close the show for the time being.

Missouri Is Busty For Biellie Sisters

JEFFERSON CITY, Mo., July 10.—Biellie Sisters, the well-known minstrel show, will close at the Jefferson City, Mo., after a run of eight weeks. The show has been operating at the Sycamore Theatre for the past eight weeks. The management has decided to close the show due to poor business.

Billoy Briefs

PORTLAND, Oreg., July 10.—What a relief to get back in New York after spending two weeks in Portland, Ore. The weather was very nice and the city was busy with business. I was able to catch up on some of the local news and get a good look at the city again. The management has decided to close the show due to poor business.

Only One Bad Week For Kinsey Troupe

WOOSTER, Ga., July 10.—Contains their tour of the state of Ohio, the Alarm Kinsey troupe was playing its opening week with a highly successful week. The troupe has been playing for the past six weeks and is scheduled to play in other parts of the state. The show has been playing in other parts of the state and is scheduled to play in other parts of the state.

A new top, most inious to Kinsey's operations and which includes many innovations in tent construction, is being put on the market. This top is a 60x120 ft. show, and is being put on the market by Kinsey and other companies. Kinsey has been the leader in the field of innovation in tent construction and is expected to continue to lead in the future.

Framing Stock for Empress, Vancouver

VANCOUVER, B.C., July 10.—Old Empress Theater, on Hastings street, Vancouver, has been sold and the new owners plan to open a new theater in the fall. The management has decided to close the show due to poor business.

HUB SEASON—(Continued from page 24)

The billboard is an advertisement for the Hub Season, which is a popular event that takes place in the city. It features various events, including live shows, concerts, and other entertainment. The management has decided to close the show due to poor business.

Toboldt, Tauler

SHELBY, N.C., July 10.—Business unusual afflicts the Carolinians, Hendersonville, shanghied by the majority, is the last straw. Harry Huebner, the manager, has decided to close the show due to poor business. Harry Huebner is the manager of the show and has decided to close the show due to poor business.
They Call Them Agents

ONE of the biggest mysteries of show business is the "agent." We quote the word, because the agent is sometimes a booker, artist’s representative, personal manager, mananger, employer representative and what not.

Legally the "agent" may be an agency, a broker or a co-adventurer.

Actually, the agent is usually a guy (or bunch of guys) who manages to get his agent’s name on all contracts and sign away as much as he can for himself. He can be an important factor in the deal, leave it to the wily agent to avoid responsibility of any sort—this is legally, he might have moral responsibility, but that usually don’t worry him.

This confusion is dramatized only recently at the American Federation of Actors in which somebody asked: "What is an agent anyway?" Everybody who spoke after that disagreed. Everybody had a different conception of "agent." This only thing they agreed upon was the necessity that the agent be regulated.

This follows the recent experiences of the American Federation of Actors, which sent a survey of agency "contracts" and discovered most of them did not even resemble an equitable contract. The AFA also discovered that "contracts" bound the artist to everything and the agency to nothing.

So here is your "agent." Blusive, wily, cunning, shrewd, usefule (that is, most of them), constitutes a grave problem. It seems that the attempt to get them upset by the problem. Isn’t it all about time the agents themselves did something about this unhealthy condition?
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Also state how long the forwarding address is to be used.
The Final Curtain

MANGINO—Angelo, 40, well known as a producer of amateur theatre in Rhode Island, at his home in Providence, July 7. Survived by his wife, Emma. Service in St. Ann's Cemetery, Providence.

MASON—Henry, for over 20 years a member of the Cincinnati Symphony Orchestra. At his home in Cincinnati, July 7. Survived by his wife, Mrs. Sadie M. Mason, and two sons. Service in Forest Lawn Cemetery.

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BAILEY—James R., 57, music teacher, at his home in Detroit, July 7. To be held at Forest Lawn Cemetery.

BARTON—Mrs. Mary, 83, a member of the Women's League of America, at her home in Cincinnati, July 7.

BETTS—Mrs. Emma, 82, a member of the Women's League of America, at her home in Cincinnati, July 7.

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DAY-AND-DATES WIN FLINT

Cole and H-W Fight in Michigan
Town Figured Practically a Draw

Seats of both circuses almost completely occupied at matinee with hundreds on ground—night crowds lighter, H-W getting estimated 6,000 and Cole 8,000

DETROIT, July 10.—The eyes of the circus world were focused upon Flint Monday when two major circuses, Cole Bros. and Hagenbeck-Wallace, played day and date line on Michigan Avenue. Both circuses spent their Detroit correspondent to Flint to cover the double date. With Independence Day front and center in the city, there was a literal town holiday. Flint was naturally named only a few months ago for its great sit-down strike at General Motors plants. Interviews with several Flint people revealed the city was afraid of depression—people were not spending money freely and the city was afraid of another major strike any moment.

Into this troubled industrial picture both shows came and went, their performances proved conducted that despite strikes, industrial unrest and hard times the American people are going for circus entertainment. In a few sections, with the ground sitting number of about 1,500, the tent appeared smaller, but the show claimed a seating capacity of 10,000, which the estimate of 10,000 is very accurate.

At Hagenbeck-Wallace seats were even more crowded, no more than a few dozen empty seats left of the 10,000. One of the sections, with the ground sitting number of about 1,500, the tent appeared smaller, but the show claimed a seating capacity of 12,000 at this tent. Using the 10,000 seating figure, actual attendance was almost 11,000.

Leaving detailed questions of figures aside, the result was that both shows played to packed houses, packing the house, but without a crowd that would have interfered with the shows. There were large numbers of children.

Cleo Close to City

It was as much a town engagement as ever falling on Sunday Flint. Cole show was about a mile and a half inside the big landscape, but the Hagenbeck-Wallace played at the city limits on Comyn road, the Hagenbeck-Wallace country. The somewhat further distance to Hagenbeck-Wallace tent practically accounted for a greater crowd of 3,000 to 4,000 in the afternoon, as against about 800 for Cole, as estimated by a committee of newspaper correspondents.

Bray's Join Campbell Show

RALE, Mo., July 10.—Harry Bray and wife recently joined the W. A. Bray Camp and are in the Big Circuit, taking their dog, pony and monkey acts. Show has been booked for several engagements in the Chicago Kent, Nebraska and Kansas.

Prose Contradien: Two-pony drill, jugling act, riding and jumping dog on pony, shock wire walking, flying tumbler, trapeze artist, Toi trick pony, comedy comic entertainment management has Jolene Lamont as Pit Show attraction.

MYRTLE MINNE, formerly with Lew Bros. Circus, will play five with her husband, Silvers Johnson, well-known clown.

Wallace Furnishes Bond
In Gibson Injunction

J. F. STOLZT, Flint, has joined the Day with his Mystery Club Ilation show. A new panel is being built and new top and bottom show will soon be received for his show. Stoltz says that show grossed top money for shows at Chamber of Commerce celebration, S. M. O.

Fiesta Org.
Buys Barnes

Both performances sellouts at Alamosa, Colo.—show's first parade in years

NEW WAGE SCALE UP
At IABP&B Meeting

PITTSBURGH, July 10.—A new wage scale for circus performers in 1938 and a charter change will be included in the addition of the International Alliance of Bill of rights, which is to be met at this convention.

Social highlight of convention will be a dinner dance Saturday night in Fort Pitt Room English.

Paged in Capetown:
Business Excellent

CAPE TOWN, S. P. S. Afric., June 8.—The performance of the current two-pole tent is in connection with other performances in the country and average price is $1.35. The show features animals and is carried on the road with the drivers and horses working as a team. Always two animal shows in show. The Cotonillon gets top billing, followed by the Wray and wife, who are the most popular in the show. The Bowers Bros. and Wray Bros. (Shen) act. The show features animals and is carried on with the horses and animals working as a team. Always two animal shows in show. The Cotonillon gets top billing, followed by the Wray and wife, who are the most popular in the show. The Bowers Bros. and Wray Bros. (Shen) act.
Sawdust and Spangles

By CHARLES WIRTH

Have you seen Cole Bros.' Circus, with its big male and female animal stars, and other features? If not, then don't miss it, as Cole Bros. will be in Cincinnatii for two days. It is an excellent show, with a lot of variety. The circus, which is one of the most popular in the world, has been in operation for over 100 years.

Second Summons

Issued for Newton

WHEELING, W. Va., July 10—Nine more arrests were made in a case involving Harry and Cindy Newton, who were dismissed from our office for violating the law. The Newtons have been in the circus business for a number of years and have been a part of the Ringling Bros. and Barnum & Bailey Circus for many years.

Y-P Show Closes

Has Truck Trouble

LOS ANGELES, July 10—The Yankyl-Patterson Circus, after having a rather good season, closed its doors today. This show had one of the best performances that has been seen on the West Coast and has been very popular with the public. The show was well rehearsed, and the performers were well trained.

Silver Business Fair

SAND CITY, C. Y., July 10—Business continues fair for Silver Brother, who is quite of much note. D. M. Drew is recent addition to big show performance. E. Hyden Rollins is com- ing back, having joined two weeks ago. A new Chevrolet truck was recently delivered, replacing one of older vintage. New hand tools have been received and are now in use. The freight cars and The Billboard office and has been completely overhauled.

NEW

Second Hand

List of Used Equipment Now Ready.

Where shall we send your copy?

By-Wrights

BAKER—LOCKWOOD
17th and Central
Kansas City, Mo.
America's Big Tent House.

O. HENRY TENT & AWNING CO.
4014-16 W. 15th St.
Chicago, III.

EVERYTHING IN CANS
SIEGEL-TENT & CO.
5111-13 N. Milwaukee
Chicago, Ill.

REAL VALUES SPECIAL

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RUSSELL BROS., CIRCUIT
CARNIVAL & CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.

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CHICAGO, ILL.

DUKE MILLS WANTS
FOR RUSSELL BROS., CIRCUS SIDE SHOW
Side Show People. Tents, Fakes, Colored Musicians, Comedians to strengthen presents. Send want CIRCUS 3192. E. D. Repp, 15; all Nevada. Portas, 16; Savannah, 17. Red Bluff, 18; Oroville, 19; Marysville, 20; Grass Valley, 21; Roseville, 22; Chico, 23; Redding, 24; all California.

BETT NELSON
presents
AL. G. BARNES-SELLS-FLOYD CIRCUS
MIXED GROUP OF LIONS AND TIGERS

SPANGLES,
JEWELS, TRIMMING, ACCESSORIES
Write for Samples
DIAZIAN'S, Inc.
1414, 42nd St., New York, N. Y.

UNITED STATES TENT
AND AWNING CO., S. T. JESSOP, Pres.
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
LEADERS FOR OVER 40 YEARS.
701 North Sangamon Street
CHICAGO, ILL.
**Under the Marquee**

By CIRCUS Solly

RINGLING-BARNUM will not play Chicago as recently mentioned in these columns.

AERIAL DELZABO has left High Point. Close to the scene of his Crystal Exhibition Show is free act.

BILL BRINLEY of Wellington, Conn., has built a miniature circus, having spent a number of years with shows.

DOC WADDELL notes that John Peas is training a 20-22 horse hitch or team for Hagenbeck-Wallace.

WAITE DAVIS, dancer, closed at Wonder Club in New Orleans and will soon return to the road.

WINFIELD SWANSON, of Lincoln Center and Kaye and Jock Howling-Circus and Walter L. Main shows.

CRAWFORD DROOK saw the Mix show at Erie, Pa., and visited with Herb Davall. Very nice performance, he says.

JOE STYRK will again spend summer season in Green Hill section of Nantucket Island.

HOLLAND-DOCKBAR, bareback riding set is not joining Don Joe Circus as stated in a recent issue.

FRANK T. KELLY calls that he is doing well with the 16-year-old son, Harry, Kelly, Morrison, Inc., at Caledonia, Ill.

CHESTER BAARTIN, eleven with Don Joe Circus. He is a visitor to Detroit for many years, has been a big write-up in The Detroit Free Press.

DONALD ROCKWOOD, of Waterford, N.Y., _reads_ that Donnie Bros. will be there July 29, second show in that city. He says they played a matinee on jump between Milwaukuee and Milwaukee.

KOSAK (the man from Moscow) is now playing fair dates. States that he was satisfied with the Don Joe Circus and will return show after closing of Fair season.

BACK WITH the big top—Don Affe, he recently joined the Hagenbeck-Wallace Circus. His last circus connection was with the Dominican Show of General Astor. Glad to see you back, Don Affe.

HARRY PHILLIPS, wife and family are on a 7,000-mile tour with Bill Trudell, Amos Stimpson and the Puck Brothers on Silver Circus. Mr. and Mrs. Menz, N.Y. Report well patronized.

ROST GREEN, late of Ringling-Barnum, is salesman with Bucayos Olds, Miami, Fla. Philip Domenie, former showman, is in that city, doing well with a barbeque.

JACK WALSH, formerly of Don Joe Circus and now is with Paul B. Golightly and has joined the Chaso show and is managing the Pit Show, featuring John Solly.

**Dressing Room Gossip**

 TOM MIX—Paul Koehl, backerd city, has a new uniform. He also has new boots, which are a present from Mr. and Mrs. Tom Mix, Mr. and Mrs. Dali Yarrow, Mr. and Mrs. John Minor, Mr. and Mrs. Jimmie Affleck and Mr. and Mrs. Herman Nowlin spent July 4 with Tom. All enjoyed the holiday. Tom Mix is now in Augustus, the dog, a man's best friend, was on his back. The dog has a dog scat, which is the creature of the ground, so white as white as that of the cow's. The dog is not as eloquent as the cow, but a day at the big city is worth a week at home. (See DRESSING ROOM opposite page)

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The Corral
By ROWDY WADDY
AFTER working with the Haggenbeck-Wallace Circus for a year and a half, with the Texas Rangers rodeo, Weaver and Juanita Grey opened the season on May 2 at Belle Fourche, S. D.

RAY HINKSON is presenting his rodeo and program of Western entertainment at Newark, N. J., Monday, May 16. Marking the first Western show to play in this territory, the Hinkson show is the first event of its kind to be seen in this area for the past six months.

Jim Eskew acted as godfather and Mrs. Masonic clergyman. Christened in a Rochester Methodist church by a Masonic clergyman, the ceremony was performed by the Rev. L. O. Masonic minister and the Rev. J. M. Masonic minister.

The Rochester, N. Y., Commercial Club and its secretary, Harold Wadsworth, arranged for a Masonic clergyman to perform the ceremony, and ideal weather greeted the Seiffert-Pinto Circus at the clubhouse when it exhibited at Terre Haute, Ind. Members of the Ringling-Barnum Circus were on hand to assist the ceremony.

Dr. R. C. F. Pinto visited the Rochester Commercial Club in Chicago, having just come in from the Coast. .

Clifford Ryan, of the Rochester Commercial Club, was on hand to assist the ceremony.

Dutch Pinto, of the Rochester Commercial Club, was on hand to assist the ceremony.

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Duffy Pinto, of the Rochester Commercial Club, was on hand to assist the ceremony.
New York, July 10.—With three tremendous days of inclement weather, amusement centers are probably better off financially at this stage of the season than in any year in the last decade. Favorable weather and an exciting holidaically demanded a July 4th celebration period that gave amusement parks a fighting chance to realize the first big chance of the season to make "big money."

Amusement park managers report from management indicated that the 1957 Fourth of July period will go down in record as being the best since 1942 and possible longer. Revenue from Eastern theme parks for several days has been up to date and was willing to spend more money at an early age. Too, there were put the dimes on things in general.

Light rains continued to fall through afternoon, reaching to bane some extent, as did a short but warm spell in the metro area. The day was one of a few months, but in general the Eastern weather seems more with nearly perfect conditions.

In and around Brooklyn Park, Pines Island (Fl.) Park project will result in a record crowd of 150,000 on Saturday and Sunday. (See EAST GLEANS on p. 71)

Enna Jettick Is Location Of Amateur Talent Center

AUBURN, N.Y., July 10.—Finger Lakes Amateur Talent Contest, which opened tomarrow when the International Festival opened with a cost of over \$1,000,000, will be presented in Enna Jettick Park by Ayres Benson Sturges, former Auburnian and director of the Auburn project center.

Auburnians modeling a 150,000 worth of talent will be one of the features. University of Auburn, which will be visiting there at Central Park, Columbus Square, polish, and Italian singers, young Negro swing-tap dancing group, exotic Zanzibar. Zanzibar will participate on Thursday evenings in the park and will be conducted Monday and Tuesday evenings there will be classes in modeling and swing dancing. Children's tryouts to be held at Enna Jettick Park on August 25, will be conducted Friday afternoon.

Coney Uses Numerous Orks

CINCINNATI, July 10.—Onnie Nelson and his orchestra were brought in on a special train. In Millville Gardens, Coney Island, on July 14. The orchestra will be held at Coney Island this week, and Nelson said he was ready for the first time in years to break all attendance records of the past both at Coney Island and his own personal engagement. Nelson's orchestra, which is in connection with an outing of 11 Cincinnati and Lowell orchestras in connection with the Cleveland Orchestra, is being played in many places with all orchestras in connection with the City of Cleveland Orchestra. Nelson has a high reputation.

At the park, Nelson's orchestra will play for the morning concerts and for the evening concerts. His cornet solo by Alex Anderson will be the feature of the evening concerts, June Nelson's play for the morning concerts. Nelson's orchestra is in demand for many engagements.

Springfield Lake Lagging

AUBURN, N.Y., July 10.—Springfield Lake Park, a decade ago one of the most active of American amusement parks, is now slowly and quietly winding down its operations. Springfield is the only one in the area to succumb to depression, other spots having staged comeback in recent weeks. The park will have its continued operation under the control of the new ownership.

Located in the vicinity of Lakeview, it was the only one near-by Akron park permitted to operate its dance pavilion on Sunday. A city ordinance here banning dancing in Summit Beach Park, largest in this section, on Sundays.

Badger Park Rodeo Is Draw

WEST ALLIS, Wis., July 10.—Thousands attended State Fair Park on July 10 for the annual horse show, which was later to be added to the National Western Fair in Denver.

Minnesota Eastern Fraternity of Laura B. Bryan Dancing Group will participate in the Grand Island Fair, which will be conducted Monday and Tuesday evenings there will be classes in modeling and swing dancing. Children's tryouts to be held on Aug. 25, will be conducted Friday afternoon.

A.C. Goes to Town With Biggest Throgs and Prices Skyrocketing

ATLANTIC CITY, July 10.—New Jersey coast resorts from Asbury Park to Cape May expected a golden harvest over the Fourth of July weekend, and reports from Ocean City, Wildwood, Sea Isle, Cape May and Asbury showed that more than at any other period either before or since the current season. The immediate crowd and amusement interests hit a high top spot in sales. A strong atmosphere is being created and kept going for 24 hours straight, many having offices were displaced by the rain. Crossing the Delaware River Bridge and showing fine weather, it was reported that over 150,000 on July Fourth alone, 12,500 ahead of the best Fourth of July.

Atlantic City's popularity of the portion of the ocean, while Ocean City has been built with a big overflow because of lack of accommodations and Wildwood pushed in on the scene. It is estimated that Atlantic City played host to over 500,000. Pennsy railroad took all schedule and used 500 coaches to transport over 70,000. Public Service stations ran every three minutes, 300 extra buses being used.

Bank checkers examined it to Atlantic City to one of the few that have been successful in the last decade. This is the first time in years that Atlantic City has done business. The crowd, however, failed to find Atlantic City a large city, for all ordinary signs were taken down and parking lots filled. (See A. C. GOES on page 79)

Ohio District Sets Records

CANTON, O., July 10.—New attendance records were established in majority of Ohio districts over the Fourth of July holiday period which drove pleasure seekers to a shelter under the rain. Eastern Ohio district was the biggest for Independence Day in more than a decade, porém.

Meyers Lake Park here had one of its largest summer crowds, before which the new attendance records were hung, they were able to park 1,000 cars, early morning until after fireworks at midnight.

Summit Beach Park, Akron, reported its biggest crowd since the rubber boom days of 1946 at Akron Park. Larry Hedin, experienced difficulty in accommodating the record one day two-thousand. Bridge Lake Park, Ravenna, reported big crowds, Craig Beach Park, Diamond Park, was the attendance record for Sunday when a storm broke and scattered the afternoon crowd. Monday's crowd was second in several years, and was topped by the 1,650,000 on July Fourth at Giora Park, Youngstown, grooved into Buckeye Lake (See OHIO DISTRICT on page 79)

Perry Goes to Craig Beach

YOUNGSTOWN, O., July 10.—W. Perry, well-known Eastern Ohio ballroom, located in the near by Craig Beach Park, has been opera- tion of a dance pavilion in nearby Beach Park, Art Mallory, managing director of the park, has been operations of the dance pavilion since the opening of the park, and the pavilion has been a success.

The ballroom is located in the village of Stark County, and has been a success. It has been operated by the city of Youngstown, and for many years has been the city's leading management of Moonlight Ballroom in Youngstown Beach Park.

Bridgeport Take Attached

BRIDGEPORT, Conn., July 10.—The city of Bridgeport, early this week, was attaching the receipts of Beach Park Company for Sunday and Monday nights to heat in an annual review of the department. It was found that the city was not in charge of this park, and that the city was not in charge of this park, which will expire at the end of the present season, when all buildings owned by the city will become the property of the city, according to the agreement.

Capitol Beach Take Five Times That of Last Year

LINCOLN, Neb., July 10.—For the first time in a decade Capitol Beach has re- sumed its former status as a money maker. Since the state had the best Fourth of July take in history, the beach was last year was one of the highest taken in years.

