

# The Billboard

The World's Foremost Amusement Weekly

AUGUST 12, 1939

15 Cents

Vol. 51. No. 32



**WALTER  
POWELL**

and His Orchestra  
Featured at Knickerbocker  
Inn

At George Jessel's Old New  
York of the New York  
World's Fair

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*The World's Foremost Amusement Weekly*

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

**NEW YORK, Aug. 6.**—With the granting of an AFL charter to the American Federation of Actors Monday by George Browne, president of the International Alliance of Theatrical Stage Employees, as predicted in last week's *Billboard*, the Associated Actors and Artists of America, the International which kicked AFA out of its fold, threatened to withdraw from the AFL if the latter's executive council, meeting in Atlantic City, starting Monday, upholds the IA move. Performer union representatives have been notified to report to AFL council Thursday. Since the granting of the IA charter to the AFA branches of the Four A's have taken suspension measures against Sophie Tucker, AFA president: issued letters detailing allegedly unwelcome background of IA officials and asked members for pledges of support if strike call should become necessary. In the past relations with representatives that Four A officials had on previous occasions not only contemplated IA's existence but solicited its members. IA also accepted verbal petition of affiliation from Grand Opera Choral Alliance. Four A charter had been revoked some time ago and whose jurisdiction had been turned over by the Four A's to the IA. However, when jurisdiction IA failed, however, to obtain commitment of alliance from the Theatrical Guild, and the treatment of union, which it had tried to annex.

Indication that AFA would bolt to the IA in the February 1938 election year, when SAG and Equity vied for the driver's seat in the international, led to Browne, who personally issued the new charter, the AFA has complete jurisdiction in the performer field as Division A of the (Division B is a special class set up for ushers on a lower dues and tax scale). Conflict between the AFA and IA was drawn up by Joseph Padway, ranking counsel of the AFL and also counsel for the IA. If that part has not been revealed as yet, tho it is understood that AFA's constitution will undergo changes to conform to IA regulations. For the moment the AFA will restrict its activities to the night club, vaude and circus fields.

Four A's denounced the move as "reasonable and discreet act of certain performers in delivering their brethren from the straitjacket and threat—trials." George Browne's act in attempting to raise the jurisdiction of the Four A's jurisdiction which has been recognized for 20 years as deliberate and irreparable violation of the constitution of the AFL," said the Four A news release.

Browne when asked to defend his action in light of the AFL constitution which has so defunctified member membership in any other AFL unit, replied:

"Complete jurisdiction has never been clearly defined. It's a question of who and what is what." Then, in further support of IA, council granted retroactively July 20, 1894, over 20 years before the Four A's president, Browne, declared that the "union is empowered and authorized to initiate into its membership any person who is in accordance with its own laws and to conduct the business affairs of said union in the interest of the members and of the trade and labor in general." At

another point the charter reads: "For the purpose of a thorough organization of the trade and a more perfect federation of all trades and labor unions."

Browne holds that the AFL is granting of a charter to the Four A's itself had been a raid on the IA jurisdiction. Tho the IA never opposed the establishment of the performer jurisdiction, IA argues, it never did recognize that international union's right of return. However, that under previous administrations the IA recognized the actor unions. When the actors' strike ended in 1919 both Joseph N. Weber, of the American Federation of Musicians, and Charles C. Rhy, of the IA, affixed their signatures to the contract with the managers, thereby indicating their recognition that legitimate jurisdiction belonged to Equity.

That the jurisdictional dispute between the Four A's and IA will be settled by the AFL next week is greeted with an optimistic prediction, judging by a statement made by Weber at AFA convention in Kansas City last June. "The AFL has never settled a jurisdictional fight and never will," he said. "He also pointed out that unions these days accomplish invasions by extra legal means, and that he would try to bring to the might of their finances."

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

## Minsky Invade Outdoor Field: CNE Show Set

**NEW YORK, Aug. 5.**—Minsky Brothers—Herbert K. and Morton—veteran burlesque producers, whose late brother, Billy Minsky, because the "late talker of in the field in his time, will invade outdoor doors next month and in doing so will start from the late Minsky's old, inked as 20th Century Enterprises, which inked a contract on Wednesday with J. W. (Pat) Conroy, president of the CNE, Minsky's Oriental Palaces on the Canadian National Exhibition midway, known as the CNE, and will be the CNE's biggest annual fair on this continent, will test the Minsky name and girl show production to the limit of success. (See **MINSKY INVADERS** on page 34)

## Chicken Farmers Lay an Egg For Hopeful Cleveland Cafes

**CLEVELAND, Aug. 5.**—Cleveland night club operators have found out what the old phrase about going to bed with the chickens means to the non-urban population and now they're refusing eggs for breakfast, chicken for lunch and turkey and duck for dinner. And thanks to a bill passed by the international Peoria Congress, more of them couldn't afford such luxuries this week.

Many night clubs that had been closed by the Peoria Congress in 1937 congress, July 20, to August 7. Those that were running short summer shows were Peoria's knowers, and those who were operating on a 20-hour summer plan also put on high-cost shows.

All this for the big butter-and-egg breakfast, but the only one who didn't appear, those who came to town

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

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

**NEW YORK, Aug. 5.**—Band biz and its allied arts being slightly on the recovery and unpredictable side, not too much surprise can be engendered by the paradoxical realization that to be a banding success you've apparently first got to be a flop. A check back over the careers of some of the more illustrious members of the stick-waving fraternity bears this out very definitely. Starting with the first of the big names, the late Benny Goodman was Benny Goodman, figuratively speaking, he had played an engagement at a then Class A spot, Billy Rose's erstwhile Casino de Paris and then one of the biggest theaters, AFA's stay there was so lacking in public acclaim that the band almost folded, and it wasn't until his historic stand at the Palomar on the West Coast some time later that the king of swing was born.