Evening at the park was a good play, especially in June. Sport Rogers' roller skating rink and Harry King's dance pavilion were very popular. Ralph Reckman's pool, on the end of the Beach-Lincoln newspaper, Learn-to-Swim Week, coupled the two events the annual traditional summer of business. Turnout was heavy, considering the countryside is in the middle of one of the largest harvests in 19 years.
American Recreational Equipment Association

By R. S. UZZELL

Fourth of July has come and gone and left us more than 500 injuries for the holiday weekend. Of course, we are not surprised by this fact, as nearly as large by considerably more than that of July 3rd. It is still large, though. Fireworks were used in Greater New York city, so the city is providing a record this year. Just outside of the greater city limits the troubles reported in Brooklyn, Queens, and the trade unexampled.

A State law would help the metropolitan city, but then they come in from Jersey and Connecticut. A new law would help, but that would let the people into the metropolis. People can be educated to the menace. We are hopeful for the future.

The sacrifice is still too great to make the demon dissolve. We are hoping that Julius Schnapf of Greater New York city, can be induced to continue his excellent campaign and the result in those who work for children and the inexactness of him.

Only licensed experts can be permitted to discharge fireworks anywhere at any time.

Bridges Help Firemen

The big fire at Brooklawn, L. J., coming as it did on the morning of July 3, was a headache for firemen and city officials. They were all set for three good days in a row. Some did not get to perform in the city, but the New York firemen reported that the Scoots boat ride was removed to the city. The fire structure was consumed by the flames. Turpin Bros. and Nathan Fobler, the firemen, put their boats out at once, and were ready to operate after 10 p.m. on July 2nd and 3rd. Turpin Bros. were ready on July 4th and 5th. Turpin lost four ducks and several stands, and not to mention the devotional $800,000, some were fully covered by insurance. Mr. Fobler said that every ounce of water was lost in a frozen custard stand. The general fire chief congratulated the A.C.A. police and firemen at the alarm. They cut the tangles to stop at first, it was an extraordinary achievement of the fire department. The firemen's flag triumphant proportions. The bridges offered the firemen a speed to the blaze.

Three Great Days

The celebration was three great days for amusement men of the city, and especially along the Atlantic seashore. City officials were out in force and were ready for the scenes. The response just as expected. It was a great day. It reminded us of times that were. The breaks in weather were, on the whole, in a few instances, on the 4th and a few sprinklers hit the water, but it was better day for the patrons than it would have been. But when cool and pleasant weather comes near the end, we can do better. Nor do they become so exhilarated. It all adds up to this in showing that amusement parks are very much on the foot and still a part of our national life.

At Cony Island, N. Y., the rolling-chair handcart was out in force, and were ready for the scenes. The response just as expected. It was a great day. It reminded us of times that were. The breaks in weather were, on the whole, in a few instances, on the 4th and a few sprinklers hit the water, but it was better day for the patrons than it would have been. But when cool and pleasant weather comes near the end, we can do better. Nor do they become so exhilarated. It all adds up to this in showing that amusement parks are very much on the foot and still a part of our national life.

Asbury Park, N. J.

By RICHARD T. HOPPER

Smashing records for holiday crowds, more than 500,000 people jammed their way into this North Jersey resort on the 4th, to spend a day out of all time. A high mark and probably to last in the books. The big day crooks you know are in a fix on getting the business and a big orchestra and even a band and put on a show. They men did the job in short order. They put guns on three men and one woman. The men went in to help the band and keep quiet. They did.

Careful With Receipts

It seems to be a proper money accumulates in one day if it can at all be avoided. Put it out of sight and into a safe place on the first. It’s a good precautionary measure. Have a safe lock and key at hand. On a big day crooks you know are in a fix on getting the business and a big orchestra and even a band and put on a show. They men did the job in short order. They put guns on three men and one woman. The men went in to help the band and keep quiet. They did.

NEW 40-FOOT REFRESHMENT STAND in Esplanade (Mum) Amusement Park, Asbury Park, N.J. Built by Joseph F. Golden. Eight feet in depth, it has two William B. Berry Company sandwich grills, an oven, griddle, potato-chip machine, a glass machine and two electric refrigerators for meats. Modern electric fixtures and panel back into the ceiling are features.

Detroit Spot Doubles Up

DEETT, July 19—Ed Mcvey, proprietor of Detroid Beach, west side amusement park, was in line for the Fourth of July, and was greatly impressed by the crowds and the business. Charles Martin, the operator of Riverside Park, back in the city, and with his Rhythm Kings furnished music Sunday and Monday. Max Miller and Son, hi-hat, a music and business were ideal. The four boats housed in this city, away from Decoration Day week-end and the Fourth smashing all records for crowds and money spent, that well-known former must have straightened out at least.

Remark attributed to Mayor Charles D. White, of Atlantic City, that a tax should be fixed on "deadheads" which visit A. C. and spend nothing, will receive little backing around here. Psychologists of the crowds must be different because this resort has no cause for complaints along those lines. Keansburg and Sea Bright, North County spots, have proved unforgettable attraction of the office with birds. Keansburg officials, incidentally, banned p. e. system. Police have been more than 100 feet from point of origin. Residents completing about ballyhoo reported in the district.

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AERIAL BARROWS are in Crop Beach Park, near Youngstown, O., for Art Malloy, manager.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

The three big days of beefs holiday hurry-scurry are gone but by no means forgotten. Also a few showers Monday afternoon and a dampness in the weather pledges of prosperous days, weather and rain that made the mess. The Meeker Steamship Corporation were running full local and arriving packed from top to bottom and end to end. Parking space was lined to the last car and part of the time could not take the hundreds of thousands of visitors, whom Bob Foulston, former legarche of the village, and who served Town Hall show here last summer, working in Columbus, O., and would like to come back here. Leon Harris, our-end and artist on the beach at first, continued to be a major attraction with his antics, artistically lighted this year. Bank deposits in Monmouth County passed the $500,000 mark as of June 29th, proving to most that there are on the way back in the section of the country, away from Decoration Day week-end and the Fourth smashing all records for crowds and money spent, that well-known former must have straightened out at least.

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AERIAL BARROWS are in Crop Beach Park, near Youngstown, O., for Art Malloy, manager.
**The Pool Whirl**

Wonder why they don't play up swim points at the Atlantic Beach and Long Beach, L. I. There are certain spots about and they concentrate all the street operators, the club and the
stray publicity, when some of the sports paper writers come around and talk about the
fishing that is going on.

So it was only natural that the certain waterfront on the Long Island Sound, where the
waves were anything but perfect swimming.

Swim ideas that Rosenthal brothers
have for Coney Island, N. Y. Amusement
Parks-Restaurants-Pools.

**Thinking Out Loud**

By MARION CANNON

**Coney Island, New York**

By ROGER LITTLEFORD JR

**Palisades, N. J.**

John J. Hurley, dean of amusement
park managers, and his wife "Smitty,"
both of whom are at age 72 take
advantage of the week's attractions.

Auction

By BEACHCOMBER

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**Amusement Park Business 30th Anniversary**

By BEACHCOMBER

**The Pool Whirl**

By NAT A. TOR

(All communications to Nat A. Tor, c/o New York Office, The Billboard)

**Swimming Points**

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Showmen Close At Paris Expo

Amusement area is shelled after demand that zone be included in admissions

PARIS, June 29.—Having failed to secure conditions handed down in an ultimatum to CECG, operator of the Paris International Exposition amusement fled, and the exhibit companies are not operating, showmen and standholders in the exhibition amusement area, which has been closed for several days, have been told that the concessionaires have decided to remain closed until an agreement is reached.

The concessionaires, as a result of unsatisfactory conditions in the park and resulting loss of business, have organized a defense syndicate, and all concessionaires are backing the movement. The principal object of which is to have the amusement zone made a part of the exhibition grounds with intimate to the amusement parks, of which there are none, included in price of admission to the exposition.

In all probability the showmen will not cut, but negotiations will require several days, as the interest of the showmen, the park operating firms, CECG, the exhibition commission and the government are involved. Parole agreement will be a temporary agreement thru which showmen will operate while technical questions are being ironed out.

Long Island

By ALFRED FRIEDMAN

From All Around: July Fourth outside any of the others of at least a half dozen years past on Long Island as far as amusement pavilions are concerned, both indoor and outdoor. Your correspondent has been over at the Rockaways, Long Beach and Jones Beach various resorts and the one place which, in more moans than he sours to remember, all of them taken within the past week, for the Beaches. The Rockaways, Long Beach and Jones Beach were all jumping in their respective way. In fact, if you spread the two figures to be seen in the summer, with the added interest of ball buns in the classic. So far three persons have died of heart attacks from overheating, one dived into the water and was drowned by accidentally, all dimes spent.

Rockaway Beach: Beach Stadium, claims, to have won the opening day now. Art exhibit at the New Clubhouse, up in the main line, Dave Sodder's kiddy outing lured 5,000 tots, with Mayor Gov. saying, Biw was so good that it was worth the trouble and expense of it kind in the country, over the course of the week, great interest in hot dogs and rolls to replenish the constantly diminishing supply.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, July 6.—With great musical entertainment for amusement, entertainment men have begun to renew faith in the old men who made Atlantic City cool all over for summer, with midnight shows and music in the open air. A large crows gathered at the Boardwalk Beauty Show, long the notice of most people in the immediate area. Most conclusion has been that the beaches three days previous, stopped operators taking advantage of the rear of stands.

A shakeup in the publicity force. Harold Shinn goes from Rits to Trumore. Rits replaces with Mr. Tinney, Marie Petrak, who has worked for Rits, is now employed at Boardwalk Beauty Show.

Quality

RICHARDSON BALL BEARING SKATE CO.
Established 1896.
312-318 10th Ave., Chicago, Ill.
WANTED

$500 pair Roe Rig, Chicago, Ill., price highest cash. Write or wire Weil's Curiosity, 20 South 22nd St., Philadelphia, Pa.

THE BEST SKATE TODAY

Carlin's, Baltimore

By CLEM WHITE

July 12, the Uptown roller skates at Carlin's, Baltimore, were already getting good reports. Although only a subscriber for a 21-day trial period by Jack Poole, the writer, the Carlin's Checking Point, Baltimore, Maryland, expects to start another soon.

Bass' Pier for season. Auditorium has booked the group for the Duke-William Pier, for next week. Tom Endicott, of Duke, is bringing a late night radio show from Chicago, which is being broadcast for Jack Poole's new venture in radio. The Carlin's Electric Mower and Carlin's Electric Mower, respectively, have been busy making up the skates for the show. The group has drawn a large crowd and a half as the average Sunday expenditure of the skater to a visit to the island beach, bath, lunch and amusement included. When well over 1,500,000 people part with thirt simple on a day it makes for pleasant cash-register music. Regulars over the years, all time-auto-parking record went on the board. New hand-painted, largely accountable for the salesmanship, but more so, we think, in the fact that people have become concerned, following the restraint brought on by depression. July was as good a time as any to give a man a break and we believe by specially marked down automobiles. The writer's observation among cars here and elsewhere on the Island, confirmed me that one of the cars be of modern vintage.

Rockaway Beach: A huge amplifying system at Rocke's Beach supplies music to visitors, as the theater yesterday, one hereabouts, is a real kick. Saturday night the Rockaways show was at the Club, Fair Rockaway, Allen hall dance hall, which had plenty dance floors and landmarks. Most popular of local events are the Wednesday night fireworks, July 3rd, of its kind in the country, over the course of the week, great interest in hot dogs and rolls to replenish the constantly diminishing supply.

Old Orchard Beach

By HOWARD STANLEY

Purchased by a week of intermittence with the exception of July 5th, a turning point in the right direction here. Crowds swelled, in argument with the usual expressions of gratitude. The new pavilion resort playing to at least 1,000,000 already and to those who came to stay.

Alto prices went sky high, many of the name lines and costumes were fitted to capacity.

Howard Duff's Pier Casino Ballroom continues to impress the critics with a new installation of showmanship. (See OLD ORCHARD on page 11)
SYRACUSE RENEWED

Structures Are Arising at State Fair Plant at Cost of $650,000

Sale of exhibit space exceeds that of any other in its nearly 100-year history—Hamid will offer array of talent to insure improvement of grand-stand program

Albany, N. Y., July 16.—In a cab for this week with George A. Hamid, New York fair attraction booker, Commissioner of Agriculture Noyes expressed himself as being highly pleased with prospects for this year's New York State Fair in Syracuse. Mr. Hamid had been judging the rising of structures on the fairgrounds being built at a cost of about $650,000. He was observed to be extremely content with the work, and all should be completed in time for the opening.

Mr. Hamid said that the sale of exhibit space, according to Albert Brown, director, for exhibits and offices, and the nearly 100 years of the Old Empire State chaise, is proceeding at an equal rate in its 100th year.

Mr. Hamid has again been placed in charge of the grandstand show, and has been given to the fair business men to do the job in co-operation with the new $100,000 State Fair board.

Frank N. Tracy, general manager of Detroit Union Produce Terminal, has been made general manager, and Kirk F. Mitchell, director of public relations at the produce terminal, has been appointed executive assistant manager.

Plans have been made for reconsecing buildings in making ready for the 1939 annual. Reconsecing will be first to be done in 1929, improvements being made during depression years, it was said.

New Detroit Heads Plan
To Recondition Buildings

Lansing, Mich., July 16.—In his announcement to put Michigan State Fair, Detroit's largest, a paying basis, Governor Frank Murphy has appointed two Detroit businesmen to do the job in co-operation with the new $100,000 State Fair board.

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U. S. World's Fair Commission

Is Created in Latest Bill for N. Y.

New York, July 16.—The U. S. Senate this week passed the reenacted bill calling for a governmental expenditure of $5,500,000 for the New York World's Fair of 1933, which has been described as one of the greatest events in the history of the world. The bill was passed by President Roosevelt and is expected to be signed by President Kennedy.

New measures are being considered by the Senate committee, which is expected to be signed by President Kennedy.

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N. J. State Grounds Scene

Of Big Firemen's Jamboree

Trenton, N. J., July 16.—George A. Hamid's New Jersey State Fair grounds here was held in charge of the first day's program, the Grand Fairs of the Middle West.

Jamboree and various events were held in charge of the first day's program, the Grand Fairs of the Middle West.

Watts In Made Secretary

Of First Ozark District

Springfield, Mo., July 16.—Plans for the first Ozark Empire Fair, an annual event, and the first county fair in Ozark County, has been held in charge of the first day's program, the Grand Fairs of the Middle West.

A new steel grand stand of about 4,000 capacity is ready with a half-mile track.

Afternoon will be featured by basketball and running races and afloat by an automobile race, and on the program will be the Ozarks boys' and girls' clubs, home economics, and an art exhibition will be offered.

Officers are: H. F. Felton, president; W. E. Kerley, vice-president; Tom Watkins, treasurer; W. H. Watts, formerly of Springfield Free State Fair, executive secretary. It is planned to make it one of the outstanding district fairs of the Middle West.

So. La. Space in Demand

Donaldsonville, La., July 16.—Plans for the silver anniversary of South Louisiana State Fair here are being whipped into shape and increased demand for exhibit space is noted by R. S. Vickers, secretary-manager. A variety of high-class attractions for the grandstand, including new and unusual music, have been engaged. Carnivals and rides for children have been signed with the same guarantee as last year, which had the effect of practically eliminating off-color games.

Delaware O.—John Warner was elected president of the Delaware County Fair to be held in conjunction with the 1937 Delaware County Fair at Powell.

Exhibit Space

Up in Frisco

Expo lines up G. E. for $330,000—quarterly report beyond expectations

San Francisco, July 16.—The 1939 California State Fair is being held in exhibits for the building on the Frisco Bay. This became evident in the quarterly report made by the chief, E. E. House, vice-president, by Frank Y. Dwyer, director of department of exhibits, who said that all the fair buildings have been sold to the tune of $330,000 during the past year. Far in excess of what had been expected at the time of the initial report, it was said.

A large percentage of major exhibit-prospect lists already has been signed, said Dwyer. Many exhibits have subscribed for the exposition's $7,500,000 finance campaign and have further

Muskegon Improvements

Bid for Record Crowds

Muskegon, Mich., July 16.—Improvements on the grounds of the Muskegon State Fair here will attract to the third annual events are being held in the state. The fair grounds will be repaired and paved, grounds landscaped, and streets graced.

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CAST OF "THE DRUNKARD," under direction of Harley H. Horpgrease and Edward Peck, conducted by William L. Smith of the State Fair, Cleveland, left to right: Mickey Leery, Jimmy Leary, Ben Snapp, Bob Marshall, Robert F. Rarity, Ray Snapp, Fred Snapp, Ladston Stanford, Harry P. H. Paris, Dorothy Hope, Gladys Faubel, James Fraser J., James Fraser J., Peggy Fraser, Bill Fraser, Donald Fraser, Ernest, Adele Lewis. Front is handled by Al H. Shriver.

Right Back Again

Warren, Minn., July 16.—Distribution of $1,600 premium money to exhibitors on last day of Marshall County Fair here increased in attendance. A large part of the money went into the association treasury as exhibitors, church groups, visiting groups, sponsored contests and bought refreshments and other seed钱. It was the 33rd annual and had ideal weather. J. A. Grundel, secretary, said attendance of 15,000 benfits the public by the railroad. Dee Long Shows were on the midway.
Fair Directors - Exhibition Managers
Promoters of Special Events
We Now Have in Stock Available for Quick Rental Service:
Tents of every kind, Circus, Exhibit, Dramatic, Canopy, etc.
Tents for any purpose, Shows, Exhibitions, Stock Judging, Camping, Living, Headquarters, Also, tents, special Covers, etc.
Write for Information Concerning Prices and Service.

BAKER - LOCKWOOD
17th and Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Eastern Representative-A. E. CAMPFIELD
153 West 42nd St., New York City, N. Y.

CONCESSIONS IF YOU PLAY THE BIG FAIRS

Remember

SCHUYLKILL COUNTY
Was 5th in attendance out of nearly 100 in Pennsylvania.

LABOR DAY
Always Starts the Big Week.

POLICE, PRESS AND PUBLIC CO-OPERATE in every way. Merchant's BUREAU of the Chamber of Commerce Our Greatest Boosters. Ask ENDY BROS., BEN WEISS and other leaders.


BATTER UP!
No matter how great an offense you have, you're bound to take a fall in the right places. Score them by putting HAMID PINCH-HITTERS in your line. You will thus be assured of winning the present in your county, eligible to compete in the World Series of Fairdom. HAMID HITTERS cover triple at the plate. They've been around too long—they always hit 'em when they ain't"—and they load in homes, run batters and extra bases.

RHODE ISLAND STATE FAIR
6 DAYS
6 NIGHTS
WANTS
RIDES - LEGITIMATE CONCESSIONS - CLEAN SHOWS
Give Full Particulars in First Letter
IDEAL LOCATION! LARGE STATE APPROPRIATION! EXTENSIVE ADVERTISING! CEQ HAMID ATTRACTIONS!
$10,000 STAKE RACES! FIREWORKS!

WANTED LEGITIMATE CONCESSIONS
Must Put Out the Merchandise September 21 to 25, Inclusive
Write SECRETARY
BLUFFTON FREE STREET FAIR ASSN., INC.
BLUFFTON, IND.

Colorado Interstate
PUERO, Colo. July 10. [Interstate] is evident in 1937 Colorado State Fair here, concession space in excess of 500 feet being taken, said Manager Frank H. Means. Western States Shows will be the same, one of the finest racing plants in the nation has recently been completed.
Visitors Run Over Million

Attendance perks up during Fourth holiday new build-up plans are on

Carnival-Wanted
MONROE COUNTY FAIR
PARIS, MO.
August 17-18-19
GEO. M. RAGSDALE, Secy.

ACTS WANTED
WESTFIELD FAIR AND RACES
August 18 to 21, 22 & 23
State price.
Also limited number of Wagon Concessions: $2.00 foot in advance.
G. B. CLARK, Sec., Westfield, Pa.

WANTED
Small Carnival and Acts.
September 16-17-18.
Write C. C. WAGS Sec., Santa Fe, Tex.

CARNIVAL WANTED
WARREN COUNTY FAIR
AUGUST 24-27.

MAURY CO. FAIR WANTS
S M A L L C A R N I V A L  A N D  A C T S ,
September 16-17-18.
Write C. C. WAGS Sec., Santa Fe, Tex.

Carnival-Wanted
WAVEN COUNTY FAIR
AUGUST 24-27.

Tipton's Annual
F. & M. Fair
Tipton

Carnival Wanted
FAYETTE COUNTY FAIR
AUGUST 24-28.

Carnival Fair
RANDOLPH COUNTY FAIR
July 27, 28, 29 and 30, 1937.
E. H. REEVE, Secy.
Pan-American Exhibition
Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Fourth Sets Mark at Gate

Holiday period doubles up former big-Benny shows draw 60,000 to bowl

DALLAS, July 16—Fourth of July week-end and Independence Day Sunday, the Dallas County Fairgrounds and the Cotton Bowl, with two weeks left of the fair period, were to be opened for the Pan-American Exposition, it was announced. The fair was to be held in the Cotton Bowl, Saturday, Sunday and Monday nights and Tuesday and Wednesday nights at the Dallas County Fairgrounds and Wednesday and Thursday nights at the Cotton Bowl. The shows had been well attended during the week-end, and it was expected that the attendance would be even larger during the week-end.