## Bradley Kincaid To Operate Tent Theater in 1940

**CINCINNATI, Aug. 5.**—Bradley Kincaid, NBC's interpreter of hill and mountain folk songs, has announced that he will take a show out under canvas next summer. Present plans call for a top with a capacity of about 500 reserved chairs and 700 bums. Special seats are being given to the design of lighting equipment, with a radio microphone stage, and Kincaid hopes to be able to use lighting effects on a par with those in the best flesh houses.

Show will not be another cowboy opera. Kincaid is striving for a variety show which will run about an hour and a half. Standard vaudeville acts, as well as radio names, will make up the company. Plans for a summer of two-day stands, with a matinee on the second day, are being made.

Kincaid is well known to radio listeners throughout the country, having started on WLW, Chicago, and subsequently was associated with WLW here. More recently his program originated from WTAM, KIDRA, LYW, KOY, WRZ, WRZA, WTIC and over the NBC Red network. Last winter he handled commercials from both WTIC and WOY. He's now working as a regular feature at WREX, Springfield, Vt., and doing occasional broadcasts from other New England stations.

Kincaid's future started as an experimenter and was originally taken to give Kincaid a local station from which he could broadcast his radio show. (See **BRADLEY KINCAID** on page 18)

Others who hoped to profit heavily by the new craze, and not get jobbers, and the 385,000 had paid admission to the show by the third of the month, the craze had already been set on its heels—but radio stations and news papers were rushed by those who wanted to take the studios and color bands, but even these few attractions weren't an evening draw. Waiters and waitresses were busy taking the dining crowd since the Townsend convention.

Roxy, burlesque house, reported heavy crowds for the 20-act afternoon show, average evening crowds.

Artie Shaw's background is not too dissimilar. He scored a tremendous hit at a swing concert at Imperial Theater here when his hot clarinet against a string quartet brought him much critical acclaim to the point of an engagement at the French Casino, another typical goal (at that time) of all maestri. But Kincaid's meant a thing, and there was a couple of years of struggling in the hinterlands, working up a new outfit with all the headaches that accrue thereto, before those three little minutes of *Begin the Beguine* on wax.

Other music history centers around the sweetest sensation, Glenn Miller, currently scoring at near-by Glen Island Club's Mead. It was only last winter that Miller was buried under an avalanche of mudity at Broadway's famed Paradise Theater, another success of big-time bands. His time there meant nothing at all, and that was the second engagement he played there, the first having amounted to even less. Came Meadow- (See **STARTING AT** on page 18)

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# Organic and Obnoxious

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

EDST Unless Otherwise Indicated

### "Sports Liner"

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

There are any number of sports radio programs, and as it was left to a selection this reviewer caught Jack Oregren who has been the best of the best. However, he gave indication of independent thought and familiarity with the game.

He used a picture of a Saratoga announcer, but his voice showed signs of fatigue, and he was not particularly interested in an already news-reported account of the race. He was, however, which probably interested but few listeners. Considering his remarks were clipped and the news service shirks, the editing job well done. Murphy.

### "Treasure Trails of Song"

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

Arthur Bodycombe has concocted a melodic voyage into various geographical regions that should serve as a pleasant and profitable without tedium. In a blend of tunes presented by the Elder Sisters Trio, the Four Harmonists and a couple of other interesting groups of organ and piano, the KDKA artist musician in his first two programs of this new series has presented a wide range of the tropics. Using popular songs and semi-classicals, the formula alternates with regard to format. At the end of the act, then combines them all. Pat Haley also contributed to the show reviewed and a regular performer on the program. Baritone Wood Kennedy, Bernie Armstrong handles the organ, Bodycombe does the piano, Bill Hutchison the announcements. The show isn't exciting or ostentatious, but blends like a mint julep that you could stand a whiskey straight.

### "Playhouse Personalities"

Reviewed Tuesday, 1-1:30 p.m. Style—Variety. Sponsor—Sharteburg Station—WBRY, Watertown, Conn.

First in a series of summer shows, the program was weak in both performances and in a rapid succession of talent appearing at the Clinton (Conn.) Playhouse and present the acts at Sharteburg Department Store auditorium. Talent on this show included Douglas Montgomery, Bette Goodrich and Mary Hutchinson. Ned Hutchinson, Playhouse's press agent, emceed. Montgomery, when interviewed, was gushy and big-headed. He introduced Mary Hutchinson, doing a scene from *High Tor*, which opened the previous night at the Playhouse, as excellent.

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

### "Dizzy Spells"

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

Old Doc Doo works on Gay street, the mad scientist doctor who is always carrying a black umbrella and black top hat filled with words on slips of paper. Complete with a black top hat and most words and turn them over to the Doc

### Tele-Fun

NEW YORK, Aug. 5.—RCA-Victor was responsible for one of the most amusing varieties of the Music Trade Convention at the Hotel New Yorker here this week. Victor's Jack Wilson applied for a program in which their television demonstration and created a lot of howls by dragging Wilson's name to the other side of the line, into the televising chambers, sticking them under the lights and in front of the camera and letting them talk. The "performances" came from the "set" in an adjoining room and the audience, who were not "disseminated for the edification of the amused audience.