Early Closing Denied

Two new records were set before the close of the week-end at the Cotton Bowl, where a record number of people attended the fair. The Cotton Bowl is a first-class show, and the fair is to be held in the Cotton Bowl, Saturday, Sunday and Monday nights and Tuesday and Wednesday nights at the Dallas County Fairgrounds and Wednesday and Thursday nights at the Cotton Bowl. The shows had been well attended during the week-end, and it was expected that the attendance would be even larger during the week-end.

The Cotton Bowl was the scene of another remarkable event, the opening of the Pan-American Exposition, it was announced. The fair was to be held in the Cotton Bowl, Saturday, Sunday and Monday nights and Tuesday and Wednesday nights at the Dallas County Fairgrounds and Wednesday and Thursday nights at the Cotton Bowl. The shows had been well attended during the week-end, and it was expected that the attendance would be even larger during the week-end.

The Exposition's decision to place only 2,000 of the Cotton Bowl seats and 14,000 visitors to the fair, reserved 44,000 seats for fair visitors. "This is the first time that the Cotton Bowl has been used as a concert hall," said a representative of the exposition. "We have noticed a great change in the public's choice of entertainment since we have been here, and we believe that the new seating arrangement will be a great improvement."
Because the image contains textual content, it can be read naturally as follows:

**SEASON ON WAY TO RECORD**

No Setbacks To Mar Progress

First half of carnival year passed July 4th holiday most successfully

CINCINNATI, July 10—Reports for the first half of the 1937 season have reached The Billboard from all directions, and they indicate that the peak of the season has been reached and passed by a mere few days without any major casualties having been charged up. The season has been the most successful in many sections of the country, and the reports indicate that the season continues to be the best of the last three years.

Why Must Girls Dance Anyway?

SHARPSBURG, Pa., July 10—Bero ofpamers brought here last week to the local political scene, and all because a half dozen women danced here. The phenomenon of the women's street fair, with its usual characteristic, determined, and organized activities, either rain, heat, or cold attractions, such as beauty contests, recitation, baseball, and other activities, has been accompanied by a flurry of reports from the various parts of the county. The reports indicate that the women's street fair is the best of the last three years.

During the past week, the weather was cool and comfortable, and the reports from the various parts of the county indicate that the women's street fair is the best of the last three years. The reports indicate that the women's street fair is the best of the last three years.

Ballyhoo Bros.'Circulating Expo. A Century of Profit Show

By STARR DEBETELLE

BNEW YORK, July 10—Balloons, costumes, and a variety of other items will be used at the Ballyhoo Bros.'Circulating Expo. A Century of Profit Show, which will be held at the New York Coliseum. The show will be presented in honor of the 100th anniversary of the Ballyhoo Bros.

A New Show Is Planned

WASHINGTON, July 10—Al Porter announced that Ernest Young and Lester Patterson have formed another carnival at an early date to head southward for a fall and winter tour.

The new carnival is to be titled the Atlantic Coastal Exposition, according to Porter, who said that the group has secured a permit for the operation of several sections of the five rides.

Merry-Go-Round, Big Eel Wheel, Chair, and the Globe, will be a part of the new show, which will be in charge of del. Pierrot. Port, which will have the show.

In the future, the show plans to feature an exhibit of the large-scale models of the world's fair, which will be in charge of del. Pierrot. Port, which will have the show.

4th Holiday Good In New York Sector

NEW YORK, July 10—Eastern carnivals enjoyed one of their best weeks in years over several days last week. With very few exceptions, shows were well attended, despite the thermometer on Saturday and occasional showers during the week. On Sunday, the weather was perfect for a weather station.

A hundred of thousands of Easterners rushed for beaches, mountains, and other vacation spots. Many wore costume, which caused a great deal of excitement in the city. The shows were well attended, and the weather was perfect for a weather station.

Moose Jubilee Booked By Schollio for Hennes

EAGLE, Wis., July 10—Hennes Bros. Shows will be booked to play Moose Jubilee for the 5th of July. The show will be located on the front line next to the Eau Claire, off the main line.

The city proper has been closed to spectators, and the show has not been attended by the public. A large number of people have been granted for this event to the Moose, with the Wisconsin State Fair Association, and the Eau Claire Journal-Telegram Times took part in staging this event.

Joseph B. Schollio, general press representative of the shows, attended the Moose's show at the Eau Claire, where the Maple Leaf Society, Montana newsmen, and the Wisconsin State Fair Association were represented. Robert L. Lomartar, who was at the time on business in New York, was in charge of the Moose's show.

But Vallenkorn is general chairman of the jubilee, with George E. Tanimoto as chairman of the jubilee, and promoter.
Philadelphia, July 10.—Weather this week, with exception of Monday, July 8, has been pleasant enough to attract visitors to the city. Section in this city, both Celtn & Wilson Shows come in next week for another week of good fill-up.

Edward Lawton was a visitor during the week, is showing in the Neptune costumes and has business fair in the city.

Mrs. Jeanette Suttor was given a birthday dinner at a fine restaurant on Monday, May 28, attended by the McNulty family and some friends on Edney Shores at home of Mrs. Breda McNight.

Tom Scull is manager of Side Show with Edney Bros. and has new tent, inside equipment, and business going on in the city.

All carnivals this week were in the neighborhood and sold out Monday, July 8, rain and disagreeable all day and night turned into steady rain.

Joe Shaw, under management of Mike Zeigler and Co., came up with a new show several weeks ago, after a bad start early in season.

Word received from Carl J. Lauther is that season has been just fair on account of the high prices and the universal complaint from all parts of the country for season so far.

Los Angeles

LOS ANGELES, July 10—Outdoor amusements have had a good play by getting some hot weather, which has brought thousands of visitors to the city. All the result shows, rides, concessions were greatly blessed with business during the week. Los Angeles, stated that average number of visitors daily been from Malibu to Redondo Beaches was in range of 150,000, with a crowd of about 50,000 at seashore on Monday, July 8.

Lincoln and Griffith city parks, it was stated by park commissioners, had great attendance last week by R. Davis, operating rides at these parks, stated business was tremendous at both.

Detroit

DETROIT, July 10—Fifteenth consecutive season for Krause Amusement Company, operated by Mr. Benj. Miller, Jr., at Fillmore Park, was the result of having great business during the week.

Two days were empty, and the city was filled with visitors on this fast day, for a Saturday afternoon. Two days were empty on this fast day, for a Saturday afternoon.

Dare Devil Oliver

World's Premier High Wire, at Liberty Park, New York, N Y, at Liberty Park, New York, N Y.
ASTRO FORECASTS AND ANALYSES
All Readings Complete for 1937.
Superior Scientists: $100.00
H. G. BOYER, Business Manager

NEW DREAM BOOK
150 Pages (2 Pats. Don't Miss. Send 50c Each)
20c cents a copy. Special rates for classes. Ask for Catalog.
H. B. HUMIS

MRS. AND THE MIDEWAY CARNIVAL
Midway Confab

TO THE MIXER

WHAT BECAME OF the De Luxe Shows of America?
L. M. VANN, special agent, visited the Billboards offices recently.

RAY VAN WEY—what are you up against this summer?

AFTER the 4th of July what do you do?
It IS NOT a bad idea to watch the hometown each one in a white.

LOOK AT THE new carnival titles now out. Must be fall styles.

R. R. WOC—I wonder where the R. R. Work now?

DOES ANYONE know what the title of Carl Miller's carnival is if he has one?

IT IS learned from Colorado, X. Y., that Fred J. Thomas, of Strata Shows, is back on the lot after being ill.

O. F. STRUBLE—there are a lot of showfolk who would like to see you get another big show this summer.

STANLEY J. GROSS—what becomes of your work on behalf of Crowley's United Shows?

IT MAY BE a weakness but it happens that Billboards are wise to all forms of surface billing, and do not feel it is nature. How cleverly disguised. Think it over.

E. E. SIMMONS—letters from Crawford, Ohio, Ind. "Mr. W. A. Anderson, of Ohio, has the greatest show in his territory. The new rivalry two carnivals have had successful engagements here.

Misses N. M. V. C. A. HALL, of Portland, Maine, with her family, has been to the circus.

For information contact Misses N. M. V. C. A. HALL, Portland, Maine.
Central West are quite sure businesses from that standpoint is going to be all that East. The management of the Blue Bell电路 of the 30th for this year has been the management of the Blue Bell circuit since last summer. We feel that the Blue Bell circuit (for that matter) at all times for the good of outdoor amusement. Tell those whom we go to box and wrestle in the "A" show and not on the midway, especially when the let is crowded with onlookers, not only you.

BOY BLANK's letter from Los Angeles: "First 4th of July I have missed being on the road in 10 years. Am very glad and have been thinking of J. W. English, Dick Beals, Pope Wilson, and others. Let's keep in touch with each other, make no more people to date than in any previous year, which is a sure sign of prosperity. Let's make shows pay, and be making preparations to take out our own."

A FINE well-known 10 men: Carl J. Sedlmayr lays out the log for Royal American, Barney C. Bettle for Beckman, John A. Weems for Williams Show and Ernie H. Hyde, for Elmer B. Byrne, these shows have three associate owners or owners of carnivals not as big nor important when there is real hard work to be done, which is probably a reason or two which has made us along price to be paid in show business. Let's hear from all who lay out their own lots.

P. W. BARKES c/o Hollywood. Wrote in from Los Angeles: "I looked at few minutes on reptiles over Radio Los Angeles. It was on Red Barber's program from the lobby of the Oakland hotel. I'm in Westhampton, was a guest of Richard O. Prince of the National Museum. When in Chicago I made a trip to the World Building and George Bean, the Brookfield Zoo director, and was lunched at Maccy's (Miss) L. Harris, one of the directors of the Chicago Zoological Society. Spent a couple of hours with Director Young on Lincoln Park Zoo and was shown the new reptile house by the Zoo director."

THERE ARE altogether too many complete rings. The Brooklyn firm and workmen complaining about not getting paid for work done. One man works he is entitled to be paid, not stollen or basis. A Last! Poor Kent Hosmer! The following is the last communication received by the carnival editor of this Journal. He is the last man written from Dearborn, Mich., at p.m. Monday morning.

"Dear Bill: This is being written Sunday afternoon. The sun has been in and out. We are in sight of the bay this cloudy day now and am afraid we are not going to have a good Sunday night. The town is filling up with Sinners (meaning ecclesiastics). We are having the town of Dearborn, about eight miles from the Detroit loop, withippiness and always have been very kind of days in Chicago, returning this morning.

The clouds are getting darker and it looks like rain. Might have some rain. Will catch this for a while and give you the results. Let's 2:00. The morn before I will be 6:00 p.m. and it will rain, thunder, and lightning! Plenty of wind but very little rain. There were some good chances and some light rigging went down. Still raining and the lot is pretty worked up. Be returnance of opening again tonight. So the press will put out that we call it off for tonight. Adeus, Kent."

RED ORION recently visited a carnival. A man came up and introduced himself. He was the son of a former independent showman. His father became a showman because he found out in his early days that there was nothing to it, so he became a showman and was reared, because he acted like he should everywhere. He became on the show business, and the public. What is the son doing now? The son is in a circus in front of a music, he has told a father or he knew when his son was doing. He would, because when his father was in the racket, the racket had to be war waged, but he always knew when a man was an even break and earn life if he was crossed.

BEVERLY White sends this from Devils Lake, N. D.: "Radio broadcasts make everyone experience and artificial sounds to send over the air. The man who manages, the side show Wonder with Wonder White, is different. He carries the radio noise with him. Recently Walter K. was broadcasting from remote control from the lot in Devils Lake, N. D. He reviewed the many shows. When he mentioned Detharn's, Mr. Detharn's, Detharn, Mr. Dan's Dog show and Pony show Bob Berkley, Motorhome rider started his motorcycle. That started between Walter's dog and a town dog. Really a realistic combat and sound effects.

Horse and Buggy Days! In the horse and buggy days, Miss. Leona Fons, still remains, living in Springfield, Ill., from last report, who was billed from "The Unchallenged Queen of the Air," remembered her days of "The Routine," by doing a "daredevil" trip, as the term was then applied. She then had on more clothes than the average heavyweight of the present day, fully clothed. But the first performance met disaster and the city and the public were treated to a performance of all parts concerned. -Chris M. Smith.

MR. AND MRS. MORRIS VOLTAGIO Letter from Fairmont, W. Va., said the Red Orion, we were on the Royal Palm Show in 1935 and had frozen corn, the man's name is Nell Voltagio. Bgart, so called "Big-Hearted Nell." She was always slipping someone, having a good time. Things are not what they used to be. Have fruit out of Florida and we sent the semi-trailer over to move cider ere shows, after the fire burnt up his truck. Morris is now general manager of Lake's Home Shows, and motorized this show. Imagine, Morris is the youngest carnival manager in the business, only 30!"

MONUMENTS TO THE LIVING of which Red Orion is originator—Walter D. Mosley, the Daisy and the monster carnival game, is in Madison, again as press representative of the Rubin & cherry carnival show. Walter K. was a old trooper. Thirty years ago he was owned by the Rubin shows. His name is Raymond Hitchcock, the minor comedy star: Robert Mantel, the Shiloh post office, with a storm of a decade or two, WayDown East. It is great entertainment to get. Walter remaining concerning old-time carnivals. He is the first to say. Imagine the absence, that cold, sub-zero wind, which Raymond Hitchcock was playing at the Fairmont, Walter was playing the Hard Rock Hotel bar so he could be on hand for the evening's entertainment. During 1922 and 1923 Mr. Nash, a motorman at the post office, returned to our carnival. He says carnivals are having their troubles this year, with the cold weather, being a sort of "chilling" the carnivals."

That which is written within the quote is from The Capitol Times, which is the column, Madison, Wis., June 9, 1937.

There IS a heavy demand of goods independent carnival shows. The field is open for big cards that are new in construction and presents. If you have them show them off.

EVANS DICE WHEEL Greenfield, Ind. 1937, a one of a kind with clowns and clown and mental work, notably plated and polished. Write for Free Catalog.

PADDLE WHEELS $7.50 UP FREE CATALOG

NOW ON ONE RENT-KEY TRAILER—EVERLY AIRCRAFT CORP.,

SALEM, OREGON

OCTOPUS

"World's Newest Ride Sensation." 50 UNITS

SOLD TO DATE. ACCEPTANCE ORDERS FOR JULY DELIVERY

SOLD ON 10% DOWN PAYMENT

ATTENTION—FLOSS & POPCORN Operator

Kettle 2.5 lbs. $14.00

Double Head $15.00

A. T. FLOYD CO. 2144 MADISON AVE., Toledo, O.
CARNIVALS

July 17, 1937

BEN WILLIAMS CALLING

Now that the day of July is over and you want to know where to go...

JOIN WILLIAMS SHOWS

Opening at Hyattsville, Md., July 20, with a string of strong classic acts to follow.

WANTED

Patter. Drum, Ode Shows and other legitimateOne.

WILLIAMS, 50c-75c 7th St., WINFIELD, L. I., N. Y. (K Московский)
FRUIT CONCENTRATES
You'll never know how good your ice-cream syrups and drinks can be made until you try GOLD MEDAL FRUIT CONCENTRATES. They have the real two fruit flavors, entirely different from the ordinary kind.
The biggest operators in the business use GOLD MEDAL CONCENTRATES.
For further information and special samples write
SHELLER MFG. CO., Faribault, Minn.

It Pays To Own A TILT-A-WHIRL
FOR PARTICULARS WRITE
COORS MFG. CO., Silver City, Ohio

DICK'S PARAMOUNT SHOWS, INC.
Fairs Start August 12, and Then a Long Season South.
WANTED—Side Show Manager. Have complete Five-In-One, new outfit. Also want Side Show Acts; office guarantee available.
WANTED—Grind Shows that don't conflict, honorable Leverage.
July 12 to 17, St. Johnsbury, Vt.; July 19 to 24, Laconia, N. H.

COREY GREATER SHOWS WANT
FOR GOOD STRING PAINS AND CELEBRATIONS, FOLLOWED BY COTTON DOWNS.

AL C. HANSEN SHOWS WANT

COOK HOUSE HELP WANTED

PONY TRACK FOR SALE

The Billboard 53
July 17, 1937

CARNIVALS

Great Lakes Exhibition Midway
CLEVELAND, July 10—Hermon Rudolph Pichner, manager of Alpha Carnival, which is celebrating its 60th birthday on July 20, educed as a feature act this week, opening the show at the Ohio State Fair, 35th birthday, as Edward Marks, New York, who pointed official exposition, will center on administration at the close of the July 20 visit. (J. Pichner, Elmer Lasseter and Sam Gutierrez, all of whom have been in the business for years, were among the performers.

The New York Times staff during their last show at Chicago, 20th anniversary of the 1915 World's Fair, were Sal W. Watt and H. V. Carter, who, as a team, were kept busy during that period, and who have since gone on to bigger and better things.

Billie Rose and Bud Taylor, brothers of Murri Zaidin, who handles credentials for midwest and Brazil, of course, were among the performers. (J. Pichner, Elmer Lasseter and Sam Gutierrez, all of whom have been in the business for years, were among the performers.

Worried about insurance in the future, did not disclose. (J. Pichner, Elmer Lasseter and Sam Gutierrez, all of whom have been in the business for years, were among the performers.

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CARNIVALS

West Coast Amusement Co.

Bend, Ore. Week ended June 26. Weather, fair. Week started off rainy. Bend lived up to its name so far as this show is concerned. Bend is the show's first "band" or turning point for a show that has had three consecutive wet weeks of bad business. Band managed to get everyone first part of the week. Friday and Saturday Ellen Loeb and Gertie Smith from the Advance Band Side Show. Rudy Jacobi joined side show as far as could be told from the few people over annies in dope show. Miss T. (Mable Clark) replaced Luverne in side show and Ellen Smith in Giantess. Mr. Collins, treasurer for Arthur Enterprises, all the way over from the East, made his appearance to show his appreciation and send sports a new Chrysler sedan. Bert Claussen, husband of the show's Ward, went on a week's vacation with his Whippet and twin Loop and Octopus. He is a far better manager than before. The bandmen played everything with everything in show and earned a loud applause for their efforts. Mr. White, general agent for American United Shows, George Conklin, dinner. which was enjoyed by all from the show who attended. Ferrs O'Keefe, advance agent, reports that shows will try out more men this time. Mrs. A. B. Miller, who was country store man in theater last week, says that many of West Coast moving picture theaters, has run everything from leg and stock shows, amateur nights, two-for-one, and expects to give them all a really good time in the hopes they will prove as successful there as at the one-week engagements that you did give them so well. You must have people on the lot to make money, and for that matter, they both work hard. A. M. MILLER.

American United Shows

Great Falls, Mont. Week ended June 26. Weather, wind and rain Monday, rain and wind Tuesday and Wednesday, but fair Thursday and Friday. Bids had good week, but concessions did very poor. H. H. Avery put on two concessions this week, one for the week and Second low second money. Second ring, which the old and new employees of Gardens Troupe. Her home is here, where she was in charge of the operation. She gave a home-cooked dinner, which was enjoyed by all from the show who attended. Ferrs O'Keefe, advance agent, reports that shows will try out more men this time. Mrs. A. B. Miller, who was country store man in theater last week, says that many of West Coast moving picture theaters, has run everything from leg and stock shows, amateur nights, two-for-one, and expects to give them all a really good time in the hopes they will prove as successful there as at the one-week engagements that you did give them so well. You must have people on the lot to make money, and for that matter, they both work hard. A. M. MILLER.

Hennequin Bros.' Shows


L. J. Heth Shows


Greater Exposition Shows


Criss Exposition Shows


Crystal Exposition Shows


Tusles Shows


Bunty Bunt's shows have appeared here. People flocked to grounds every day. Business, good. The show was enjoyed by all members of show. Alta Mae Show operated the best show that has ever been presented on stage of any kind. The show has been chosen two tops from this list. Dr. Sam, stilt man, has been chosen best man for his Rosicrucian and has added new ball gowns, and in addition, has added new ball gowns, and the show is doing a wonderful business tapping all shows every night. Minstrel Show is doing a nice business, with Eddie Mack on front. Mrs. Eddie Mack and her Sax Show had good business. Murphy's Magnets, featuring boxing, patch them in. Show in Arthur Curver, Burt Cobb, purchased new Amber

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Eric B. Hyde Shows

Jeffersonville, Ind. Week ended June 25. Low Level, Auditorium, park fund. Weather, fair. Business, good. Shows ended Louisville engagement playing Sunday at 10:00 and Bill Robinson on Monday morning. Local papers and radio station gave American Legion and show plenty of space in news departments for program on all."
WANTED FOR O. C. BUCK EXPOSITION, Inc.

For the best data in the East, under strong auspices—F. W. & All Vocational Organizations of the City.

SYRACUSE, NEW YORK

Celebrating the Removal of Railroad Tracks From Washington Street.

10 Days and Nights—July 22-31, Including Sunday

First Show in Downtown Section in 15 Years.

Will book high-class Shows for this date, and a good route of fairs starting August 1 and running until Thanksgiving. Will book for legitimate Concessions that work for stock and according to our rules. New York State Fairs start Aug. 1 at Bostwice, N. Y.; Governor, Rhinebeck, Fonda, Mincola; then to North Carolina Fairs, which include Meclemb. Loughtsburg. Tarboro, Beaufort and two more pending. Everything must be clean and high class for this show.

Address O. C. BUCK, General Manager, per route: Week July 12, Troy, N. Y.; then Syracuse, N. Y.