(announcer Read Wilson), who identifies them as nickel, dime or penny words. Pay-off is from a street-car conductor's change dispenser.

Wilson, in front of the station's 800-seat auditorium, show draws well and has more air appeal than the usual studio spelling bee. Henry.

### Goshik Leaves CBS

NEW YORK, Aug. 5.—Martin Goshik, ace director, has ended his contracts with the Columbia Artists' Bureau and Columbia Broadcasting System on September 29.

Goshik, who had been producing the *Old Gold* show with Robert Benchley, will continue with that show when Benchley resumes in October. Goshik is planning a few shows and is preparing for independent radio production here and in Hollywood.

### WJOL Throws Radio Party

JANESVILLE, Wis., Aug. 5.—Several thousand people were on hand the evening of August 1 to celebrate the 10th anniversary of WJOL's radio broadcasts on the grounds at the transmitter station.

Anniversary radio parties are to be held in 1940 to include Don McNeill, Evelyn Lynn, Russ Winnie, Harold Safford, Fred W. Brown, Edna G. Brown, Polly and her middle Pals, Pat Allen, the Rangers, WIS Trio and Tom Gentry's Ork.

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

Tom Adrian Cracraft's all-electric orchestra had its second airing over WJZ Sunday, 5:15-5:45 p.m. Combination instrumental, classical and modern numbers with a variety of tonal effects not heard on conventional radio broadcasts, as well as cast. Outfit definitely has musical as well as novelty appeal. Cracraft's orchestra, which is not a union band, is clear any musician's union hinder, since a man is necessary for each of the 12 instruments. Ork includes, besides the Monie, with Connie Crandall and John Tubertal doing solo. Some of the arrangements were by Raymond Scott. Most impressive rendition was an item titled Tebbo. P. A.

On Wednesday nights from 9 to 11 WOR and Mutual present a line-up that is neat, the far from gaudy. The first hour and a half, divided between straight talk and straight music, has a set of 15 minutes, but not the evening's saved by the last half-hour, the Music Counter show originating from the University of Wisconsin.

Two-hour season opens with a new stint by ARTHUR HALE called *Confessions*—four hours of radio today. It differs from the usual new season by offering rumors and probabilities of about 100 minutes in the various word centers, and lets the listener feel he's on the inside. Also, Hale includes in surprisingly little punch-pulling, particularly concerning domestic politics, which is a pleasant surprise. Bulletin is furnished by Trans-Radio of Appleton.

The next quarter-hour fits the other end of the scale. It's EDWIN C. HILL, who has been on the air since the Life Insurance Co., and represents 15 minutes of out-and-out plugging with an entertaining, but not very original, presentation minus 7:48. It's one long sales talk, and is probably the dullist and most uninteresting program on today. It's not Hill's fault, tho; it's the sponsors.

The 9:30 to 10 half-hour is taken up by *THE HOLLAND SHOW*, which comes out with an excellent musical program from Toronto. The band has elaborate and beautiful stage arrangements, and the stint gets an added fillip from the "over-the-top" harmonization of the FOUR CHORDSERS, the vocal quartet, DOROTHY ALT, the talented, fails to hold up as generally expected. The next 15 minutes is also band

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

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

NEW YORK, Aug. 5.—Extent to which broadcasting stations' artists' bureaus are into the radio business outside the station is the fact that WOR during the past year had a club date business amounting to \$200,000 in gross bilings. Figure was estimated by WOR's Art Abramson, who also stated that the bureau from 1937 to 1938 had approximately \$100,000 yearly. Abramson's breakdown of the club date figures shows the bureau serviced 700 of these functions last year, for which 3,000 musicians, 3,500 performers and 3,000 acts each and employed a total of 3,500 performers.

Bureau does not charge talent any commission but gets a lump sum for a produced show from the employer and pays of the acts. Radio, it shows average approximately \$300, but figure occasionally goes as high as \$15,000, this figure being for the program produced for the last automobile show.

Bureau does not do much in the cabaret business, but has a few shows advanced. One of these is that the bureau is not keen on booking spots in which it has wire, owing to possibility of opinion that the bureau was booking these spots thru pressure. Acts booked into cabaret number just about 10 a week.

Income of \$100,000 per year from wire comes from about 12 or 20 spots, these spots averaging \$100 a week.

WOR plugs its artist bureau over the air with four announcements a day.

### WOR's Jack Johnstone A Medicine Man Now

NEW YORK, Aug. 5.—For the past few weeks Jack Johnstone has been besieged by actors asking for audition for his *Jack Rogers* series. Puzzled by the sudden deluge of talent, Johnstone investigated and found that the actors, who are the subject of a rampant superstition to the effect that if a radio actor is having a tough time of it, all he needs is one or two shots of *Buck Rogers* and business begins to pick up.

Bill Pringle and Eastace Wyatt saw the program worked like a charm for them.

Johnstone is doubtful.

## WOR Nicked \$300 Additional by 802

NEW YORK, Aug. 5.—WOR last week was compelled to pay musicians \$300 as a result of a suit filed by the act-writing the Howard Clothes program at a later hour than scheduled. WOR representative, however, says that the Local 802, said WOR thought it could broadcast the recording without extra pay because agreement with the American Federation of Musicians indicated such a recording could go over affiliated stations. Union ruled, however, that the extra \$300 was indicated, inasmuch as the recording went over WOR rather than the affiliated station.

Ork was Ted Pio-Rito's Band. Much of the men recorded \$24 extra.

### Farnsworth Moves Plant

PHILADELPHIA, Aug. 5.—Transfer of the Farnsworth Radio and Television Corp. to its new plant at 31, Wayne, Ind., will be completed soon. Firm, which has been conducting television experiments and manufacturing equipment in Springfield, a suburb of Philadelphia, will shortly start production of television transmitters and receivers as well as radios and phone combinations in their new plant, according to Ray Cunniff, vice-president in charge of engineering.

### WMAM Personnel Set

MARINETTE, Wis., Aug. 5.—M. F. Chupin, general manager of Station WMAM, which will start operations here in the fall, has appointed John K. Hubbard, head announcer; Werner C. Schaefer, head engineer; W. H. Schaefer, Morgan Sexton, Minneapolis, local sales manager, and Charles S. Peter, Menominee, Wis., as sales representatives. Hubbard was associated with WBEQ at Marquette, and Schwarz was transmitter engineer at WJLB, Sheboygan.

### Barnett for Lux Oked

HOLLYWOOD, Aug. 5.—When Lux Television, which is scheduled to start in the fall, has appointed John K. Hubbard, who formerly scripted the show, will take over the director's job. The show will be produced by the Frank Barnett takes spot vacated by Bernard Woodcut, who recently inked in a deal with NBC. Although the producer has been officially named, it was figured that Harry Kerr, who handled radio publicity for the agency, would get the post.

MUSIC  MUSIC

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Rt. 1, Jersey City, N.J.















(Routes are for current week unless no date given.)

A
After, William; (Ambassador) NYC, B.
Adler, Joseph; (Sheil Coastal) Wilmington,
Conn. re.
Alexander, Van; (Murray's) Tuckahoe, N. Y. re.

B
Baker, Bruce; ("Bubble") (Toim Lodge) Aver-
y, N. Y. re.
Barton, Max; (Hudson Gardens) Grand Rap-
ids, Mich. re.
Barnes, Charles; (Madiswobrook) Cedar Cove,
N. Y. re.
Barnes, Charles; (The Oaks) Chautauq, Minn. re.

C
Cahill, John; (Linstead) NYC, N. re.
Cahill, John; (Best Pier) Atlantic City, N. J. re.
Cahill, John; (The Plaza) NYC, N. Y. re.
Cahill, John; (Hudson) NYC, N. Y. re.

D
Daly, Charles; (Olympic) Irvington, N. J. re.
Daly, Charles; (Chestnut Mountain) NYC, N. Y. re.
Daly, Charles; (The Plaza) NYC, N. Y. re.
Daly, Charles; (The Plaza) NYC, N. Y. re.

E
Egan, Paul; (Bismarck) Kansas City, Mo. re.
Egan, Paul; (Bismarck) Kansas City, Mo. re.
Egan, Paul; (Bismarck) Kansas City, Mo. re.
Egan, Paul; (Bismarck) Kansas City, Mo. re.

F
Farr, Jimmy; (King & Prince Club) St.
Simons Island, Ga. re.
Farr, Jimmy; (King & Prince Club) St.
Simons Island, Ga. re.

G
Garr, Glen; (Westwood Supper Club) Rich-
mond, Ind. re.
Garr, Glen; (Westwood Supper Club) Rich-
mond, Ind. re.

H
Hall, George; (Moonlight Gardens) Covey
Island, Cincinnati, re.
Hall, George; (Moonlight Gardens) Covey
Island, Cincinnati, re.

I
Harris, Harold; (The Ferns) Boardwalk,
N. Y. re.
Harris, Harold; (The Ferns) Boardwalk,
N. Y. re.

J
Jago, Moe; (Poland Springs) Poland Springs,
Pa. re.
Jago, Moe; (Poland Springs) Poland Springs,
Pa. re.

K
Kardon, Gene; (Cincinnati) NYC, N. Y. re.
Kardon, Gene; (Cincinnati) NYC, N. Y. re.

Orchestra Routes

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

ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; co-country club; h-hotel; mh-music hall; ne-night club; ps-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Kenny, Paul; (Hobbs) Minneapolis, B. re.
Kent, Larry; (Ulah) Salt Lake City, B. re.
Kline, Howard; (The Madras) Phoenix, A. re.
Kline, George; (Barney Regis) Cincinnati, re.
Kline, George; (Barney Regis) Cincinnati, re.

L
Laker, Milt; (Club 21) Grand Rapids, Mich. re.
Laker, Milt; (Club 21) Grand Rapids, Mich. re.
Laker, Milt; (Club 21) Grand Rapids, Mich. re.
Laker, Milt; (Club 21) Grand Rapids, Mich. re.

M
McCoy, Clyde; (Roosevelt) New Orleans, re.
McCoy, Clyde; (Roosevelt) New Orleans, re.
McCoy, Clyde; (Roosevelt) New Orleans, re.
McCoy, Clyde; (Roosevelt) New Orleans, re.

N
Nagy, Harold; (Pierret) NYC, N. Y. re.
Nagy, Harold; (Pierret) NYC, N. Y. re.
Nagy, Harold; (Pierret) NYC, N. Y. re.
Nagy, Harold; (Pierret) NYC, N. Y. re.

O
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.

P
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.

Q
Quintan, Frank; (Cincinnati) Miami, Fla. re.
Quintan, Frank; (Cincinnati) Miami, Fla. re.
Quintan, Frank; (Cincinnati) Miami, Fla. re.
Quintan, Frank; (Cincinnati) Miami, Fla. re.