“AMERICA’S FOREMOST MIDWAY”

STRATEG SHOWS CORP, WANT

for their Fair Route, consisting of 13 State Fairs, beginning at Colomubus, N. Y., and following York, Pa.; Petersburg, Ennisco, Va.; Washington, D.C.; and 4 New England Fairs pending. This is a 20-yr. Route, including all the State Fairs. Midget, Fat Show, Shows with big attractions, Wagon and Warranted Exhibits to be shown in Wagen. WANT Shows to sell. WANTED P illuminate Warranted and Warranted Shows to salesmen. WANT Artist. WANTED for Orleans Co. Fat Shows, Warranted Shows, Warranted Exhibits, Warranted Shows. We are in business for 10 yrs. We wish to sell Shows and Concessions, or will consider any contract. WANT salesmen. Want legitimate Merchants’ Concessions now and for our future. No graft tolerated. We deal only in Good Ferney Arcades.

All address JAMES & STRATIS, General Manager, Geneva, N. Y., this week, or any time.

P. S.—Bill McPhail, former Manager, is still with us.

J. F. SPARKS SHOWS WANT

non-conflicting Rides. We have Till Whirl, Ferris Wheel and Chaisegray. Shows—Illusion, 5 or 10-in-1, Big Snake, Unborn or any money-getting Shows. Walter Baker wants Side Show Acts. Cookbook wanted; exclusive contract for the five principal Industrial Cities. Fremont, Ohio, this week; Fostoria, Ohio, week of July 19.

All Inquiries J. F. SPARKS, Mgr.

CARNSVANS

STETTON MERCHANTS’ CARNIVAL

YOUTH PARTIES, AVENUE, COLUMBUS. O. JULY 25 TO 31, INCLUSIVE.

This will be the last of our great CARNIVALS ever held in Columbus. South Side of City will be decorated, Bands, Parades, Merchants’ Prizes and plenty of PUBLICITY. CAN USE all kinds of legitimate Merchants’ Concessions.”

J. F. GOODING ADVERTISING COMPANY, Box 392, Columbus, O.

ERIC B. HYDE SHOWS WANT

With this show we own, WILLS BOOK any Ride except Wheel, Till and Chaisegray. All can always use these Shows. WANT Gad and Wheel Shows only. WANT Concessions, Agent for Perfection, and Big Shiner Wheel. Also for Ball Games and other Stocks. WANT WILL 100 W. TRANSFORMER, complete Concession reading, Show Office, 20x20 or larger Kiddy Rides. Must be clean for each. Address this week, Columbus, Ind., then as per route in The Billboard.

ERIC B. HYDE, Manager.

ARE YOU A VICTIM?

I INSURE YOUR WORRIES

Circus, Trucks, Trailers, Carnival Rides

Or What Have You?

 Largest and Oldest Insurance Organization in the World

"THE SHOWMAN’S INSURANCE MAN"

CHARLES A. LENZ, BROKER

Easy payments weekly or monthly. Reasonable Rates.

100 West Monroe St. Tel. Central 0101 Chicago, Ill.
CARNIVALS

WANTED GROVES SHOWS

First-Class Cook House, Long-Range Shooting Gallery, Photo Gallery and any Concessions working for stock. Shows—Cook Show and any Show of Merit.

Fair Secretaries, look this show over; we have two open dates. Write or wire ED GROVES, in care Groves Shows, Kokomo, Ind., July 12 to 17.

HARRIS CARNIVAL

Fayetteville, Ill. July 16-17, Location, Busy Town Park. Weather, Rain, Business, good. Show is at a big fourth hour. Morning rain did not harm. Mrs. Coby has girl in town and came along. We have been played several times by shows but not with as elaborate a line-up as this show. Concessions and attractions did nicely. Business was good, with some on hand to amount to much. Show is due to close Friday night, July 15.

Carnival in Columbus, Ohio, for Mr. George Hanely. Mr. Hanely is missus death of Mr. Peter. Hanley has been playing this carnival for a long time. Shows were good, and had a very good week end.

J.R. HENDRICKS

Rubin & Cherry Exposition

Appleton, Wis. Week ended June 26. Weather, clear and cool. Business, fair. Opened Tuesday to good crowds and attendance and business improved each night. Fairs weather good. Shows opened on Friday and closed on Sunday. Daily broadcast from local station with talent from show. Rubin Grubin & Company, 501 S. 4th Street, Appleton, Wis. Rubin has added several Stone to Motor Show, which he recently purchased. Rubin & Grubin have agent here for a much-needed rest, as they have been playing shows from coast to coast. L. J. Grubin has a very large advance preparations at Kewanee, Ill.

CO. ROSS MANING

Keystone Shows

Kittanning, Pa. Week ended July 1. Location, Allegheny Co. Weather, Rain, Business, fair. Forty-mile haul by truck. Ready to run. Shows have a new, fresh look. Shows have all the different shows setup for one spot, different locations. This the annual Fourth of July Celeb students. No make-up. Shows have booked many dates through the fall. First three days very cold, light attendance. Forty-mile haul by truck. Shows have booked many dates through the fall. Shows have booked many dates through the fall. Shows have booked many dates through the fall. Shows have booked many dates through the fall.

Fourth was celebrated Saturday, closing.
Line o’ Two of News

Buckeye State on City Grounds

BELOIT, Wis., July 10.—The Buckeye State Showers are assembled in this week for the Chamber of Commerce. The attractions are located on the city playground and featured at the annual fair. A feature for the Fourth was of exceptional proportions due to strength of amusement, location and showmanship.

Van Ault Joins Catlin & Wilson

FALL RIVER, Mass., July 10.—P. Van Ault, who has been presenting his own show on the East Coast, left this week for the stationary shows and independent dates since opening of season. They are operating in Philadelphia. The show will open an engagement here on a location which is considered ideal for the city. It is planned for Monday with several added attractions.

Hoffner Did Not Show Sunday

STREATOR, Ill., July 10.—The Hoffman and the Hoffman Aerial Company arrived here July 7 and reported one of the best engagements in the history of the show. The attractions did not play Sunday, however, due to some misunderstanding. The show opened Friday with no opposition against the mayor, commissary, and the Hoffman business. Hoffman has contracted the fair to be held in August at Dixon, Ill.; Ogle County Fair; Sauerbrey Day; Petersburg, Ill.; and the celebration, Mankato, Ill.

Sol’s Liberty Scores July 3

IRON MOUNTAIN, Mich., July 10.—Phil H. Hoyt reported here Wednesday that Sol’s Liberty was greatly enjoyed by the people. The white horse did not fail as well as the strolling circus did and was visited by the others. The business was both good, it will be for several weeks before he will be able to lose money and will be a success.

W. H. Davis Under the Knife

NEW YORK, July 10.—W. H. Davis, who arrived here Friday from the Dodson Show and took up quarters at the Metropolitan Hospital for treatment of the past week he submitted to an operation for curing of the left knee. It is expected that he will return to the show, and many independent attractions are already located on the fairgrounds and many independent attractions are already located on the fairgrounds and streets. Even the weather had not been favorable for the show, and many independent attractions are already located on the fairgrounds and streets.

Frank J. Lee Joins R. & C. Staff

CAMBRIDGE, Mass., July 10.—Frank J. Lee, for many years on the advance staff of the Rubin & Cherry Company, joined recently to handle advance publicity and advertising. Johansen, of the Rubin & Cherry Company, is the illusory of the show, and he will continue work with the show and handle press, radio and events on the lot.

WANTED CHAIRPLANE FOREMAN

HARRY ARMSTRONG

2010 Washington St., Middletown, Ky.

WEST’S WORLD’S LARGEST SHOWS

CAN PLACE—ONE OR TWO PLAT FORMS—WILL FURNISH WAGONS CAN PLACE—ILLUSION SHOW AND A FEW CIRCUS SHOWS CAN PLACE—RIDE HARES WITHOUT ADDING.

CONCESSIONS ALL OPEN

Harry Karl, Contact Jesse Brown.

VICTORY MONEY

Week July 12, McKee’s, Blackstone, McGee, Boise, Idaho.

AND THEN THE BIG ONE

WESTERN SHOWS INDUSTRY CONFERENCE

Will Sell Exotics Novelties For This One.

Towns Can Place Coupon and Win 2 Lions Cub. Lions.

ART LEWIS SHOWS, INC.

OFFERING

An Outstanding Route—Parallel to None

JULY 26 TO AUGUST 8, INCLUSIVE

2 SATURDAYS 2 SUNDAYS

MONTREAL, CANADA, VERDUN CELEBRATION

ST. HYACINTHE, QUE. EXHIBITION

VALLEY QUE. EXHIBITION

THREE RIVERS QUE. EXHIBITION

SHERBROOKE, QUE. EXHIBITION

PAVILLION EXHIBITION

Quebec, Canada

LONG ROUTE OF SOUTHERN FAIRS TO FOLLOW.

HAVE OPENING FOR:

AMERICAN CIRCUS, WABAC, OR CRIME SHOW, OR ANY OTHER OCTOBER FAIR

WANT

ADDRESS

L. L. Lamb, Jerk Swivel wants Workers and Caddie Men Ten Weeks in Canada and All Addresses.

ALL ADDRESS ART LEWIS.

West, July 12th, William Mass.; July 14th, Antioch, Ill.; July 16th, Bath, Me.

All dealers to show must positively show July 15th in order to be placed on manifest. We will not handle or send back to Canada.

C. M. Reynolds.

REYNOLDS & WELLS AT JUBILEE

PORTAGE, Wis., July 10.—The three-day Jubilee ended here July 3 and 4 and attracted 16,000 to the new city fairground park. Reynolds & Wells Showers were the attractions at the fair and scored a hit in the community. Hack ride lifted Harriet E. P. Lindsay, former commander Tosa American Legion; General Allen Moir; and Horace Johnston handled the Jubilee for the season.

F. W. Miller Books With Flesch

FREMONT, Ind., July 10.—F. W. Miller reported his shows with the Northwestern illness of which P. L. Flesch is manager, J. C. McGeehan superintendent. The movement of Miller’s shows was conveyed from the new park to the old one without mishap. Miller reported the biggest day of the season for her opening girl show at Fremont. She states that business is far better than in 1926.

NEW ORLEANS, July 10.—In a series of conferences held between State highway officials and representatives of the Southern States this week, badly needed reciprocal agreements on motor transportation are making rapid progress. Last week Alabama and Mississippi agreed to allow motor vehicles to use each other’s highways for traffic. This week Texas and Oklahoma agreed to allow motor vehicles to use each other’s highways for traffic. This week Texas and Oklahoma agreed to allow motor vehicles to use each other’s highways for traffic.

MANSFIELD, O., July 10.—E. Goodwin, the showman and the Goodwin Brothers, recently returned from Muskogee, Okla. They have booked a number of rides for the celebration for the celebration in that city. He also stated that he had arranged for 1,000 riders for the Louden (O.) Free Park Fair and 2,000 for the local streets. O. K. Anderson is secretary of the show. The show was organized by A. E. Anderson. This is the 46th year of this fair and has full local and community support and Mr. Goodwin has been a successful experiment in the day. However, council did not take the precaution that a trailer may not be used in any of the national parks or any of the state parks within a given year in an effort to prevent them from being used as permanent homes. Council, however, did not take this precaution, and it is on a reduction of the annual license fees. The information was adopted requiring that occupied trailers be removed from the park within 30 days and no vehicles, excepting the trailer, at all times are not defaced for purposes of particular homes. They will be truly mobile homes.

HARRIS-TRAILERS, DISTRIBUTORS

TRAILWAY COACH

NEW AND USED TRAILERS—DOVERED TRAILER FACTORY 1320 E. Road Boudreau, N. D. 2100 West Main Street, Birmingham, N. D.

TRAILWAY COACH

WALLERBICK, MILDRED, S. D. 587
Profits Are Shown In Farmer City, Ill.
FARMER CITY, ILL., July 10—A celebration here on July 5 & 6 sponsored by Farmer City Fair Association on the new fairgrounds, resulted in a profit for the association. Miller Bros., from Alford, Ill., handled the performance and a large number of local concessionists did fairly business.
J. C. Whitman, vice-president of Farmer City Fair, assisted by A. E. Lowman and Joe Moore, directors of the association, had charge of the celebration, for which every detail was planned several days before the opening, and one of the most successful advertising campaigns ever attempted here was given extensive publicity for local business.

Canton Doings Successful
CANTON, O., July 10—Sponsored by a committee headed by Mayor James George, with details and promotions in charge of J. C. Gallian, the second annual Stark County Homecoming Celebration on the town square, was a success. About 5,000 people attended events in recent years. A three-mile parade started on the square, which included all enterprising community groups, all groups present, and all groups present. A special event was the annual Homecoming Parade, Esquire E. B. C. and Comrade Jack Mulholland.

Circus Acts Draw 41,000 Paying Customers for Pasadena Firemen
PASADENA, Calif., July 10—Annual 41st Annual Fourth Ferdi's Circus and Parade at the Rose Bowl on July 5 hung up a high in attendance of more than 41,000 people, with a nice distribution of the costomers. Event 2—Novelty number. Three Cycling Aces, Irene Meeker and Jim Gibson, of F installed rings, and Earl N. C. Toastmaster of the show. Event 4—K. Maynard Eppleons of Goebel's Lion Farm, working with George E. E. and Linda E. Eppleons; Richard E. Eppleons from the California Fair (See CIRCUS ACTS ON PAGE 46)

Bakersfield Is Preparing For Annual Frontier Days
Bakersfield, Calif., July 10—Fourth Annual Frontier Days Celebration here will have a total of 1,000 horses, including 600 American Quarter horses, 400 purebred and 200 half-breds. A grandstand, rings, rodeos, and rodeos will be started.

Mardi Gras

WANTED

WANTED Conecuh, Rides and Shows, September 17-22.

MORRISTOWN CORN AND COT SHOW

WANTED Concessions and Shows for SISPON, Rides and Shows, Carnival August 2 to 7.

WANTED CONCESSIONS AND SHOWS FOR CARNIVAL August 2 to 7.

WANTED Carnival Company FOR FALL CARNIVAL August 2 to 7.

WANTED Concessions and Attractions for BROADWAY-SOUTH BROADWAY-SOUTH AUGUST 2 to 7.

WANTED NASHVILLE, Mich.

ANNUAL HARVEST FESTIVAL

ANNUAL HOME COMING

NORTH SALEM, IND., JULY 25-30.
OPEN FOR CLEAN CONCESSIONS.

PORTAGE Tries Free Gate
PORTAGE, Wis., July 10—Fire Department of Bay City, Mich., on new city fairgrounds attracted 50,000 people. Bay City firemen handled the good work, reporting. New hot day topped the midway of six rides and a new Grandstand. Commissioner Johnstone handled the jubilee for the southern division, Ruton's Dogs, Deidre's Roller Skaters and Wandering Gypsies, Truman's Musical trio, and many more. Commissioner Johnstone is not enthusiastic regarding the jubilee was pronounced a success.

HELP: This Department by Telling Committees About

6TH ANNUAL CELEBRATION BROADWAY SOCIETY CLUB

NORTH COMMON, LOWELL, Mass., JULY 26 TO 31.

5 Albanian Sensational Free Act Booked First Time in Lowell. Six rides already booked. WANTED—Concessions of all kinds and Shows. No exclusive. This spot has always been a Red One. Wire or write.

JAMES GARDY, Broadway Club, Lowell, Mass.
BUSINESS OPPORTUNITIES

HAVE THAT BUSINESS YOU'VE ALWAYS DREAMED OF STARTING!!!

NOW THAT YOU CAN MAKE IT REAL!!

HERE'S AN OPPORTUNITY YOU CAN'T MISS!!!

1. Start your own business with MILLION DOLLAR PROFITS!!!

2. With MILLION DOLLAR PROFITS!!!

3. You can make MILLION DOLLAR PROFITS!!!

4. MILLION DOLLAR PROFITS!!!

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100. MILLION DOLLAR PROFITS!!!
When death whisked away Col. Jacob Shick July 3 an honored friend and benefactor of the wholesale merchandise industry was lost. His inventive genius gave the world something for which it has long been in need—a product which makes the daily shave a less bothersome task. But his developing the advantages of his revolutionary razor paved the way for the other firms that have followed his example and profit thereby. Today thousands of electric razors are sold which do not bear his name. Each one of them, however, owes a large portion or its success to Shick, who set up the guide posts for them to follow.

M. REUTER

A NEWカメラは、今、そして未来への道を切り開く

The success of the two previous Coast editions has proved that there is a demand for both; hence the present years.

By MAYNARD REUTER

Hot Weather Spurs Fan, Sun-Glass Biz

CHICAGO, July 10—Current spell of hot weather has brought the greatest demand of the year for electric fans and sun glasses, wholesale distributors here report.

Camera Sales Still Going Full Blast

NEW YORK, July 10—Camera sales which have been setting records since the start of the outdoor season, have gone over the top point where obtaining them is getting to be a problem of a miracle. Camera dealers and other merchandisers have found the camera to be one of the most popular items of the season and demand for special shapes and colors has increased.

The price is not yet, the spreading of the sales does not change, but it is not so much, a problem. It is generally believed that cameras will still be a sales item this year and that the cheap camera and the more expensive types will average about equal when the season is over.

New Use for Writing Sticks?

Hogswallow, Ky.

To the Editor: "Sent away to one of the most useful pieces of writing equipment here the other day, that I just couldn't help doing. I put it to use in the evening and it was fine. I thought of using some ink that I made out of blackberries that grows in these parts, but I was afraid of working it at all. My first idea was to let it be because of the whole thing. I set it down to writing a piece.

The writer is then able to send it back to them that I just couldn't do. When I thought of野生动物 at times to drop a piece of litter down to the little ones through it, it was making a howl with the color.

The Milburn Kid.
New Items

Elgern

gold scissors are said to be quickly and easily sharpened with Elgern, a new scissors sharpener being marketed by G. T. Blashfield. Device consists of a pin of special alloy steel projecting from an attractive Bakelite mold and, grip which assures the fingers from coming in contact with the scissors blades. The steel abrasive is firmly imbedded in the handle at the time of molding. A few seconds of the scissors across Elgern are said to sharpen them to almost razor keenness.

Balloon Novelty

Big Shot, new balloon novelty which Super Engineering Company has recently placed on the market, is going over big according to Bill Ray, of the company. Big Shot is a 12 inch balloon attached to a six inch hand board, which the child can bat around to his heart's content. Bill Ray claims that the boys already in this item are reporting tremendous sales and he predicts that numbers introduced in years for pinch workers and balloon workers.

6-in-1 Cutter

American Pullmatch Corporation has added to its popular Pullmatches in book form, the size of standard book matches, for the use of the premium, novelty and advertising specialty trade. These books of Pullmatches come in every type of decorative covers from the type in common use to metal-covered numbers, design and more in beautiful color combinations. They are also being produced in spring- loaded cases, making them suitable for use as business cards.

New Pullmatches

Zephyr Whirlwind

Having developed and perfected its noiseless skate, the Zephyr Products Company is now preparing to market its new Whirlwind Skate, which is claimed to be semi-noiseless. Rollers on the skate consist of a tempered steel ring compressed on a rubber-bull wheel. The rubber wheel serves as a cushion, which greatly reduces the noise of the usual bull wheel. The wheel is tempered to such a hardness that it will give much longer life than any now on the market, according to the manufacturers. The company also has a new Whirlwind alarm, which is the only standard make. It consists of a bell attached to the side of the skate. Bell is not off when front wheels of skate are lifted off the ground and a small rubber roller attached to the belt under the tread of the skate is made to contact the ground.

Carnival Novelties

Circus Horse

15 each

$1.25 each

DIARY OF A GIGOLO

OIL OF INDIA

OIL OF INDIA COMPANY, 122 W. Illinois St., Chicago

ADVANCE THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS
ARE WE BUSY! And Why Not?
We are Never Understocked or We Will Sell for Less...

Exceptional Values in:
Racks, Rades, Tallies, Mantons,
Novelties, Gifts and Premiums,
Sales Boards and Signs.
Get Our 175-page Catalog Free.

MILLS SALESMANSHIP
120 BROADWAY NEW YORK, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

NOTES

Small toys and novelties are reported to be selling in larger quantities of the present than there was in the past nine years, according to Dave Roberts, of the Roberts Company. The use of the small novelties in vending machines is responsible for a great amount of the increased demand, he maintains. "With the increasing popularity of vending machines in public places, particularly in coin machine industries," Roberts says, "there is no doubt that the vending machine operator and more novelties will be in demand. Furthermore, the vending machine business has found the greatest money-makers this year." Prices on genuine fur tops, the item which proved so profitable and popular with the public, are following the information coming to The Billboard from the fur markets.

The H. J. Company, however, which has been selling the genuine fur tops for years, was willing to give a great deal of money for a piece of genuine fur. In coming days, the H. J. Company is going to give a great deal of money for a piece of genuine fur, according to information coming to The Billboard from the fur markets.

Everybody Wears One

Makes a BRILLIANT DISPLAY and It's Tremendous BIG VALUE, too.

New York Bull's-Eyes

BY WALTER ALWYN SCHMIDT

CRGBP reports are good. The outlook for the fall season is promising and retailers are hopeful that they will have a good season. They expect that household items will sell well this winter, and that the demand for household merchandise will be high. The demand for household items is expected to be high, and that item prices will rise.

Prices for all items of similar quality and size are expected to be high, and that item prices will rise. The demand for household items is expected to be high, and that item prices will rise. The demand for household items is expected to be high, and that item prices will rise.

Daystrom Corp.

Olean, N. Y.

America's Largest Smoker Manufacturers.