R
Raines, Chas; (The Plaza) NYC, N. Y. re.
Raines, Chas; (The Plaza) NYC, N. Y. re.
Raines, Chas; (The Plaza) NYC, N. Y. re.
Raines, Chas; (The Plaza) NYC, N. Y. re.

S
Santana, Harry; (Hudson) NYC, N. Y. re.
Santana, Harry; (Hudson) NYC, N. Y. re.
Santana, Harry; (Hudson) NYC, N. Y. re.
Santana, Harry; (Hudson) NYC, N. Y. re.

T
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.

Orchestra Routes must be received at the Cincinnati office not later than Friday in issue publication.

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H
Hall, George; (Moonlight Gardens) Covey
Island, Cincinnati, re.
Hall, George; (Moonlight Gardens) Covey
Island, Cincinnati, re.

I
Harris, Harold; (The Ferns) Boardwalk,
N. Y. re.
Harris, Harold; (The Ferns) Boardwalk,
N. Y. re.

J
Jago, Moe; (Poland Springs) Poland Springs,
Pa. re.
Jago, Moe; (Poland Springs) Poland Springs,
Pa. re.

K
Kardon, Gene; (Cincinnati) NYC, N. Y. re.
Kardon, Gene; (Cincinnati) NYC, N. Y. re.

M
McCoy, Clyde; (Roosevelt) New Orleans, re.
McCoy, Clyde; (Roosevelt) New Orleans, re.
McCoy, Clyde; (Roosevelt) New Orleans, re.
McCoy, Clyde; (Roosevelt) New Orleans, re.

N
Nagy, Harold; (Pierret) NYC, N. Y. re.
Nagy, Harold; (Pierret) NYC, N. Y. re.
Nagy, Harold; (Pierret) NYC, N. Y. re.
Nagy, Harold; (Pierret) NYC, N. Y. re.

O
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.
Oakes, Billy; (Main Center) Ashbury Park, N. J. re.

P
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.

Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.
Parker, (Rise) Hollywood, Fla. re.

Q
Quintan, Frank; (Cincinnati) Miami, Fla. re.
Quintan, Frank; (Cincinnati) Miami, Fla. re.
Quintan, Frank; (Cincinnati) Miami, Fla. re.
Quintan, Frank; (Cincinnati) Miami, Fla. re.

R
Raines, Chas; (The Plaza) NYC, N. Y. re.
Raines, Chas; (The Plaza) NYC, N. Y. re.
Raines, Chas; (The Plaza) NYC, N. Y. re.
Raines, Chas; (The Plaza) NYC, N. Y. re.

S
Santana, Harry; (Hudson) NYC, N. Y. re.
Santana, Harry; (Hudson) NYC, N. Y. re.
Santana, Harry; (Hudson) NYC, N. Y. re.
Santana, Harry; (Hudson) NYC, N. Y. re.

T
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.
Talos, Billy; (Cincinnati) Pittsburgh, Pa. re.

U
Ullrich, (Hudson) NYC, N. Y. re.
Ullrich, (Hudson) NYC, N. Y. re.
Ullrich, (Hudson) NYC, N. Y. re.
Ullrich, (Hudson) NYC, N. Y. re.



## Music in the Air

By DANIEL RICHMAN

### Not Quite Right

**B**RUCE "BUBBLES" BARKER (from the new cast of *Hot Shots* at N. Y. WZL) would rate a higher mark on his remote record card and more important, a higher mark on his reputation with listeners if he vouchsafed his pleasing music better. The program is well conducted, with a variety of outstanding novelties, some with interesting and original arrangements, standing mostly with pop, but the great majority of the tunes are the old familiar tunes together, instead of breaking up the current stand-by, the "top" tunes, into groups. First four ditties on the show were the same four tunes of the day, which is enough to encourage the hard-core listener to skip with repeated airings of current hits.

Only one number out of that seemed the more hundred boys seem to make the remote of MARRY DUPRE (Chicken Fun, World's Fair, New York, WJCA) was more in vogue. And that was a rather amusingly contrived "Russian rumba" which in execution and execution was more audacious to snickers than admiration. For the rest, it was one pop after another, and they were on for 30 minutes approximate an age.

### Bolero Tempo

**K**ITTLE JACK LITTLE (*Hotel Edison*, New York, WJAF) calls his current radio show "Bolero Tempo" and, regardless of its technical merits or deficiencies, it makes different a listener's attitude toward groups of numbers, better in programming and rotating than most, it will make an impression on dialers. They know mean anything to Little unless his announcers remember to use the old's name of the show, that is, they've heard. Number followed number without announcing who the band is, and the announcer's interest just tuning in on the program.

**H**EALE PITZGERALD (*Play Ballroom*, Westchester, N. Y., WJAF) offers her nominal leading of the late Chick Webb's *Ork* by doing a job deal more singing. Swing and tango items alternate in a way to please everyone but out-and-out classicists.

### BANDS ON TOUR

(Continued from page 10)  
 Lion-Dollar Pier, Atlantic City, August 27-30.

Anton Noble: Cavalier Hotel, Virginia Beach, Va., August 21-25.

Vincent Lopez: Hazwood Park, Detroit, Mich., August 24-26.

Andy Kirk: O. September 4 week.

Buddy Rogers: Crystal Park Ballroom, Cumberland, Md., August 24; National Tuxedo Festival, 8. Boston, Va., September 8.

Joe Lombardo: Lakewood Ballroom, Mahanoy City, Pa., August 24; Hershey (Pa.) Park Ballroom, August 26; Carnegie, Richmond, Va., September 2, N. Y., August 27.

Andy Kirk: Apollo Theater, New York, August 27-30.

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

Red Nichols: Grand (Mass.) Plaza Ballroom, August 28-29; Walden Ballroom, Atlantic City, August 31; Garden Ballroom, Ceteron, September 2.

Carl Deacon Moore: Green Mill Gardens, Pindley, O., September 2-5.

Glenn Miller: Earl's Park Ballroom, September 4.

### STROLLERS WORK

(Continued from page 11)  
 steadily. Spotting Denny and Doris at the new Bronze House of Washington at Hasting's Hotel, and the street level locations on his books.

Currently and locally he has Johnny Healy and Oscar Warren Hotel, Carl Ruth and Oscar at the Pretzel Bait; Carl and Don at Riley Hotel; Betty Ann at Hasting's Hotel; Fred and Betty at the Hooper Athletic Club, and Joe Roy and Betty at the Hooper Hotel. Near-by in the State has June and Jack at Spencer Hotel, Marion, Kings of Streets, and Psych in Chicago, and three days at Zerrow's, Evansville; Jane Gray at Frances Hotel, Kokomo; Edith Nichols at Richmond Hotel, Richmond, and Joan and Lillian at Anderson Hotel, Anderson.

Harold is constantly building new units to fill the continued demand for the small strolling and entertaining conventions in this section.

### Bob Barrett

(Reviewed at Cabern Castle Roo Garden, Chateaus)

**I**T'S "sweet music with a subtle swing" that Barrett dispenses here, and his style is able to mix a heavy and light, prefer music requiring not so much energy to dance to. A bit on the brassy side, but it is a very nice mix of the sweet notes preferred here, and it excels in bringing out the melody. A few interesting airs are mixed occasionally to cater to the college crew.

Make-up includes three saxes, two trumpets, and a violin. The vocalists, Bill Wilson is the vocalist. Boys two comprise the staff ork for Station play along and that's about all it does. For Louie his appearance is his only duty.

### Lawrence Welk

(Reviewed at Marine Disting Room, Edgewater Beach Hotel, Chicago)

**N**OW that Welk is back at his well-known and reliable accordion, the "Champagne Music" is again smooth and light. This Mickey Mouse style of band is now in its sixth year and doing a good job both for dancers and listeners.

A few interesting airs are mixed, favored thru emphasis on the clarinet section, with assistance from the organ and light. This Mickey Mouse style of band including three sax, four brass and six rhythm, has plenty of class and doesn't excite his critics, getting into the spirit on hot ones.

A novel effect is achieved by the use of no-choord, creating a pleasing effect when the instrument is not overworked. It is still a new item in the field, and customers like it, and when it goes into action.

For the slow ones, two brass men and a violin, and a violin, and when the arrangements are off the Welk beat-path style, they are easy to take. Band work is better, getting into the spirit of the thing and dishing it out with plenty of good, commercial tricks.

His singing department has improved of late. An addition is Bob Page, solid-vocalist and personable tenor, who is a bright singer. The violin, and when the arrangements are off the Welk beat-path style, they are easy to take. Band work is better, getting into the spirit of the thing and dishing it out with plenty of good, commercial tricks.

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### George Redman

(Reviewed at Topy's, Southgate, Calif.)

**O**NE of the stand-by niterly bands in the country, Redman always manages to create a new cover and current combo is by far the best crew he has managed to line up to date. In these parts, he is working at the piano, Redman leads his crew thru their paces with just enough energy to give the crowd a niterly consumption. Using four brass, four sax and three rhythm, the band sounds like the top of the top, an old old live, but on the whole stuff consists of pretty smooth rhythm. Using a vocal quartet, Redman has a terrific many antics of Beat Lee, hide pointer, who steps down to the mike for some no-nonsense numbers.

Redman's crew has been considered a mystery by local horn tooters, who can't figure out why the cover is so good. It's a lot of name crew. Following several belly-orchestra acts, Redman has brought out a new cover and current combo is by far the best crew he has managed to line up to date. In these parts, he is working at the piano, Redman leads his crew thru their paces with just enough energy to give the crowd a niterly consumption. Using four brass, four sax and three rhythm, the band sounds like the top of the top, an old old live, but on the whole stuff consists of pretty smooth rhythm. Using a vocal quartet, Redman has a terrific many antics of Beat Lee, hide pointer, who steps down to the mike for some no-nonsense numbers.

### The Three Riders

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

**W**HILE Joe Pider playing plenty of melodic and rhythmic music, Carl and Tony on fiddle and guitar, respectively. The Three Riders make for delightful listening. The Three Riders make for delightful listening. The Three Riders make for delightful listening. The Three Riders make for delightful listening.

When they hook out an arrangement with Armstrong, it makes a big train concentrated metallic lipping which fairly raises the roof. Sometimes it rings as if they're not only blowing it out, but sucking it back as well.

mand, playing romany and South American songs, Viennese waltzes, show tunes and pop. The band is out in style and worth cupping an ear to, especially the bitter-sweet Russo-Topsy songs. Oro.

### Louis Armstrong

(Reviewed at Turquoise Casino, Lincoln, Nebraska)

**W**ITH his lusty trumpet unshaken by the 25 years of his blasting since he started in New Orleans, Louis Armstrong is still one of the colorful figures in the music business. He is now playing in a band owned by piano player Lila Russell and band's duty is to play back Armstrong's play along and that's about all it does. For Louie his appearance is his only duty.