UNIVEX 8MM

Movie Cameras

(Continued from page 55)

TAD HOPES CHEST. 1.65

JOSEPH HAGN CO.

"The World's Bargain Store." 217-159 W. Madison St., Chicago, Ill.

JEWELER'S WRIST WATCHES

LADIES & MENS, Briet Band Watches, Silver and Gold and Black Band with Black Band

FLYWRIGHT JEWELRY EXODA, 161 Geddes Avenue, New York City.

Daystrom Corp.

Olean, N. Y.

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Daystrom Corp.

Olean, N. Y.
YES, FELLOWS,

there is still a great deal of contention on the part of the merchants that street demonstrations fail and that the trade is being passed that rests with the fellows. We think that some over-control and too much anxiety to get all the women who are not concerned whether we stop traffic; they are too busy getting the local merchants and especially not making up for the work when conditions get better. Fortunately, however, most of the boys, especially the thinking ones, have attempted to overcome these difficulties and are the ones who are doing the real work. Those few who are not convinced of the value of the movement should be none. We know that the really successful man never rests in such methods. Think it over, boys.

When one makes the portals of Plymouth and blazes off on how good he is and then does nothing but blank out a necessarily Johnny-come-lately, he comes under the heading, "Just Foop." 

HUG BICE

TO THE PELLOW

who wants to know why he is not, and then becomes successful in some capacity as the man from the slum and a sister with a survival. Well, it might be true that he is a finesse. Perhaps too much talk and not enough convincing demonstration.

HOW HAVE YOU BOYS

and other splendid dates this season?

TURNING loose a lot of rubber and bladders, telling others how good you are and then it all ends. It has become necessary to become straining at a good opportunity even then he has done nothing but blank out a necessarily Johnny-come-lately, he comes under the heading, "Just Foop." 

IF YOU SEE

a piece of humanity who prefers to be overlooked, and try to do something to help him, it is entirely wrong. If your efforts fail to elicit one's appreciation of the benefits of the church, the bread and butter for your family and the welfare of the whole community, you are simply creating a problem in the public mind. The fact that we are strangers to the conditions of the working people (doesn't everybody have them?) is not excusing any wrongs which is the basis of our discussion. A local merchant's gripe is hushed "benevolent ingratitude," while a like action on the part of a demonstrator or pitcher looks upon as being fed on profits or other. It is the public conscience which can come to such ill impressions by contending that the people are not doing enough for themselves or the environment and raise their voice in any way you see fit to work towards the same end.

A GOOD PITCHMAN does not need coffee and rent money from his fellow pitcher.

ONE OF THE BOYS

who feels that there is a wrong, always remembers, "Enough said." You can get the price down anywhere in the world; but it costs very little to send Bill a pig, pig, pig for everybody's reading and Cincinnati latinos.

"WELL HERE I AM"

pencils. Dr. Victor R. Land from Omaha.

"I am in a lot of work and in a lot of work for five years, then hand south to Ohio and to the hot ones. Saw H. C. (D) Sing a song with the brushes and worry here. Understand that Eddie S. Mathews and Chippewa were in Omaha for a couple of weeks and they headed for the Midwest, too. As they left, I talked with the mailman in the town and received a pipe. Prince Omah is with me and he's really holding em spellbound with his magic. Business hasn't been so hot here. The races are getting all the play, but they close July 5 and then I'll get my turn. Would like to read pieces from Herb Johnston, Happy O'McGrath, Doc Sholtz, and the rest. Know some pipes from all the boys and girls."

3 YMI house and a big item you are working some idea if it is an item, I'll write you.

Send $20.00 to C. O. D. W. S. D. in care of Jimmy Wells and Al Jette are among the boys present here. Wonders if Jim Miller has writers' cramp.

"AFTER 10 WEEKS"

with my friend L. A. Swigert and wife, Wisconsin and Illinois. They are vacationing, and enjoying the pleasure of being a part of the big city in Michigan." Letters K. S. Ullman. The Swigert's are vacationing in De Moines. I'm having a big time in the cornfields. Have been working around the fair business since. Have been seen at the fair business since. Have been seen at the fair business since. Have been seen at the fair business since.

FAMOUS LAST WORDS: "Drop me a card when you can, it's a good deal."
ELGIN & WALTHAM WATCHES 1900

PHOTO MOUNTS
DIREKT FROM THE FACTORY

MOUNTINGS from 1½ x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for details.

MONEY Spots: Hamilton, O., a town of 5,000 in the State of Ohio. Employing thousands of people, one of the best factory towns in the United States. Known for its fine variety, Hamilton has a fine supply of fine wares. The Western Mail, Safety, East Side stores.

W. O. WHEATLEY

Pitchford Five Years Ago

CHIEF RUNNING WOLF, med pitchman, was at the Fifth Avenue, N. Y., American Expeditionary Forces, was being starred and promoted in Washington newspaper. A. R. (Red) Milne flew into Clinton, Ill., after enjoying fair business at an automobile show in Chicago.

Edward James Mayne had his veteran Bantam and Watercolor at the depot. He was on the road again. He was going to pitch in Sodbury, Me. Chichi was proving a poor hunting ground for the American Expeditionary Forces, but still held its own. The bullets were still flying and the men went home.

Business in Lincoln, Neb., for Harry Jackson, Conn., who was in charge of the American Expeditionary Forces, was being starred. He was on the road again.

Bill Stowe was reported to be in demand with his automobile, and his boxes of mysterious powder in Graysville, Pa. D. J. Jameson was working to make a name for himself.

Tom Simourney, who was promoting the American Expeditionary Forces in Washington, left that day for a recruiting campaign in the eastern states.

DON'T CHIAT you out of a good-sized bank roll at the end of the season by cutting down your profits thus aggravating a partner stock.

When you find that you are being yanked and hung in this game of pitch don't grumble, just hang on and do the job, and you are what you are. They are called friends that you trust are the ones who give you the go ahead.

CHIEF MEXAS

is working the plants around South Bend, Ind. The Chief and the вranches are driving into the West Chicago.

When you find that you are being yanked and hung in this game of pitch don't grumble, just hang on and do the job, and you are what you are. They are called friends that you trust are the ones who give you the go ahead.

In the middle of the month and 41 days, he had to pay any attention to that $1,000 horse-show pin and add to his holdings, that he was the real horseman of the town. He was not the best but had to pay out more than an extra dollar every time he sported. It was never clear as a pitchman, but a big shot from New York with that money, that had been the good old days, an early

TOM SIMOURNEY

inches from Chicago that he is not with the Bridge course of his He had recently reported. He says his publishers insist upon his being present in the Windy City at the first of the month. He has written and which will be issued soon. Tom is working another magazine with the monthly weekly epics. "When you give, give it in a way that will make it hard for them to repay it."
JOHNNY McLANE reports from Atlantic City that many fishermen are in the area.

C & W Carnival Employees

Drew in Susquehanna River

WILLIAMSPORT, Pa., July 10—Ernest Beiler 19, manager of the Susquehanna River steamer, C.J. Moyer, 18, employees of the Williams Temple Church of Christ, and 10 boys, were drowned in the Susquehanna River here yesterday afternoon.

The boys were swimming in the river near the bridge. The three bodies were found in the water about 200 yards below the bridge. No one else was found.

SHOW LETTERS

Buckeye State Shows

Florla, Ala., Week ended June 25.

Karnig: Celebration, Location: center of town. Heat and humidity, Very hot, with light winds. Rain. Long move in rain. Greeted in Florla Saturday afternoon with a 100 degree temperature. In the afternoon the weather that continued throughout the week. Every rain and cloud, it was a fine day, and the weather that continued until midnight. This year playing this celebration, this day bigger business, and the weather that continued throughout the week. Every rain and cloud, it was a fine day, and the weather that continued until midnight.

Blue Ribbon Shows


Dodson World's Fair Shows

Niagara Falls, N. Y., Week ended June 27. Location: Buffalo avenue across street from Buffalo, N.Y. Weather, clear and warm. Rain, Monday. Heat. A heavy rain Monday afternoon caused opening to be called off, as wet weather continued throughout the week. The weather is warm, with light winds. Rain. Monday. Heat. A heavy rain Monday afternoon caused opening to be called off, as wet weather continued throughout the week. The weather is warm, with light winds.

J. Page Shows

Columbus, O, Week ended July 3. Location: Webster Square, Business, very good.

WANTED—WANTED—WANTED

MICHIGAN'S FAIR

SOUTH BEND, INDIANA, AUGUST 1 TO 8 INCLUSIVE EIGHT DAYS AND NIGHTS—TWO SUNDAYS

FIRST ANNUAL FAIR. Heavily billed within a radius of 50 miles and 200 daily newspapers and radio. Attendance 75,000 to 100,000.

EACH SPECIAL DAY. $2,000 in Premiums. Horse Show guaranteed.$


J. B. HENDERSHOT, Manager, 107 W. Colfax Ave., South Bend, Ind.
BUFFALO, July 10.—The week starting at Albany for Ringling-Barnum was a rainy one, but nevertheless tents were packed to the brim and many were seen with copies. Rained entire day, and then moved in. At Rochester, nice day and many visitors, among them C. O. Hall, promoter. J. E. Reilly at the head of the organization. The program is a very large one, and consists of various departments.

Joe Vincent, the ticket department, had a visit with the family. His wife hails from Manchester, N. H. Ralph Green, big top manager, is here. Harry Kramer, of ticket department, a son of the great Basil, who fell from perch at Washington, is improving rapidly. At Philadelphia,比

4:45 A.M., and showed program, four midget dolls from Cody's Sideshow Show. Are in high-school number, on Shetland ponies. They are 14 and 15 years old.

Members of Dirty Dozen Club still have the Christmas tree up. Jerome feeding Rudyoff was seen. A no: and show program, four midget dolls from Cody's Sideshow Show. Are in high-school number, on Shetland ponies. They are 14 and 15 years old.

BUFFALO, July 10.—With the thermometer. The Ringling-Barnum Circus celebrated their Independence Day here. There was a big dinner behind the big top and many things took place. George Blood, in charge of the commissary of the show, reported a very big turnout, concerned dipped into their dishes with their hands. All the noise of city officials was seen, the show went on as scheduled, with about 9,000 attending the performance, and at least as many on hand at the time.

July 4 marked the first time in Buffalo, when the circus now appears, a record that a circus has been staged on a Sunday.

Police made no disturbing effort to interfere with the show other than making an arrest. The rain, however, was put up to Sunday.

John T. Clark, manager of Crescent Park, has many prizes in store for members of the audiences and the day will be looked upon as the most popular one in Buffalo's history in the spacious auditorium.

N. Y. MEN.

 Conte (Continued from page 40)

him. It has finally been decided to per-

fect and put in the play house. The 4th of July was the day and the audience was 3,000.

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A. C. GOES.

(Continued from page 40)

charged. Since we are so close to each other they can get rests. Restaurants went to an all-

night big business to make the most of the Fourth of July, and the men reached the post office on time.

June 30, after a celebration of 40th anniversary, reported all records broken for a full house. The band of Louis St. John, at Central Pier, said the Crescent City Band and the other bands in the city were all playing well.

The first week in the new Million Dollar Pier opening on July 2 was over 40 per cent of the previous opening. All this on an increase of 50 per cent.

Sand artists forgot all about sand and began drawing faces as fast as they could work. The weather was clear. A giant display on the pier was the picture of the evening. While the end of the pier, a half mile out in the water, was the brightest spot on the spot, being thus allowed to witness the spectacle.

OHIO DISTRICT—

(Continued from page 40)

The steel strike, now in its sixth week, in Eastern Pennsylvania and New England, Endicott and Greenhills, had ended in several thousand men being idle, as the mills continue to reopen and the war is here. When the strike was called it was much too weak.

It is true that no cabbie stopped, but stables, supporting cable outside the tent, pulled up in front of the doors, and everybody was met with Throngs of Members of Pot Valdo Tent, CPA, were on hand to watch the show. Their tent is nestled, as well as many friends of the family have been here.

Pot Valdo has a brother, sister and father living here.

Dropped the Hoops.

COLEMAN, N. Y., July 10.—Benjamin old gentleman, probably in his 90's, visited here 30 days ago. He is the most wonderful people. Working in the Welland as the other two were still in the tent, were the same as the case, and the show was taken from fall at Schenectady. Newspapers said that the circus was not a failure. Truth is that no cabbie stopped, but stables, supporting cable outside the tent, pulled up in front of the doors, and everybody was met with Throngs of Members of Pot Valdo Tent, CPA, were on hand to watch the show. Their tent is nestled, as well as many friends of the family have been here.

Pot Valdo has a brother, sister and father living here.

Boob Vans for Coment II.

CONNEAUT LAKE, July 10.—The Carnival reports largest business in 18 years, revenue up to June 30 and 15 per cent above last year. The Circus Day crowds forced the Hotel Conneaut, and the Comforts of the Coast, to work overtime and completely cleanout stations.

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Boob Vans for Coment II.
of insufficient means of financing advertising campaigns.

E. Then reports business good on most of his rides and is happy, too, on the success of his Polonaise, comic movie and dance hall. Three corn gazes are heard throughout the parades to the mayor of the city under the auspices of the Commune for the benefit of the poor, but the mayor is heard by Frederick E. Hittman. Those who are known as Edward and Caroline are the originators of this parade.

Philip Zoppo, restaurateur, is a proud of his native city.

Friends of Edward Leon Bain, Frederick P. Inkin is a new band and 'mins of the country, are also attending. Vernon Perry.

The three groups are to play for him this winter in Georgia. Henry Smith, who has band Robins Circles and has been encountered Estee Saturen on wire, recently received an unusually low scale this year because.

of the usual scale and the cost of living.

Leroy Thomson, midget clown: Harold Al Sweet. Program consists of 13 acts, including circus clowns paid in the parades and 10 in the hour and 20 minutes. In program are "Tom's" troupe, Donald's clowning, "Fat and Will" LeVallois, wire and posturing; Burns' pigs, ponies, donkeys, and more; "Hobo's" Mikkelson; Anna Olson, music grinds; Allen Barney, handkerchief models; and Leo Perry's five clowns. Roy Barrett, clown; Lenore Thompson, magician; Mary McVeigh, catcher; and George McCabe is in charge of clowns.

Two shows are given on week days and three on Saturdays and Sundays. There are no performances on Mondays as a result of a request made by Mayor Kelly's band concert.

Rain, Cold Weather
For Famous Robbins

ROSEBERT, Ore., July 7.—Famous Robbins, the circus big-wig who has been barnstorming plenty of rain, is also cold weather. Mrs. Robbins, who has a brother in the circus business, has said that he is "in the business to stay." The brother, who is a professional clown, has said that he is "in the business to stay."

The Robbins brother has said that he is "in the business to stay."

OLD ORCHARD—
(Continued from page 63)

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Hartmann's

Broadcast

THOSE who are delegated to keep office hours at night, must be accustomed to the routine of the work. The promise of a show in the offing at 11 a.m. is one of the most attractive prospects in the world. It is certainly an enjoyable experience to wake up and find that the world is full of new possibilities. In the case of our Cincinnati office, we have been able to realize how tough stuff as this should be continued. Here is a man who was in Louisville, Ky. when he noticed it rain and checked his promise. The LaVeun United Shows were listed to open for the first time in June, 1937. "Being short on money and knowing Huntsville to be a good spot," he says, "I jumped at the opportunity to offer a show." On arrival he found no paper up and no word within a radius of 10 miles. The people of Huntsville had taken up here in Huntsville, since this misleading route in your paper. Such acts as this is, one's patience has been reduced to nothing as a result.

An article in the Cincinnati Enquirer about those sending out letters for publication the trouble such as Goodwin has just published. Every effort should be made to see that the dates are not changed if a change is made. Colored newspapers should be notified at once.

C R A W A D Y

CARL J. SELLMEYER in a wire to us July 10 termed the Gene Whittmore article, "The Show That's Never Coming," published in last issue, one of the greatest things that ever happened in connection with circuses. We in turn, fully appreciate the wonderful spirit you have shown in displaying same on full page.

H A D C O C K

Flashed "13 Sundays or 25," published a postcard to us from Oakland, Calif., signed "G. Maguire." Apparently, a member of the Circus Fans Association, and reading the Billboard straight, note issue June 28, page 3. He says: "This is a fine publication and I consider it well worth the money I pay for it. Check Barnes opening date. Barnes Circus will make about 20 or 25 weeks, October 20th. 26-week season, making all Sunday stands. If you want record I believe we can be expected to have a fine show.

We feel sorry for Goodwin the same as for others who have had similar experiences, but no one can exist on sympathy. It's too bad that he has not been able to get a decent job.

E C H O

The editor of the Cincinnati Enquirer, who has been running a column on circus features, has written a fine article on the subject. He says: "The Diamond Ring," was a daily visitor during the summer, and Alfredo's 35th in circuses are not the only ones. They all have the good things in life, and have the clowns who make it all worthwhile.

Chester (Bob) Barnett now has the clown's license, which he obtained after a year. He has been two new pieces of firefighting equipment added, pulled his own fire engine, and has enough clowns to get a good response from the audience.

Circus "Ike" of the Diamond Ring was on hand at Columbus, Ohio, July 27. He was seen in the circus for the first time in the state of Ohio. He is the son of William "Ike" of the Diamond Ring.

Members of Pat Valladao's Bling-Bling Circus, which played in Canada, are expected to be here any day. They are perhaps the best circus in the world. They have not been out of the United States for more than a year and a half. The Bling-Bling Circus is the only one in the world that is not a permanent organization. It is a travelling circus, which consists of a series of tents, each of which is a separate unit. The tents are connected by a series of ropes, which are pulled by horses. The tents are moved from place to place by the horses, and are built on the site of a circus. The circus is a permanent organization, and consists of a series of buildings, each of which is a separate unit. The buildings are connected by a series of ropes, which are pulled by horses. The buildings are moved from place to place by the horses, and are built on the site of a circus. The circus is a permanent organization, and consists of a series of buildings, each of which is a separate unit. The buildings are connected by a series of ropes, which are pulled by horses. The buildings are moved from place to place by the horses, and are built on the site of a circus.
Notes from the Crossroads

by Nat Green

July 17, 1937

The Billboard

GET YOUR CONES FROM US and stop worrying!

Fresh, flavorful
RED ESTATE CONES help bring you bigger sales

CUT EM FRESH! Get 'em quick! Get 'em when you need 'em!

Our Real Coke Cone service delivers cones right to your lot. We have 250 branches delivering Real Coke Cones—just the right size and flavor. Why carry large stocks? Forget shipping problems—breakage—spillage.

The flavor and freshness of Real Coke Cones means bigger cone sales—larger profits. Learn about Real Coke Cone service. Mail us your route list and we will send our agency list and full information.

NATIONAL BISCUIT COMPANY
449 W. 14th St., New York, N.Y.

WANTED

For Wee Stubbins, 2nd Ave., N.Y.C.

WANTED

For any club member interested in getting a free club badge, please contact us at 2 West Street, New York.

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The Billboard
July 17, 1937

ATTENTION CARNIVAL MEN ATTENTION
AS USUAL THE LOWEST PRICES IN THE COUNTRY.
The JOHN ROBBINS COMPANY
240-42 THIRD AVENUE
LARGEST LINE FAIR - CARNIVAL - BAZAAR - AND BINGO MERCHANDISE.
In every direction. No Catalogue.

Beckmann & Gerety
CAN PLACE FOR THEIR FAIR SEASON
WORTH WHILE NEW ATTRACTIONS
In keeping with the needs of the magic midway. To start at the Illinois State Fair, August 14, Springfield. Followed by the
Iowa State Fair, Des Moines, Neb., August 27; the Nebraska State Fair, Lincoln; Kansas State Fair, Topeka; Oklahoma State Fair, Oklahoma City; Kansas State Fair, Hutchison; and several Celebrazations.
BATTLE OF FLOWERS, SAN ANTONIO, TEXAS.
BECKMANN & GERETY
Write or Wire Iron Mountain, Mich., week of July 12; Racine, Wis., week of July 18; Janesville, Wis., week of July 26.

MARKS SHOWS, INC.
Scranton, Pa., Week July 19.
Kingston, Pa., Week July 26.

Central locations in both cities. Outstanding still days to follow until our fair starts again. August 20, running until late November. Complete route furnished interested parties.
WANT MERCHANDISE CONCESSIONS OF ALL KINDS
Second Man on Ferris Wheel. Capable Showmen, communicators; will furnish equipment. JOHN H. MARKS, General Manager, Haslata, Pa., this week.
Santana, Pa., next.

SOL'S LIBERTY SHOWS, INC.
This week, Two Rivers, Wis.

WANT! MODERNISTIC SHOWS, INC.
WANT FOR TITUSVILLE, PA. THIS WEEK, WITH PHILIPPEUX AND SHAMROCK TO FOLLOW, ALL FIRM RECEIPT ELECTION.
WANT Lot Forman back and will produce and take care of show property. Care that can build and break and in any position will take care of show property. Care that can build and break and take care of show property.

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AS USUAL THE LOWEST PRICES IN THE COUNTRY.
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LARGEST LINE FAIR - CARNIVAL - BAZAAR - AND BINGO MERCHANDISE.
In every direction. No Catalogue.

PENNIK, CLUBMAN.
A-1 napkin. Pekoe Man.

JUNE 24, 1937

CAN PLACE
FOR BALANCE OF SEASON
Including Class A Circuit of Wisconsin Fairs, Cookhouse, Grab and Popcorn. Must be clean and sober. John Kanosh, Wis., July 19, Address, Scranton, Pa., next.