Band's first section is, of course, the brass, where six men are assigned. When they hook out an arrangement with Armstrong, it makes a big train concentrated metallic lipping which fairly raises the roof. Sometimes it rings as if they're not only blowing it out, but sucking it back as well.

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### Ernie Madrigera

(Reviewed at Fox Air Country Club, Wheeling, Ill.)

**D**ISTINCTIVE feature about this band is the leader, a youthful trumpet-er, with a flamboyant, showman personality. He goes a long way in selling his class outfit using a standard four or five instrument. He himself adds a pinch of violin to most arrangements and on some tunes goes heavy on the string instrument, with light support from the back.

What the band needs is a little more showmanship come thru more instrument playing instruments well but do not sell them as they should. Whether that showmanship comes thru more instrument playing instruments well but do not sell them as they should. Whether that showmanship comes thru more instrument playing instruments well but do not sell them as they should.

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## Off the Records

### Chamber Jazz

**F**OR those adherents to the branch of chamber jazz, get it by digging the disks for new harmonic combinations in orchestration, new instrumental voicing, and arrangements with new rhythmic patterns rather than the individual or collective riffs and rimes. The best bet on Brunswick was a dandy doubling in *See Fugue Mambo* and *The Japanese Sauton*. Arranger-composer Wilder spotlighted his harp-alphoid in his scorings and taking a wide latitude to imbibe swing-logic with an academic's erudition. Build an instrumental *Fugue* on the *Hold Tight* riff. The new standard gets similar classical treatment. (See *OFF THE RECORDS* on page 73)

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

**C**ANTON, O., Aug. 5.—Wayne King, in his first appearance in the territory in a long time, packed 1,200 into the Crystal Ballroom at near-by Meyers Lake Park for the best one-night gross of the summer. Admission was \$1 a person in advance, with some 1,000 buying before, with \$1.10 asked at the box office. Total attendance was 1,220. King's band was threatening but didn't keep the out-of-towners from coming as far as 30 miles to witness the coming of the "white king" under a fair here.

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

**J**AMESTOWN, N. Y., Aug. 5.—Andy Kirk at Celeron Park's first ballroom last week, August 1, 1939, played a good show, considering that it rained the entire evening. Total hit \$675, with a good profit of \$1,200. 400 in advance, with \$1.10 asked at the box office. Advance on the Kirk date was unusually heavy, with 400 couples buying at the \$1 advance. Total attendance was 1,220. King's band was threatening but didn't keep the out-of-towners from coming as far as 30 miles to witness the coming of the "white king" under a fair here.

### Krupa Beats Solid \$1,550 With 1,900 Payees on Tap

**C**RYSTAL BEACH, Ont., Aug. 5.—Gene Krupa proved a good drawing card for local dancers when he brought his outfit to \$1,550 at the Crystal Ballroom last Tuesday. Total attendance was \$1,900. 400 in advance, with \$1.10 asked at the box office. Advance on the Krupa date was unusually heavy, with 400 couples buying at the \$1 advance. Total attendance was 1,220. King's band was threatening but didn't keep the out-of-towners from coming as far as 30 miles to witness the coming of the "white king" under a fair here.

### Over 12C in Toronto

**T**ORONTO, Can., Aug. 5.—Despite hot sultry weather and an off night, Gene Krupa's band drew a good crowd of 1,500 last Monday at Palala Royale for promoters' William Cuthbert and George DeLa. Total attendance was \$1,550. 400 in advance, with \$1.10 asked at the box office. Advance on the Krupa date was unusually heavy, with 400 couples buying at the \$1 advance. Total attendance was 1,220. King's band was threatening but didn't keep the out-of-towners from coming as far as 30 miles to witness the coming of the "white king" under a fair here.

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

**B**RIDGEPORT, Conn., Aug. 5.—With attendance only the margin for profit, an season so far, Hal Kemp, playing at Pleasure Beach, Ballroom, here last Sunday, drew a good crowd of 1,500. Total attendance was \$1,151. 400 in advance, with \$1.10 asked at the box office. Advance on the Kemp date was unusually heavy, with 400 couples buying at the \$1 advance. Total attendance was 1,220. King's band was threatening but didn't keep the out-of-towners from coming as far as 30 miles to witness the coming of the "white king" under a fair here.

Over 12C in Toronto

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**100,000 for**

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10,000	1.00
20,000	2.00
50,000	5.00
100,000	10.00





# League of Theaters Demands in New TMAAT Pact Proposals

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

NEW YORK, Aug. 5.—Increased salaries, extension of union domain on Broadway, on the road and to summer theaters, and greater union control of labor turnover are salient features of a tentative agreement with the Theatrical Managers Association (TMAAT) Union from the League of New York Theaters. Managers will meet Tuesday on recommendations compiled by the league's board yesterday. League members need not accept the terms of the contract, the following changes have been demanded:

(1) Whereas the first minimum basic agreement was for a definite one-year term, the new one is meant to continue indefinitely, with stipulations for termination including written notice by either party no later than June 1 of any year.

(2) The first time summer theater jurisdiction on Broadway shall be exercised by the league's board on or after June 1, 1940, for the summer 1940 season, and the terms of this basic agreement shall prevail.

(3) If a TMAAT is called upon by his employer to perform duties outside the union's jurisdiction, the service will be under TMAAT rule, and be set by the TMAAT. Theaters are prohibited from holding job outside jurisdiction of union and without control by union.