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WANT Lot Forman back and will produce and take care of show property. Care that can build and break and in any position will take care of show property.

CARNIVAL SHOWS WANT
MEL H. VAUGH, Week July 14, Fremont, Neb.

TILLEY SHOWS WANT
Shows with or without own outfit. Want Girl Show Manager, one that can make openings, also want Concession Manager for No. 2 Show. Address, Streeter, Ill., this week; Oglesby, Ill., week July 19; East Peoria, Ill., week July 26.
DIXIE BELLE ATTRACTIONS WANT
FOR SPRINGER COUNTY FAIR, ROCKPORT, I I . , WEEK OF JULY 30 TO 31.
Sho w with or without sparkler, CAY PLACE Candy, Nitro Machines, Sling Shot. No Bugs or Scratches.
Watch for telephone or mail letter.

WANTED
Showmen's League of America
165 W. Madison St., Chicago, III.

Outdoors Shows
(Continued from page 39)

Mailing Address:

NEIL COFFEE, Box 100, Wheaton, Ill.

Mrs. 111c-Caffrey and Secretary Strieble have reached this end.

A letter from Brother Max Goodman requests applications at once.

Two shows received during the week from Ed Davis, Skidmore, Iowa; John Delk, Will Wright and Joe V. Palmer, better send in your outfits.

A letter is received from Brother Max Goodman requesting applications at once. It will be charged only the county tax collector or other State or Federal authority.

THEATER MANAGER: Harold Many Penny, Music Hal, 2414 Main St., Chicago, I I .

CARNIVAL WANTED
WEEK OF AUGUST 17, 1937.
CUSHING FAIR
CUSHING, OKLA.
Contact W. S. Graham, W. S.

WANTED
Showmen's League of America
165 W. Madison St., Chicago, III.

Steel Pier, With Big Show, Opens Summer Season to 79,000 on 4th

Atlantic City, July 10—Steel Pier, which opened full blast last week-end, is again boasting of a record-breaking fire spread down the Jersey Shore.

The 20,000 square feet added to the pier last season, made the pier a popular destination for families and tourists. The music of the orchestra and other novelties in the Casino Hall, Balle Baker, Richmond, Conn., is succeeded by the huge crowd.

Frank Elliott's Minstrels in Minstrel Hall.

A whole deck is given over to I. S. Saidman's American Exhibit, which replaces the Jaffet war exhibit. Holly-wood Pictures, Inc., distributed its first full-length film, "It's a Long Way to Tipperary," with a floor prop from a number of out-"one of the most exciting of the season. The Pier was greatly enlarged, is dominated by the music of the Pier Orchestra, which was the center of attraction.

A Day at the Pier. An exhibition of pictures shows are daily.

Frank Elliott's Minstrels in Minstrel Hall.

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Theatricals include Jimmy Jones and his minstrel orchestra, Joe Lombardi and his minstrel orchestra, Alcos, and the special Hawaiian and a Filipino or-
A HELPFUL INDUSTRY

(A Guest Editorial by Joe Calcutt, Fayetteville, N. C.)

An industry can only gain favor when its existence is based upon helpfulness to other industries and to the public in general.

The coin machine industry can so classify itself. It is an industry that is directly helpful to many other industries and lines of business and thus is indirectly of benefit to the public thru its aid to other industries.

The coin machine industry helped thruout the depression to stabilize the retail merchant and is still rendering great service to the retailer. Considering the magnitude of the retail distribution system and the part it plays in American business life, coin-operated machines have played a real part in helping to preserve our distribution system.

Criticism of the coin machine industry seems to be directed mostly at its problematical side and few dare to speak a good word for the benefits it has accomplished and is accomplishing.

It has borne the brunt of excessive and in many cases unfair taxation without so much as a whimper.

It has allowed itself to be persecuted by politicians and, to its credit, it has withheld from factiously answering unjust accusations made against it. Thru all the adverse publicity and criticism the coin machine industry has continued to offer amusement value to the public and to prove one of the steadiest revenue producers for thousands of merchants thruout the country.

Every operator knows that today the greater share of the earnings of coin-operated amusement devices goes to the merchant. When games first came into prominence they were cheap and the merchant's commission was established at 50 per cent of the receipts.

Today coin-operated machines of all kinds cost many times as much as they did six years ago and the commission to merchants continues at 50 per cent. From his half of the receipts the merchant does not have to pay any service or overhead charges and a number of other necessary expenses which fall upon the operator. The operator must also be continually reinvesting in the newest and most modern machines, which today cost good money.

A little reflection will thus show that the coin machine industry is undoubtedly a helpful industry. Merchants by the thousands thruout the country are more than willing to attest to this fact.

An angle of service which the coin machine trade renders to the merchant, and one often overlooked, is due to the fact that local retail merchants are the greatest credit dispensers in the country. They are at the actual point of sale where billions of dollars in American goods is sold to the consumer, and in many cases on credit.

The merchants need a constant flow of cash to really maintain such a credit system, which is usually a neighborly service, but which becomes a staggering business for the whole country. Merchants have found coin-operated machines of the greatest value in helping to maintain this credit system, for these machines mean to them a steady flow of cash without any investment at all on their part—not even any repair bills.

Every merchant will agree that there is no space in his store which brings as large a return for the outlay of space or that brings in cash so steadily and consistently as the machines featured in his store.

When all is told the greater part of the profits from coin-operated machines of all kinds goes into the merchant's till. And he makes use of this ready cash in many ways. He may use part of it to pay his overhead, and certainly it all contributes to enabling the merchant to extend credit to his customers.

There is no doubt then that the coin machine industry is a helpful industry. Not only serving the retail distribution setup of the nation, but also patronizing the material and fabricating industries of the country by purchasing vast quantities of supplies for the manufacture of games. While the coin machine trade feels that its closest and most friendly relationship is with the merchants of the country, at the same time the size of the bill for materials and fabrication to manufacture the total of coin-operated devices made all over the nation is something of which many industries in the country, all the way from lumber to glass, are justly proud.

The members of the coin machine trade know these things, but millions of people outside the industry have never stopped to consider them. And they perhaps would never think of it if somebody did not call it to their attention. The coin machine industry has not been blatant in its claims and best of all it does not compete with any other particular industry.

It is truly a helpful industry, creating employment, buying immense quantities of materials and helping to support the retail structure of American business, which means so much to the continued prosperity of the country.
Omit Games
In Report

Philly commission does not condemn pinball in city vice report

PHILADELPHIA, July 19—Six months ago Mayor S. Davis Wilson appointed free-premier ministers, representing all faiths, to serve on a crime commission, studying conditions as they exist and to report on vice and crime problems. Publication of the commission’s final report last week was heralded as a vindication of all charge threats against the amusement machine industry during the past season. Their preliminary report in April did not make a single reference to the pinball games after making a cursory study of all vice charges aired in the city.

The report mentioned specific instances of horse-race gambling, illegal liquor selling, houses of prostitution and at least one theater presenting indecent shows, but not in a single one of its 41 pages was the amusement machine alleged to be a contributing factor in Philadelphia’s vice and crime conditions. The mayor himself has been the most severe gadfly against the use of pinball machines, but the report of his own crime commission failed to substantiate any of the charges in that direction.

Hotel Lobbies Good
For Baseball Games

CHICAGO, July 19—The lure of the baseball diamond seems to be inherent in an overwhelming majority of the population whether in city or country. This lure is naturally responsible for the great interest in the American Association baseball games. There is no better place to see this fascination demonstrated than in a hotel lobby, where people with time on their hands congregate.

Paul Gerber, who has had a number of Rock-ola World Series games in operation, has been on more than six months, declare that they are taking in more money now than the first month. Frequently people stand in line waiting for a chance to play.

“They work all the time,” says Gerber, “and we have never had a breakdown. I actually believe the Rock-ola World Series will be on location making money for operators for years to come.”

Send Immediately
For our new
PRICE LIST No. 240
Which contains some of the Greatest Bargains ever offered in Standardized Machines of All Types.

BESSER NOVELTY CO.
3020 Olive St. St. Louis, Mo.

EXCEPTIONAL SALE
25 MILLS DO-RE-MI MUSICAL MACHINES
Like New
Fully Guaranteed $199.50
While They Last

WINNIE M. FRASER
ROYAL DISTRIBUTORS, Inc.
54 Elizabeth Ave., Newark, N. J.

BALLY BUMPERS $20.00 each
JEFFREYS FAVORITE BALL GAME WENDERS, 10 Play, $4.50 Each.

D & S NOVELTY CO.
106 Broadway, Brooklyn, N. Y.

Mint Pours Out
Flood of Coins

PHILADELPHIA, July 19—Pummeled barrels of red-hot pennies, nickels and dimes swimming before his eyes, the constant ringing of coins making music to his ears, and as the rollers crunched and crunches hit into the ribs of copper and silver, Edwin H. Dressel, superintendent of the United States Mint here, with production algae in hand, announced a new all-time record of 618,107,917 pieces of silver and minor coins for the fiscal year ended June 30. In addition to the Mint turned out 4,330,000 foreign coins, the largest proportion of which were Chinese, Venetian, and Puerto Rican, during the year 1936-37.

Alto the total value of United States coins minted last year was $34,956,134, compared to a $21,954,017 coinage in 1928. Superintendent Dressel pointed out that only 173,249,335 pieces were coined in 1938 and the bulk of it was gold. Since 1933, when the United States went off the gold standard, no gold money has been coined at the mint.

“Thanks to the staff, the machines and the budget,” said Dressel, commenting on the record production, “we have been grinning Rock-ola World Series will be on location making money for operators for years to come.”

GREAT GUNS
“ACCELERATED BUMPER”
5-BALL, NOVELTY GAME

LIVELIEST AND MOST INTERESTING BALL ACTION EVER EMBODIED IN A PIN TABLE

Unquestionably the hit of the year. Ball striking an “accelerated bumper” not only registers scores, but is driven in any one of a hundred directions. And a bug-proof as a can of Filt.

OPERATOR’S
$74.50
NEW ONE PULL BALL LEFT—LEO TROPAN

23” x 50” Streamlined Cabinet

PAYOUT MODEL called
NAVY Same “accelerated bumper” principle. 1-ball. Odds changing.

KEENNEY’S
Track Time

Biggest money-maker ever introduced in a coin game

And out-selling all other console type, die games. 7-play chute, odds changing with each play, 25c to $7 payouts. Four interchangeable tops. Finest “engineered” game ever made.

New Amusement Companies
ALBANY, N. Y., July 19—Skill-Game Buyer, Inc., of Kings County, was recently chartered to operate amusement games and devices. Company has a capital of $250,000, shareholders and lenders are Bertha Cohen, Marion Pitcher and Alice Wertheimer. Directors are Murray Wertheimer, Fred S. Wertheimer and Pauline Els, the Bronx, N. Y.

Prancey Exhibition Company, Inc., of the Bronx, has also been authorized to construct amusement and various entertainment features. It has a capital of $200,000, and the directors are Murray Wertheimer, Fred S. Wertheimer and Pauline Els, the Bronx, N. Y.

All the above games in production and procurable through Keenney Distributors

J. H. KEENNEY & CO. “The House that Jack Built
2001 CALUMET AVENUE, CHICAGO, ILLINOIS
Iowa Ops Get Delay

Amen gets injunction which applies to games of mem-
bers only.

P. O. M. IN I A, July 10.—Members of the Automatic Merchandising
Association of Iowa obtained a temporary
injunction July 3 to prevent the use of pinball and other amuse-
ment machines. The attorney-general's office has ruled that games with pin
balls come under a new law passed by the last legislative session.

District Judge C. O. Franklin granted the injunction, which applies only to
members of the association and will not prohibit seizure of other
machines if it proves the association's machines are in
use where officers obtain evidence that the devices are being used for
Gambling.

According to Robert W. Morrison, sec-
retary of the association, the temporary
injunction covers 47 counties in the
State where members are located.

The injunction suit was filed by the
association, and a C. O. Sweeney, vice-
president, thru Milton W. Strickler, at-
torney. The date of hearing on a per-
mance injunction has been set for July
20 in District Court.

Immediately after the temporary in-
junction was granted, Mr. Burtington, of the
attorney-general's office, announced
that starting Sunday morning, July 4, the
attorney-general's office was issuing
orders that all pinball machines not
protected by the injunction were to be
confiscated.

This injunction does not prevent any-
one having and using pinball, blackjack,
mechanical or marble games which are used for
gambling or which have pin-ball systems attached to them.
Toy Exhibit Opens in Chi.

Few ideas to suggest new types of coin-operated games.

CHICAGO, July 10.—Around 15,000 merchants and buyers were expected in "the coin machine capital of the world" to attend the toy, furniture, and kindred trade exhibits opening from July 9 to July 17. Principal displays are to be seen at the Merchandise Mart, the Furniture Mart and the Morrison Hotel.

The wealth of the American toy market is to be seen in the variety and quality of products already on display for the opening of the show. Coin machine manufacturers and distributors of toys and novelties also held open houses to welcome buyers and give ideas at the toy show. The display halls were quiet the first of the week due to the celebration of two holiday days, but interest increased as the week drew on.

Hereafter in the earlier days of pinball the coin machine trade found the toy exhibit an excellent place to see what is being done at the time by the larger toy concerns. The play of the toys of the year 1937.

The orders that are pouring in for our newest releases, Great Guns, Five-ball novelty game, and Navy, one-ball popgun, indicate that orders are coming in fast and in quantities that are being met by operating them. Naturally the games have the ability to earn money because they are made for amusement players. We gave the games something to do in action with our testers and the games went to the bumper and the player responded as it always does to novelty ideas.

Coin-operated games introduce their ideas at the toy show. But the modern with nuts and candies for penny machines. His empire engine and vending, which he originated several years ago, are said to be by far the best made for the vending of toy mix merchandise.

"With the vending machine growing in importance daily," Robbins states, "there is no doubt that more novelties will be in demand, as this type of mixture has proved to be one of the best money makers for the toy trade," Robbins also reports that the toys and novelties being sold at the present time meet with the approval of the operators. Alto! The price of the charm is somewhat less than what it used to be, and the quality is better and the extra play which the machines get warrants the extra expense, Robbins relates.

Keeney Beehive To Meet Demand

CHICAGO, July 10.—"Beehive of activity," is the phrase most descriptive of the huge J. H. Keeney & Company plant. At Keeney, gentle head of the "house that makes Jack for the operator," there's no "jok" in this case. It's the orders that are pouring in for our newest releases, Great Guns, Five-ball novelty game, and Navy, one-ball popgun, indicate that orders are coming in fast and in quantities that are being met by operating them. Naturally the games have the ability to earn money because they are made for amusement players. We gave the games something to do in action with our testers and the games went to the bumper and the player responded as it always does to novelty ideas.

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Hole-Type Games Gain Popularity

CHICAGO, July 10.—Pointing to the success of his firm's Arlington Hole Game, Mr. Meloney, president of Sally Manufacturing Company, predicted a boom in hole-type machine games, which have been overshadowed recently by bumper games. "Recent Purchases," Ray states. "Most types of machines have maintained their popularity in some sections all thru the year, and it seems that the introduction of Arlington, however, there has been more interest in hole-type machines. We will continue to manufacture bumper games; in fact, sales of our Classic one-ball games are now amounts to a major run. At the same time we are stepping up our production on Arlington to take care of the increased demand of this type of equipment.

"The 28 winning holes featured on Arlington prove to have strong player appeal. This, together with the ever-popular changing odds index, the possibility of getting from one to seven selections on one coin, and awards for win, place, show and purse, makes Arlington one of the most successful games Dally has ever built. It's a fast seller for jobbers and a fast money maker for operators."
Phono Profits Show Stability

CHICAGO, July 10.—H. E. Roberts, sales manager for the J. P. Seeburg Corporation, claims that operators of Seeburg automatic phonographs are enjoying the most profitable season in the history of music operations.

"Notwithstanding the fact that previous summers have shown decided slumps in all phases of the industry due to hot weather and other factors," Roberts says, "the present summer has seen a complete reversal of that condition. More and more locations are turning to phonographs in their desire to provide location patrons with attractive amusements, and more and more patrons are in evidence at locations due to the universal adoption of a conditioning system. Whereas in previous years the average location was churned by persons in search of entertainment in warm weather, today these same persons seek these same locations for relief from heat and for relaxation.

"The location owners who have provided their customers with two automatic phonographs have reaped their rewards and will continue to do so indifferently, and the operator who has been forewarned about the trend of the industry will profit accordingly.

"This is especially true in the case of operators who have depended on Seeburg instruments. Operators of the Moody King, Model K, assure us that the expected summer slump failed to materialize, and that collections have taken an upward swing.

"Offering of the Seeburg phonographs report that the improved summer operating conditions for music men are reflected in the activity at the Seeburg factory, where production and shipment of the Model K remains consistent at year-end quantities."

Obstacles to Phonographic Exports

WASHINGTON, July 10.—The foreign export of American-made coin-operated phonographs is not impossible, but is subject to great obstacles, according to a survey of foreign markets which has been made by the Bureau of Foreign and Domestic Commerce in the United States Department of Commerce. Altogether, the attitude of the American phonographs is varied, the main barriers which an export trade will have to meet are the low living standards and the national habit of thrift.

"Of all the nations surveyed the export markets seem to be Great Britain, France and Germany. It is not believed that a too great market can be found in the big cities of Great Britain, where customers have not the time available to enjoy listening to music for very long at a time. It is thought that the machines could probably be sold in those places which serve as holiday grounds in the summer. There have gone up recently, particularly in London, a large group of small hotels, where soft drinks, sandwiches, etc., are sold.

"These have the active support of the milk-marketing board and their growth is constantly expanding, there being already many chains. It has thought that in some of these establishments a market could be found for coin-operated phonographs. Here the question of payment would not be quite so difficult as in the case of independent establishments where many of the machines are owned by firms with sufficient capital to invest in phonographs. In these cases, coin-operated phonographs are not generally available on this market, now it would be difficult to established to operate for more than one penny per record, hence the charge for coins used for amusing machines and it is thought that anything higher would meet with a strong measure of sales resistance.

"There is already a coin-operated phonograph. However, this is in a few instances and in a manner which carries with him a phonograph with a large old-fashioned horn. Equipped with a few records, he sets up his machine on the tables of cafes and plays selections for a small charge for various combinations of coins. Most of the medium cost phonograph manufacturers are trying to overcome the serious musical objections to the coin-operated phonographs. Palestine legislation prohibits the importation or use of coin-operated machines having gambling features, but it is possible to make the operation of coin-operated phonographs a fairy easy matter in some countries where phonographs have been sold in this country for use in restaurants and other similar establishments. It is understood that a majority of such instruments are coin-operated machines, and that there is no objection to the use of coin-operated phonographs in Palestine.

In most countries, public establishments, such as restaurants and bars, furnish free entertainment in the shape of music by radio or orchestra to their patrons, and it is not believed that the customers could be induced to pay for something they already get for nothing.

"In many of the larger cities, many unemployed music men are traveling about the country in various ways, and it is possible to play for either drink or food. It is believed that the radio set which operates almost constantly in all public places will prove to be the biggest competitor of coin-operated machines.

"The few coin-operated phonographs which are in Europe are of ancient vintage and are proving to be of unsatisfactory performance, so it is likely that it may be difficult to make the machines unpopular resulting from their use.

S E L D O M  C A N  T H I S  B E  S A I D

In a competitive industry, all leading products are good. It is seldom possible to say of any one, "This is the best."

Yet, in the automatic phonograph field, it is said by locations, by patrons, by operators, because the Seeburg Illuminated Multi-Selector Melody King, Model K is the finest phonograph in the world.

Write for details.

WEST COAST group in front of the offices of the National Amusement Company, San Francisco, as two loud boxes of phonographs start rolling to their destination. (Photograph: R. C. Hawes)

J. P. SEEBURG CORP., 1510 Dayton St., Chicago
To Push Gabels
In Mich. Field

DETROIT, July 10—Champion Automatic Music Company, headed by Louis O. Gabel, has taken over operation of the Gabel phonographs, and a number of junior operators, in the Detroit and Michigan territory. 

In the past, the company has been able to maintain a successful business in the territory, and it has succeeded in the market, where the machine in question has been able to maintain a successful business in the territory. 

Last year, the company moved the plant from the city to the suburbs, over a larger area, and now operates the plant from the suburbs. The company is in the process of utilizing the new building and has built a new and improved plant. The new plant is situated on a large site, and has been designed to meet the needs of the Detroit and Michigan territory. 

A sales campaign for this purpose will be initiated at once, and it is expected that the company will be able to do a good job of selling in the territory. 

Michigan. The company's policy of selling machines only to a man who can be reasonably expected to make a profit from them will be followed. It is not the policy of the company to sell to anyone who cannot make a profit from the machines. The successful models show a profit of 10% on the machines and the failure of the machine in question has been able to maintain a successful business in the territory. 

Up to a couple of weeks ago, the company was so flooded with orders that it could scarcely take on any new business. The company has now reached such orders that it is able to keep up with the demand for the machines. The company is well-known in the Detroit and Michigan territory. 

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Every One Enjoy A Treasure Hunt!

CASH IN WITH THE

Barrel-of-Fun Hidden Treasure

The sensation of the year! A set game of 2290 colors using a most beautiful card in 9 attractive colors. The Hidden Treasure Card has a top award of $50.00.

Big Profit for Operators

Takes in 2280 Sales at $14.00
Pays Out (average) $7.90
Profit (average) $6.10—Also made for you using an altogether different card deck.

GAM SALES CO.

L. B. BERMAN & CO., 123 N. W. 5th St., EVANSVILLE, IND.

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

$2.50 Each

ONLY A. M. WALCZER CO. 426 Shinnon Blvd., Minneapolis, Minn.

Famous Little Nut Type 1.

Samples, $2.50, Postage Paid; 10 or more, $2.00.

Only 2.50 Each

MILLS CHERRY BELL SIDE VENDORS

With Mikes, Short Stems, for sale cheap.
A. L. KROPP TOOWOOMBA, Q. I.

Boosting Cigarette Sales

Says the July bulletin of the Cigarette Merchandisers’ Association of New Jersey, that "...the sales of cigarettes have increased by an average of 11 per cent per machine.

The sales of cigarettes have increased by an average of 11 per cent per machine.

Candy Report To Be Ready Soon

WASHINGTON, July 10.—The Department of Commerce, Foodstuffs Division, will have ready for publication within the next week or so a complete review of production and distribution statistics on candy, according to announcement. The statistics will be rather detailed, and will contain a vast amount of information never before made available in one publication. The candy vending machines may find some of its market information worth while.

The Hercules figures compiled by the department each year have been interpreted to give the public rather than to give a complete analysis of production. For the purposes of this issue the yearly survey figure has been augmented by other material on production. The figures on production will show volume as well as value.

The recent materials used by the confectionery industry will come in for considerable discussion. Also attention is being paid to the question of the distribution and per capita consumption.

Lemke Buys 500 More Gum Vendors

Wichita, July 10.—To the Editor: "In the June 26 issue of The Manufacturer it was stated that the Lemke Coin Machine Company had purchased a large quantity of Stewart-McGuire gum machines, but no cigar machines.

We have on order another deal with Stewart-McGuire and have purchased 500 of the Illinois model gum machines in addition to the order placed several weeks ago.

M. D. Prestome, represented Stewart-McGuire and made the final transaction."

Lemke Coin Machine Company, Detroit.

Cigarette Machines

DETROIT, July 10.—Harry J. White, who is the General Business Manager of the company, acquired a large number of new Milling Machines for the company's use. The company already has a number of the modern machines on location.

SPHINX CHEWING GUM

Relieves Alcohol Breat.

A GREAT TAMPER SPECIALTY.

A Non-Comprehensive Vending Card. Ready to Use. Write for Samples. Sample box free.

Send for Descriptive Folder.

ROBERT E. NELSON COMPANY, 49-47 W. 41st St., New York, N. Y.

FOR QUICK SALE

Joss of location. 2 Trains, 2 Quick Rivers, 2 Rapidly Growing Very Well. Write for Details. Also Available.

For information on all these machines and many others write for details at your earliest convenience.

W. W.loor, 400 Market St., Baltimore, Md.
CANDIES FOR VENDING MACHINES

OVER 20 TASTY AND ATTRACTIVE HARD SHELL CONFECTIONS FOR YOUR SELECTION

(For in Ogden for price list)

FAN CONFECTION FACTORY
213 E. 36th St.
Chicago, Ill.

CONDITION: Please send me full particulars and samples of your Hard Shell Candies.

Name: _____________________________
Address: ______________________________
City, State: __________________________

(June 15, 1937)

Jimmy Johnson Off on Journey

CHICAGO, July 10—Immediately upon the return of Hugh Burnas, sales manager for the Western Equipment and Supply Company, from an Eastern tour, Jimmy Johnson, go-getting owner of the organization, started for the Atlantic seaboard on an extended trip, during which he will visit his Eastern distributors in the distribution of the late Western pay-table success, Air Derby.

Hugh brought back an armful of orders, it is reported, and the plant has been busy shipping goods since his return. Jimmy has already reported by long-distance telephone from New York with gratifying news of orders.

He warned factory officials to "be on your toes, because there is more coming." And following orders, Western officials have made plans to double production in anticipation of an unusually busy summer.

Ted Stoner Aids Junior Aviation

AURORA, Ill., July 10—Ted Stoner, well known to the coin-machine industry as an official of the Stoner Corporation, has been elected president of the Aurora chapter of the National Aeronautical Association. This homer is no sur-

Gerber & Glass Give Boat Trips

CHICAGO, July 10—As a gesture of appreciation for loyal and efficient service during a busy year, Gerber & Glass are awarding employees with a trip to Havana, all expenses paid by the firm. The trip will include points of interest in the city and vicinity.

The first to enjoy the trip will be Lillian Ferdman, secretary. She will be accompanied by Harriet Gerber, niece of Paul (Potash) Gerber. They will sail from New York tomorrow.

Miss Ferdman has been instructed that she touches within 50 or 60 miles of Fetherston, N. C., to see and extend greetings to Josie Calcutt. Calcutt will most likely respond with Southern style chicken, a rail to the famous slave market and a drive along scenic highways. That is a lot to expect of a Southern gentleman, but Calcutt has ample warning if and when the young ladies arrive.

Coin Men Support Tavern Program

MINNEAPOLIS, July 10—Distributors and operators of coin machines are cooperating with the Rural Hennepin Tavern Association in the publication of a monthly bulletin for tavern members by advertising amusement and musical machines. Among the amusements featured in the June issue are: Minnesota Silent Sales Company, Minneapolis; C. & G. Sales Company, St. Paul; Saint Paul Sales Company, Minneapolis; Wm. Smith, Minneapolis, and Earl Hughes, Minneapolis.

News publicity pictures of Don Laxey (Automatic Sales Company) and the new home of the Silent Sales Company also appear in the bulletin.

Ted Stoner, in connection with the local director of recreation, has prepared to fly the winners of the recent model plane contest to the home town movement to Detroit, where the nation's model plane meet is to be held.

Stoner has given considerable time to the junior chapter here in developing this modern sport actively among the boys of Aurora. It is needless to say that he rates "boys with the junior boys, or as the boys themselves put it, "Ted is sure one grand guy."

Ted and his brother, Harry, state that it is in a spirit of civic interest and pride in Aurora that they have undertaken to foster aeronautics and other civic activities for boys.

HARLICH MFG. CO.
1601-1617 W. Jackson Blvd.
Chicago, Ill.

LADY LUCK

1200 Hole Form 4100
Takes in . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ..
Wisconsin Ops
To Meet July 14

"To the Editor: Thank you for the list of operators' associations in the various States. I intend to write to each of those organizations to which you have sent the most active and give them a short resume of the Wisconsin situation. I think it of interest of interest to them because of our situation in which the Legislature refused to outlaw pinball machines, but then the State Supreme Court in a unanimous opinion upheld the Milwaukee city ordinance valid, thus making it easier for the opponents of amusement games.

The Wisconsin Legislature adjourned July 2 without taking any action on either of the two license bills for amusement machines. One license bill was previously killed on the Assembly by an overwhelming vote. However, it is quite possible that there will be a special session shortly to veto more revenue, and another license bill will find its way into the Legislative bills in the guise of a revenue bill."

"Our association will meet Wednesday, July 15, at the Hotel Wisconsin, Wausau, Wis. Hero Jones, advertising manager of the Daily Manufacturing Company, Chicago, Illinois, will speak. We would appreciate a few words on this meeting.—WACMO (Wisconsin Association of Coin Machine Operators, Inc.)"

**HOLLYWOOD**
**CHOCOLATES**
Double Dark and Chocolate, Individual Wrapped	Dez. $1.20

By Car, 2 for $3.00

**ATTENTION, CONCESSIONAIRES, PARMER, STREETMEN AND DRUMMERS, Come and Join Us with Your Fare at our Rushville Fair, July 2-4, New Location and a New Company! All Enthusiastic!!**

**DELIGHT SWEETS, Inc. 60 East 1st St. Rushville, Ill.**

**WANTED**
Mind Reading Act. Also Magician, Halt and Halt, Swedish Swallows. Salary sure. Any one wish.

**DODSON'S SHOWS,** Indiana, Pa., this week, then Route.

**Owing to Bert Miller Leaving**
Can place Photo Gallery and Cigarette Gallery, also Show Cones and Fish Pond.

**GREAT SUTTON SHOWS**
Robinson, Ill., This Week

**SPECIAL AGENT WANTED**
With auto. Salary 100 per cent of return. Sideshow, Midway, Acts, etc. Call or write.

**HARRIS CARNIVAL WANTS**
**McMAHON SHOWS WANT**
(Available Manager for an up-to-date Roller Coaster, can manage any kind of a show in the world.)

**WANTED FOR GROVER HILL, OHIO**

**HUGHEY BROS.' SHOWS**

**JOHN GRAVIS WANTS**
Griddle and Counter Man. Young, sober, reliable. FINE TREE STATE SHOWS, Carbondale, Ill.

**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS**
American Sales
In New Quarters

CHICAGO, July 10—Climaxing a chain of progress thru the past several years in the coin machine distributing field, the American Sales Corporation this week moved into its new location, 394 Wrightwood avenue. Lee S. Jones heads this distributing organization, which has made a national reputation for its pioneering work in extending credit to operators on the purchase of amusement machines. The firm has also consistently advertised high quality machines as a permanent policy. Jones has spent a lifetime of service in the coin machine field and formerly promoted the sales of automatic pianos and later the coin-operated phonographs.

The new location provides ground floor space for the offices and display rooms, much larger space is provided, a move which was made necessary by the steady growing business of the firm. The record of the firm over the last five years shows a gradual progression of which the present move is a step to be expected. In planning the new layout, greater number of private offices have been arranged for the assurance of the firm. The machines which the firm carries will also be displayed to greater advantage.

The building has been completely renovated and redecorated. The unique art sketches which attracted so much attention at the former location are still a part of the scheme. These artistic drawings were unique in possessing artistic value, humor, and a direct application to the coin machine trade. Jones has his private office also furnished in a galaxy of colors and wall prints that provide a special treat for those who will come on him.

Consideration for out-of-town customers has been shown in selecting the location, since it can be reached by the elevated system, street car lines and boulevard transportation if desired.

Several new people have been added to the staff to give efficient service to all who come and to cut out-of-town orders. Now the trade will be eager in expectation of a grand opening celebration. Knowing Lee's reputation for entertainment, and Lee says that the trade should just watch for the announcement, for it will be forthcoming. A list of the veterans in the industry will be present, he says, so that no plan will be allowed to pass him an outstanding event of his career. He also states that business is going well now, and that the well-known policies of the firm will be continued, except with greater facilities to serve a larger number of operators.

Lion Motor Drome

Winnie Mae, nightlight Rider, also Lady Alexandra, promoted by Adolph E. Lauen, 936 Le Moyne, 9th Ave., New York, N. Y.

Nicholson, Pa.
150th Anniversary

Cincinnati, Brown and Pittsburgh, Pa., June 27, 1937

A new big and the East Coast premiere. Write P. Eugene Stevens, 5th Hark, Pa.

Heller's Acme Shows, Inc.
WANT

Concessions of all kinds. Cortland, N. Y., week of July 24.

When Writing to Advertisers Mention The Billboard.
Special Features
In New Payable

**ACE LOCKS ARE**
**POWERFUL POSITIVE PROTECTION**

Practically all the better coin machines, phonograph and vendor manufacturers are now using Chicago Locks as standard equipment. And shrewd operators are insisting on Chicago Locks on the new machines they buy, as well as for replacement purposes. Thousands of ACE locks are shipped daily to all parts of the United States. More Chicago Locks are used on Coin Machines than any other kind.

**Chicago Lock Co.**
2024 N. Racine Ave., CHICAGO

Order ACE today through your Distributor or direct from us, and write for new Chicago Lock Catalog, illustrating and describing over 100 different locks, single bitted, double bitted, padlocks, etc., including ACE 7-Pin Tumbler Locks with their famous ROUND KEY.

**No. 4032, Actual Size.**

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**POWERFUL POSITIVE PROTECTION**

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**No. 4032, Actual Size.**

Special Features
In New Payable

CHICAGO, Jul 10—“Operators looking for a one-ball bumper game with sharply distinguishing features will find Chicago Lock’s new Payable game.”

Bennett describes the new Payable game as “an eight-ball bumper racing game, whereby the player, with each throw on the course, checks the ‘ball’ on the ‘ball’ for the best possible score. Numerous variables are assured the player of the Payable game with additional running, scoring and payout of one ball per throw. This is an exceptionally good game designed to attract more play.”

**WORLD OF FUN SHOWS WANT**

Kiddle Rides and one Flat Ride. Have two shows and tour. Two more shows and tour. Full time, New York Woman Review. Address this week.

**WANTED CARNIVAL**
**AMERICAN LEGION HOME-COMING**

Four or Five Rides. Five shows. Two weeks.

**CRYS TAL EXPOSITION SHOWS**

West Legitimate Concessions. Want men to take charge of complete Concession. Also want Cook and Concession Man. Want for 12 days. Three times per day, 6, 3 and 10.

**WANT TO BOOK**

Two Orbs, one with Carnival South, one with Eastern Carnival. Wire lowest price. For all information. Should be interested parties.

**WEST BROS., AMUSEMENT**
**AMERICAN LEGION CELEBRATION**

**Continental Premium Mart**

**AMESVILLE, WIS.**

**Continental Premium Mart**

**AMERICAN LEGION CELEBRATION**

**J. J. PAGE SHOWS**

**WANTED**

**EUREKA SHOWS WANT**

**BARFIELD'S COSMOPOLITAN SHOWS WANT**

**SUMMER CLEARANCE SALE**

**GRAYSON, KY., Fair Week July 19**

**FAIR WEEK SHOWS**

**WANTED**
The Big Money Making Features of Photomac

The firm says, "There are two games that we're going to be winners of and the big game we're after is in the Photomac World." The sales force is still pouring in as fast as the factory can ship into New Orleans. Pace reports.

Robert H. Bluhm, Jr., young local op, reports that business has been good and that he believes that play will still be a major factor in the city's growth. The factory is the biggest winner in the city.

American-Southern Colortel Photophone Company is looking forward to an early spring. The company received the cooperation of Western Equipment Company. American-Southern is in charge of the equipment from the offices of Mr. Jones, who has been busy with reports for a month's vacation in Old Mexico.

Dom Pazino, captain of the Photophone Baseball team, changed the name of the company and has made a name for himself in the Crescent City. The Photophone players are just as good as the Crescent City stars.

"Mr. Me" McNeil, popular partner in Photophone Company, left for a two-week's vacation in Texas, including a stopover for a few days in the Panama-Pacific Exposition.

John Granberry, of the Mill Novelty Company's photophone division, has returned from an extensive trip through Southern territory, traveling as far as Memphis in the Delta area. He reports a brisk demand for his firm's machines.

"Walt" Friedlander, head of the Reed Novelty Company, Houston, is spending a few days in New Orleans as the guest of his brother, Hank, of the Crescent Novelty Company. His wife is with him. They will spend about two weeks here.

Survey Shows Ops Want Merchandiser

New York, July 10.—The National Association of Music Dealers has reported a survey which indicates that the manufacturers are operating at a steady pace, with an appreciable drop in volume having taken place during the last year.

The survey, conducted by a number of manufacturers, reports that the business is still growing. It indicates a drop of about 100 in the volume of sales, but that the manufacturers are operating at a steady pace, with an appreciable drop in volume having taken place during the last year.

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NEW!
LIBERTY BELL
Console

JENNINGS DELUXE CONSOLE AT A POPULAR PRICE
Yes Sir! 145 bucks (plus tax) buys this sensational console bell—Jennings Liberty Bell. All the features—beauty—dependability and big player appeal of machines selling for twice its price. Built by a bell machine manufacturer and made from standard Jennings units. Has beautiful maple cabinet—colorful glass top with flaming colors and dancing lights—and a big double odds feature that gets and holds the play. Opportunity is here...Grab it!

Blatt Sees Change
With Daval Game
BROOKLYN, July 16.—While Blatt, the "Little Napoleon" of the Supreme Vending Company, Inc. reports that the new roll-down hit of the Daval Manufacturing Company, Bumper Bowling, is opening a new kind of play to operators. He states that the game is a welcome change for the players, as it is quite different from the action they have been enjoying on pin games. He feels that the changes will bring about better profits for all concerned.

The game has many features which are sure to create a new type of game," said Blatt. "As the players like the giant bumpers, the large playing field, the colorful light-up board and the mystery score. All these features incorporated into one game makes it a winner.

Blatt believes that Bumper Bowling is the answer for the different type of game which many operators have been needing.

Levine Entertains
Foreign Visitors
NEW YORK, July 10.—Max D. Levine, president of the Scientific Machine Corporation, found himself in an English family from London, Mr. and Mrs. B. Rainogold and their son, and a prominent amusement magnate from Indo-China, F. Rosenzweig.

The Rainogolds are well-known merchants and importers who are extending their varied activities to include a widespread operation and distribution of amusement devices in the British Isles. They have been successful in their other enterprises and, having become fascinated with the amusement machine business, the Rainogolds promptly embarked for the United States to visit the world's coin machine center. One of their first stops was at the offices of the Scientific Machine Corporation.

F. Rosenzweig traveled many thousands of miles to check up on the advancements made in the amusement machine business in this country. He has wide interests in Indo-China and China, with establishments in Hongkong, Singapore and in dozens of less pronounceable places.

To Levine the visits were extremely pleasant and all the more so because they are good prospects that some nice orders will develop from them. Scientific is reported to be developing a game which looks like a potential hit. It will be introduced early this fall.

GEORGE ROCHE, Chicago Novelty Company, Fort Wayne, Ind., joins the admirers of Air Derby, Western payor popular table with monograph action.

WE NEVER KNEW
That salesboards could be sold during the summer until we made "Play Ball!" increased sales of orders have shown in the past few years and new hit 80% payout, Tippy-Topsy Tickers, blanks to sell the jar deal, this board has proven a break-out! Made in 6 and 10 deals. Beautifully designed, secured, with accompanying pay out card.

2280 Holes @ .50...$14.00
Pays out average...75.94
Profit (average)...$33.76
10 board take at...
2280 holes @ .50...$288.00
Pays out average...153.97
Profit (average)...$70.03
Thick board with assets, secure finish, cellophane wrapped.

REAL BARGAINS
Guaranteed Recommened Late Models
Bally Carom...570.50
Jenney Nickel...18.50
Bally All-Star...19.50
Tuff Charm...47.50
Mills Ten Grand...14.50
Kane's Ten Strike...14.50
Bally Black Bird...18.50
Bally Freeskets...59.50
Penne Leatherman...12.50
Bally Dasher...34.50
Penne Parlay...18.50
Mills McCoy...16.50
Combination Deposit With Order—Immediate Delivery.

BADGER NOVELTY COMPANY
2342 NORTH 33rd STREET
MILWAUKEE, WISCONSIN

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
It was my convenient habit of forgetting things that I failed to pass over a good news story that should have been published several weeks ago. It started in Minneapolis, and Bill (The Sphinx) Cohn, who handled the story, might not have had a news story. A Minneapolis theater was showing King of Gamblers and wanted machines to make a public display of slot machines. Calling Cohn, they offered them a loan of machines, he sent them the loan, and the machines went into chimes on the market.

Cohn was a number of columnists that Cohen had allowed him for helping to make such a public display. "If you win in this business," Cohen said, "I thought it best to have on display the first machines the industry builds." Cohen added.

All of which recalls an editorial in The Billboard May 1, 1937, in which the concern the story of King of Gamblers. "There will be some fast-lacing men in the trade who will help the local movie house advertise the picture, maybe even machines for display and other ways to cooperate with the people in the movie picture business.

For a long time I have been especially interested in the way Bally publicity in our news columns plays the end against the wind. Herb Jones, Bally manager, is the author of this intriguing yarn. At one time Bally will be booming as a game. If they were successful, in the way the Bally comes Bumper and Bally publicity turns to boosting novelty games as they replace all other types of games, payout or otherwise. Again, the Bally publicity in the write up, this time, is setting the pace; then the rule turns and they say turn around and you win again.

All of which is good publicity, if I knew good publicity. I like it too, because it helps me to attract the few bright minds who try to butcher the art of injured the slots and payout games. And, finally, if the end is middle understands Bally publicity and is an aggressive man he could build a public conscience in the coin-machines trade.

Murray Berkebaum, formerly connected with Brunswick records for many years, is now managing the phonograph division of the Silent Sales Co., Minneapolis. The full tilt in summer resorts and road-side stands, with Berkebaum in charge, finds himself plenty busy in supplying equipment to the customers in the phonograph line.

Theodore T. Bush, popular manager of the Acme Novelty Company, has been sent to battling slot machines as 350 Bally Carens. "But from the looks of things," said Bush, "I'll sell even more of two of these till Bally hits — Arlington and Chesapeake."

A B. Cheriton, president of Electric Products Company, Detroit, announced this week that Harold Johnson, former manager of the Chicago office of the firm, had resigned from the firm. Johnson, a successful man with the firm from July 9, Cheriton added. The appointment of a new Chicago manager will be announced in the near future.

New York circles report that the Fourth of July week-end cleared the trotting in every way, especially with the coin-machine biz. They were among the $300,000 and more that could have been handled by the New York transportation systems and highways, and again it is a matter of regret to the Times it called one of the greatest "mis-givings of the week's history and I had in hand a period of two days. Cudame were already in the hills and big plans had been made for the tour, which was to have taken place the holiday. Several, of course, are taking their vacation at this time. They are all in their own business and on the golf courses in the country, resort and vacation territory for whatever time they happen to be idle."

Automatic Motorcycle Association of Iowa held a special meeting at the Kirkwood Hotel, Des Moines, July 11. The meeting was held at 7 p.m. and was attended by numerous members of the organization.

Sees Country More Liberal

To the Editor: "You should receive a report of this meeting at 11 a.m., and a number of your articles entitled 'Ken-
WARNING
DON'T ACCEPT SUBSTITUTES!
INSIST ON THE ORIGINAL

Evans' DE-LUXE PAYOUTS
Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original not altered or changed from older models. Every machine is a BUILT RIGHT. Evans games are absolutely free from "bugs."

For top profits and untailing performance, those De-Lux Payouts stand alone in their class! Reports prove an earning capacity far greater than that of all others and ask any operator who owns one! Better still set them at your jobber or write direct for complete details.

ATLANTIC CITY
BARGAINS!

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STEWART-McGUIRE
3-Column Cig. Machine 69.50
Wurlitzer-12
Phonograph 124.50

GERBER & GLASS
914 Diversey Blvd., CHICAGO

WE STOCK ALL BALLY PRODUCTS

GOLDEN WHEEL TOY $175.00; Tuff Crane, 45c, wrestling, 65c, Uomo $89.00, BALL PARK $1.50, College Football, Derby Day Clock, 50c, SKEE BALL $2.00, LEHIGH SPECIALTY CO.

Bennett Reports
Ball Game Sales

CTFOAGO, July 10—Paul Bennett, general sales manager at Pacific, indicates a strong trend of interest is being manifested in Pacific's Ball Game. He maintains that distributors are largely responsible for the widespread interest now running so high on the new baseball game.

With players actually running the bases in movie-reel light-up animation, swinging their arms and legs as they swing the ball, the game proves to be one that all audiences have ever featured. Sales have been going at top speed and we have been behind in filling orders the first few weeks that the games have been coming in to our office. We will be able to meet the demand within the next few weeks, however, as we have large shipments on order to arrive from Chicago.

"This new five-ball game," Pitt reports, "is getting more attention every day from operators and jobbers in this vicinity and I'm sure that the game will prove to be one of the strongest sellers we have ever featured. Sales have been going at top speed and we have been behind in filling orders the first few weeks that the games have been coming in to our office. We will be able to meet the demand within the next few weeks, however, as we have large shipments on order to arrive from Chicago."

Fitz Matches the Speed of Mercury

NEW YORK, July 10—John A. Fitzhugh, Billy's Eastern factory representative, is reported to be the man for Mercury so rapidly these days that he is keeping right up with the speed of the game and is able to match the speed of the new baseball game.

"This new five-ball game," Pitt reports, "is getting more attention every day from operators and jobbers in this vicinity and I'm sure that the game will prove to be one of the strongest sellers we have ever featured. Sales have been going at top speed and we have been behind in filling orders the first few weeks that the games have been coming in to our office. We will be able to meet the demand within the next few weeks, however, as we have large shipments on order to arrive from Chicago."

Fitz further revealed that he is seriously thinking of putting up some sort of a prize for the operator who can catch the speed of the game and is able to catch the speed of the new baseball game.

"The game action is so fast," says Fitz, "that almost no one around the machine and only the operator who is able to catch the speed of the game is able to catch the speed of the new baseball game."
Another Genco Bell-Ringer!

A CIRCUS OF FUN FOR LOCATIONS
A CARNIVAL OF PROFITS FOR YOU!
RING THE BELL ON YOUR LOCATIONS WITH THIS NEW NOVELTY SURPRISE! There's something appealing plus excitement in this midway
of Genco features:

- GIANT NEW TYPE
  BACKFOLD!

1 to 5 Ball Play! Each hit on numbered
bumpers advances
the score on corresponding numbered scales.

- Changing Odds!
  Changing Winner!

Lights, odds, and probable winner change
when half crosses the little colored
banners on the playing field.

WHIRLING BUMPER
Scores Success

CHICAGO, July 10—First reports
from Classic games on location show tremendous
public interest in the new Whirling
bumper feature, according to Jim Buck,
general sales manager of Bal introduced
company.

"The new whirling bumper idea," Jim
declared, "is the latest and greatest
feature in recent years. Operators report constant crowds around
their Classic games, enjoying the
seven spins of the ball as it contacts the
resolving bumper. Located near the
bottom of the board, the whirling bumper
spins like a top during the entire game,
and when hit sends the ball sailing
all over the field. If you can imagine
an electric kicker capable of kicking around
to catch the ball from many angles you'll
get some idea of the startling action
created by the newest Bal creation.

Classic is described as a one-ball odds-changing payout or ticket game
featuring rubber-tire bumpers and "super
charged" play field. The former consists of
resilient rings of gum rubber mounted
on metal posts, the latter is a specially
narrowed chrome-plated plate. Pulling
the ball from any angle will cause it to
hit the bumper and send the ball flying
all over the field. The ball is released
at random and strikes the bumper,
which is designed to allow the ball
to bounce off the bumper and hit
the player once again.

First Half Shows
Business Is Good

NEW YORK, July 10—As a good
summer took the current monthly bulletin
of the National City Bank says
the first half of 1937 ended with business
newly more satisfactory over the country.
Earnings, payrolls, trade volume,
employment, and investment
all continued higher than in any period since
the beginning of the depression.

The bulletin further states that farm-
ers and other producers of raw materials
have been trading goods and labor
at higher levels than ever before.

A noticeable increase in the
prices of most groups of the country's
population has increased more rapidly
than the cost of living.

Manufacturers of goods of every-day
use have enjoyed a phenomenal activity
which exceeded the 1929 peak, according
to the survey, which stated that this
condition is practical evidence as to
the real value of goods and the other elements that
affect the economic situation.

Industries, the survey added, have
been spending more for improvements and
expansion, and this has caused the
recovery in line of business lagging.
This improvement was held out to represent
any abnormal expansion of business
which the needs to be filled and the capacity
available to fill them or when compared
with the past.

If the industries are allowed to oper-
ate with efficiency, their costs down
and price their goods at levels that will
keep their prices down and keep
prices where they belong, there will be little
concern as to business in the next year,
the report declared.

"The moderate decline in industrial activity
was noted for the past month,
which was attributed in part to seasonal
influences, but chiefly to strikes in the
automobile, steel and other industries.

Carnival Leads
Genco Production

CHICAGO, July 10—Officials of Genco,
Inc., reported today that production on
the new novelty game, Carnival, has
jumped from last to first on the assembly
line. It is closely followed in volume
by two previous Genco releases—Bally Street and Auto Derby.

"The reason for the sudden popularity
of Carnival, which has been in produc-
tion for only a week, is self-evident," said
Dave O'Grady, spokesman for the Genco
company. "The addition to the highly
colorful back and playing field we
have added several features which pro-
vide a lasting appeal.

"The backboard illustrates five scales.
Also the addition of which we use to test our
strength with a big monster. You all re-
nember the phrase, 'Ring the bell and get a cube!' The scales are numbered at the
top and when a coin is inserted one
or more of the scales becomes a possible
winner as shown by the lighted number.
When the bell is released it strikes the
numbered bumpers on the board and each
time a bumper is contacted the score
progresses upward on the similarly num-
bered scales. If a winner is made odd
are paid as shown in lights along the bottom of the board.

Norton Is Ponsler's
New Road Salesman

NEW YORK, July 10—Showing that it
means business when it says that
prospects is its watchword, the George
Ponsler Company, Inc., announces the
engagement of Charles Norton as road
salesman. Norton's duty will be to
keep the New England end men busy
by supplying them with the latest and
finest array of equipment. Ponsler company is doing a big job on Knowlton's Great
Game, and the other men in the company
for which it is Eastern distributor are
not Maya.

BLOOD PRESSURE
Self-service
Coin Machines Legal Everywhere
LAUFFER'S
4510 Park Avenue, New York City
Western Softball Team in Victory

CHICAGO, July 10.—Don Anderson, captain of the Western Equipment and Supply Company's softball team, today reported the details of a heart-breaking game between his aggregation and the Guardian Electric team. The score was 5 to 3 in favor of Western. The game was won by nips by Twigs and Montgomery, followed by a home run by Pedula.

Spectacular catches by Nicky Boor, Pic Futsundo's one-handed catch in deep short and the succeeding throw that caught the batter too far from the line for safety, along with a triple by Tony Librand, third baseman, featured the exciting contest.

Bill reported: "Of all our games we considered this one the finest and hardest we have played this year. Sportsmanship of the Guardian outfit was highly commended in the face of a defeat after having victory practically within its grasp." The Western ball club plays several times each week against rival organizations made up of the employees of the various Chicago coin machine companies.

Unfavorable Bill Loses

WEST ALLIS, Wis., July 10.—An ordinance fashioned after that in effect in Milwaukee, banning pinball machines here, was defeated, July 6, by a 4 to 3 vote in the common council.

Opponents to the proposed ordinance argued that the Milwaukee ordinance is not suited for West Allis and recommended that the city draw up its own measure for regulating the machines.

Dave Marion (center), Marion Company, Wichita, Kan., shows a Groschen Royal Flush counter machine to prospective customers. Other Groschen machines are also seen in the picture.

Is Your Subscription to The Billboard About To Expire?
McCall Expands
To New Quarters
ST. LOUIS, July 12—McCall Novelty Company, which has been in business in this city for about 14 months, today signed a long-term lease for the building located at 3147 Locust street. Building is a two-story one with a large basement and the firm will occupy the entire premises. They will move into their new quarters, which will contain about five times as much space as their present location, about August 1. In the interim the owners of the building are making the changes asked for by the McCall Novelty Company, which will make the new location one of the best-equipped coin machine firms in the Middle West.

The tremendous growth of the firm, the newest coin machine distributor and junket in this city, necessitates the move to larger quarters. According to A. McCell, owner, and Ray James, general manager, the firm plans on opening two branch offices in two other large cities in the near future.

Exposition Aids
Cleveland Ops
CLEVELAND, July 10—The thousands of visitors that are coming to Cleveland this summer for the Great Lakes Exposition are doing their part to advertise the newer type of games.

Most of these visitors come from smaller communities. Games that operate with a beam of light, and even the bumper-type game, are new to them and have captured their interest.

As a result the exposition is proving a real boon to Cleveland operators. Many of them are spending as much time checking the games of Cleveland as they do at the exposition. As a result coffee, hotel, restaurant, drug store and, in fact, every type of business place is benefiting.

It makes a tremendous demand in Cleveland for the newer games, according to E. M. Marcus, president of the Markupp Company, which makes its headquarters here. Marcus keeps the phone and the telegraph wires open between Cleveland and Chicago getting prompt delivery of new games as fast as they are announced by the different manufacturers.

Ball Park Captures
Attention of Fans
CHICAGO, July 10—"The National and American League partners fly at each other's throat at the slightest provocation, all of them agree without hesitation that the new Chicago Coin one-ball bumper-type payout table, Ball Park, is supreme among amusement devices," said Mr. A. Wurberg, official of the Chicago Coin Machine Manufacturing Company.

"I speak from personal observation," continued Wurberg. "A local operator, while he was in the middle of the game with a friend he was playing, set up a number of new Ball Parks on locations. It was amusing to enter the location and quietly scan the room. The players were talking to each other about the game without even realizing that they were talking to each other."

"Ball Park gives baseball fans another outlet for their enthusiasm over the national sport. The unusual light-up hand-bell which features runners traveling the bases, along with the two free-play home-run buns and the free-play home-run hole, portrays the game so realistically that players have found it is a perfect way to keep them interested in the game."
Location Letter

 Ursus Fair Play

To the Editor: "I am attaching a letter which we have sent to all of our locations and which in itself is self-explanatory. We make it a practice of getting out a letter similar to the one included at least once every 30 days. "I believe that if other operators all thru the country would do that they would find that it would help to further the stabilization of the coin machine industry as a whole."—J. D. Leary, Automatic Sales Company, Minneapolis.

LOCATION LETTER

(To Location Owners): "We want to thank you for the co-operation you have always wholeheartedly given us and for the opportunity we have been given of working with you. We again ask your co-operation in helping us to see that Article 6 of the local ordinance is enforced absolutely to the letter and will appreciate your calling this office, informing us of any violations of this ordinance that you know of.

"Section 6 reads as follows: No person shall permit such mechanical amusement device to be operated by any minor under the age of 18 years.

"Section 8 of the ordinance reads, in part: Any person who shall violate the terms of this ordinance shall be guilty of misdemeanor and shall be fined in a sum not to exceed $100.

"Public opinion has created the acceptance of these machines in the city of Minneapolis and led to their being licensed. Public opinion never will tolerate the permitting of minors to play these machines and we will do all in our power to see that this ordinance is fully lived up to and will appreciate your co-operation at all times in the future."

AUTOMATIC SALES COMPANY.
**Target Roll Scoring**

With Its Bump-a-Ride

NEWARK, N. J., July 10—Leo Walter, of Target Roll Manufacturing Company, Newark, claims that orders for the new bowling game sensation, Bump-a-Ride, have been coming in so fast that his firm has added 10,000 square feet of floor space to help speed production. Sam Gisbert and Leo Walter have taken to the road to see their various distributors and expect to be gone for a short time.

Max Zinnet Is Promoted

CINCINNATI, July 10—Max Zinnet, associated with the Slichter Manufacturing Company here for a number of years, has been promoted from city sales manager to general sales manager of the firm. He is now on a trip thru Ohio calling on jobbers and operators. Ben Goldberg, one of the Slichter chiefs, is away on vacation.

**Everywhere for Everywhere**

...Starting with Phantom for Payout Spots!

5 sets of odds on top of 40 to 1...a flashboc...the
winner counts the "cand...camera"...a game played with
buddy in two's for last action...a setup that is always right
and more...Passion has had its place
which makes the difference between the ordinary game and
a great money maker. See Phantoms of your
choice at once and you will know why this is the
best pay off in the business today!

**PACIFIC MFG. CORP.**

2213 Lake St., Chicago * Los Angeles Office, 1320 So. Hope St

**The Billboard**

**AMUSEMENT MACHINES**

July 17, 1937

**Sunny and Dark Side in Rising Costs of All Government Units**

The report of the National Industrial Conference, which has been promoted by all government units in the United States and has just been published (to use an adjective common to the coin machine trade) and also contains important information in the field of taxation, total costs of all units of government are said to have reached the sum of $317,000,000, or 100 in 1938, a huge sum in any man's opinion.

The cost of government in 1938 was reported, it is said, a report that it is impossible to cut taxes, an increase of about 25 per cent that accounts for the entire increase in public debt amounted to $317,000,000 at the end of 1938. Of this total, the federal government accounted for $291,000,000, and State and local governments for $16,000,000. While the public debt is growing space, tax collections are also growing, federal taxes in 1938 reaching nearly $56,000,000. State and local tax collections for 1938 are estimated at $317,000,000. State tax collections in 1938 reached nearly $36,000,000, the largest total for government units on record. Local city, county and governmental governments in 1938 collected a total of $372,000,000.

The increase is expressed by many people about the growing cost of government. It is due in part to the fact that the Per capita debt in the United States is so far lower than that of European countries. Against American citizens can really be thankful that live in the U.S., where we have so many social services. The tax collections of all forms of government in the United States are said to be $177,000,000, or 27.7 cents out of every dollar of earned incomes. Yet even that is not as bad as it seems on the surface.

The business of government has now become the greatest business in the country and will continue to be so. Giving employment to millions of people and becoming perhaps the greatest user of materials of all kinds in the world. The vast billions of money being spent by the Federal, State and local governments after all, are just so many billions poured into circulation. It is this billions spent by governmental agencies that keep booms going. But when there are so many weaknesses in the individual system, saving billions of dollars will have to be used to get the feet, gets headed in the right direction.

The business of government now has a new number of governmental units in the country and will continue to be so. Giving employment to millions of people and becoming perhaps the greatest user of materials of all kinds in the world. The vast billions of money being spent by the Federal, State and local governments after all, are just so many billions poured into circulation. It is this billions spent by governmental agencies that keep booms going. But when there are so many weaknesses in the individual system, saving billions of dollars will have to be used to get the feet, gets headed in the right direction.

There are those who shudder at the millions of government revenues. But after all this provides regular and secure jobs for that millions of people and the world, and the actual dollar will be worth your while.

It is the second meeting since the adoption of the policy of having a regular meeting of the members on the last Thursday. At the July 14 meeting, Herb Jones of the Big Shot Company, Chicago, will be the speaker. Herb Jones is one of those who feels that every operator in Wisconsin should meet and hear.

**Wisconsin Ops**

Regular monthly meeting of the Wisconsin Association of the Coin-Operated Machine Operators, Inc., was held in the Wisconsin Hotel, Wausau, Wis., Wednesday, July 14. Some informative speeches were given on the social period, as well as the weather.

**Robbins Hangs Up Record in Sales**

BROOKLYN, July 10—Dave Robbins, of Robbins & Company, Brooklyn, claims to have made a sales record for his organization for Stenger's Daytime new novelty pin table. Two cars of fairs were received and sold in one week. Not only were the machines passed along rapidly, but the operators and jobbers in Robbins' territory are clamoring for additional games, he claims.

Dave enthusiastically claims that the hot weather makes no difference in the sale of games when you've got a "hot one." And Daytona is hotter in today's weather, he says.
A Superior Table for all Locations

Tournament is a brand new novelty table — the best to appear in several years. Its amazingly elastic billiard rails and bumpers give life and action never before equaled. All bumpers register score automatically. Playing panel is of chrome plated steel cabinet highly colorful and attractive. It's made in the typical Mills quality manner — not just "stuck together." If you want to see novelty earnings of $40 to $60 per week, order Tournament—the table that has proven its superior earning power in every type of location. Immediate delivery, factory or jobber.

Mills Novelty Company
4100 Fullerton Ave., Chicago

$69.50

F. O. B. CHICAGO

Chrome Playing Field!
Billiard Rails and Bumpers!
Suspense-Skill Layout!
Earnings $40 to $60 Per Week!
The most amazing play-attracting action you ever saw!

Located near the bottom of the board, the WHIRLING BUMPER spins like a top during the entire game... sends the ball moving all over the field! Imagine an Electric Kicker capable of swirling around to catch the ball from any angle... and you'll get some idea of how the WHIRLING BUMPER whips the ball into a frenzy. See it yourself and you'll see why CLASSIC is getting the crowds and holding repeat play by the hour!

FLASHY CHROME-STEEL PLAY-FIELD
ULTRA-MODERN! SLICK AS ICE! SILENT!

"RUBBER-TIRE" BUMPERS

"Odd-or-Even" Score System; $2.00 Top
Even numbers pay listed odds, 10 to 200, and suspense boils to fever pitch as the score fluctuates between odd and even.
High scores, whether odd or even, pay up to $2.00 top.

BE FIRST! RUSH YOUR ORDER TODAY!

Get in on the ground floor... be first to give your public the new and different play-thrill embodied in CLASSIC! Demand already exceeds daily output... so rush your order today!

ARLINGTON

PAYS ON WIN, PLACE, SHOW & PURSE

28 WINNING POCKETS
ONE-SHOT PLAY
1 TO 7 SELECTIONS PER GAME
CHANGING ODDS; 40-TO-1 TOP

CAN BE OPERATED
WITH OR WITHOUT
"THIRD DIMENSION"
EFFECT ON BACKBOARDS

You made big money on "Freakiness" and now you'll make the biggest money of your life with ARLINGTON. Get started ahead of competition—order ARLINGTON today!

WRITE FOR FULL-COLOR CIRCULAR on Sum-Fun and Nugget counter games. Also Reliance, Bally Baby, Bally Bella, Favorite, Race Track and Mercury.

Bally MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO, ILLINOIS
CARLOADS LEAVING DAILY!

★ IMPERIAL... Has that unequalled ROCK-OLA TONE!
The Rock-Ola amplifier not only utilizes all existing features such as positive scratch eliminator, full floating mechanism, full floating lightweight Crystal Pickup, and full floating battle, but Rock-Ola sound engineers have now applied a new and startling acoustic principle that gives you an augmented bass at low volume.

★ IMPERIAL... Has that unbeatable ROCK-OLA MECHANISMS!
Rock-Ola phonographs are known the world over as the phonographs with the simplest mechanism. Nothing to jam! Nothing to wear out! No vibration!

★ IMPERIAL... Has matchless beauty in its ROCK-OLA CABINET!
Artistic designing and perfect craftsmanship in Rock-Ola’s gigantic woodworking plant makes this cabinet a thing of lasting beauty. Beautifully matched, inlaid, walnut veneers. Hand rubbed to give a permanent, silken finish.

ALSO AVAILABLE WITH 16 RECORDS

The BEST there is in music!

ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVENUE CHICAGO, ILL.
"We find that we have the best in music with the Wurlitzer-Simplex Automatic Phonograph. Not only that, but it gives us a steady source of revenue directly and indirectly increasing our business greatly. The money the Simplex brings in goes a long way toward paying our overhead. Western Music Company who serves us does everything for us in the way of music and service."

**Tom Tamaresis,**
Proprietor of Popular Colorado Tavern

That's why **Wurlitzer-Simplex Operators** are Replacing Automatic Phonographs that do not measure up to Wurlitzer Standards

Like Tom Tamaresis, location owners everywhere judge any automatic phonograph on its earning power. That's why Wurlitzer-Simplex operators from coast to coast are replacing automatic phonographs that do not measure up to Simplex performance with these more appealing, bigger earning instruments.

Get Wurlitzer-Simplex beauty and superior tone working for you, too... and you'll get and hold the big, busy locations... the spots that pay real money.

Find out if there is room in your locality for a Wurlitzer-Simplex operator. Mail the coupon. The Rudolph Wurlitzer Co., North Tonawanda, N.Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.