(4) Theaters are prohibited from hiring staff employees by lesser in four-wall rentals is now stipulation.

(5) Now also is requirement that theater operator or lessee be responsible for salaries and tenure of employment of all house employees.

(6) For first time contract provides that special attractions shall be classified by salaries by special companies which present less than three performances a week.

(7) Foreign language attractions playing Broadway legitimate theaters are to be given special treatment, including press agent for English publicity. Not in before.

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

(9) During summer period, in place of half week salary before opening, company managers are down for half pay prior to opening of week of opening, and full pay after that.

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

(11) Run of the play employment is asked for one week in advance, and road press agent, transfers being allowed if approved by the union.

(12) Attractions opening out of New York must hire a press agent at least three weeks in advance, beginning in on a Friday night, for example, press agent would be taken on three weeks and five days in advance.

(13) Press agents on tour require \$175 (now \$150) for first six weeks.

(14) Press manager intending to file different press agent for his New York attraction than he is employing on the road, he must take on the second agent two weeks before opening, while holding on the road man two until one week before opening.

(15) New classification, second press agent on tour, is set up, but as yet his being employed still optional. (Managers fear it will be compulsory next season.)

(16) For every additional selling booth used in a theater, house must take on one assistant. If booth operates for eight or more hours a day, two assistants must be taken on. (New.)

(17) The percentage of time that must be performed by box-office staff shall be permitted to handle a ticket for sale or

resale or to service an order for tickets for any broker. Includes all mail and phone orders.

(18) All persons handling a ticket must be TMAAT. (Does not clarify position of TMAAT in respect to brokers' collection.)

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

(20) Required that treasurers and assistants be called to service at least a week before Monday of week of opening. Old contract provided half a week.

(21) If league members do not give TMAAT their own box-office key, they cannot be firing for ensuing season by July 13, employer will be required to pay salary diff. of \$20 per cent. Plus the minimums.

(22) If producers' own box-office crews are brought into a theater, they cannot displace house staff, and must keep service to special attractions. They cannot be fired for regular house staff. (This is outgrowth of tiff with Theater Guild.)

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

(24) Box-office employees must be brought into a theater, they cannot displace house staff, and must keep service to special attractions. They cannot be fired for regular house staff. (This is outgrowth of tiff with Theater Guild.)

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

(26) Box-office employees must be brought into a theater, they cannot displace house staff, and must keep service to special attractions. They cannot be fired for regular house staff. (This is outgrowth of tiff with Theater Guild.)

(27) Outgrowth of tiff with Majestic Theater and production of new clauses regarding employment during refunds. No cash compensation, if an attraction follows the one closing. If no show follows, boys draw no rats per diem until refunded in two to \$100 and for not longer than two weeks.

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

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

New York road show picture presentations from \$125 to \$150.

New York road company managers from \$100 to \$125.

Road-company managers (dramatic) from \$125 to \$150; musicals remain at \$150.

Company managers (special attractions) New York, pro rata per diem, with unit of per diem compensation. (Stipulation acknowledged by managers without argument.)

Road press agents from \$150 to \$175 for first six weeks.

Road press agent on tour \$100. (New.)

New York treasurers from \$75 to \$90.

New York box office special presentations from \$100 to \$125.

New York assistant treasurers from \$50 to \$65.

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

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

## STAGE WHISPERS

(Continued from opposite page)  
sentatives, plan to continue in the fall with script readings of plays under their control. The new season will be in conjunction with Philip Van Dyke's *Life Sentence*.

## BROADWAY RUNS

Performances as of August 9, inclusive.

Dramatic	Opened	Perf.
444 Fourth in Illinois	Oct. 15	239
445 Broadway, 'The Spirit'	July 11	234
446 Broadway, 'The Spirit'	July 11	234
447 Broadway, 'The Spirit'	July 11	234
No Two for Comedy (Theater)	April 17	128
Philadelphia Store, The (Theater)	Mar. 28	151
Tobacco Road (Farrell)	Oct. 4	233
448 Broadway, 'The Spirit'	July 11	234
449 Broadway, 'The Spirit'	July 11	234
450 Broadway, 'The Spirit'	July 11	234
451 Broadway, 'The Spirit'	July 11	234
452 Broadway, 'The Spirit'	July 11	234
453 Broadway, 'The Spirit'	July 11	234
454 Broadway, 'The Spirit'	July 11	234
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458 Broadway, 'The Spirit'	July 11	234
459 Broadway, 'The Spirit'	July 11	234
460 Broadway, 'The Spirit'	July 11	234

## Summer Theater Review

### "You Can't Get Goldfish" (Theater-by-the-Sea) MATUNUCK, B. I.

Comedy by Marcelle Burke and Gladys Tracy. Adapted by Frank B. Rowley. Set by Wilbur George. Cost: Ruth Chatterton, Barry Thompson, Clark Gable, Katharine Wright, Gladys Tracy, Gladys Tracy, Shirley Foster, Michael Harvey, John McKee, Virginia Madsen, Joseph Mosely, Lester Barber, Robert Bland.

It conversations between J. J. Shubert and authors and other interested parties Tuesday night in New York. The Broadway can prepare itself for *You Can't Get Goldfish* this season. But it's our guess that this play is more likely to reach American audiences via the screen, if at all.

The authors tell a story of another hopelessly bewildered family—a father (Barry Thompson) who has run thru his money but isn't a bad fellow and a rotten business man and who has passed on to his 10-year-old son (Warner Mills) his weakness for gambling on the horse. The mother (Miss Chatterton) admits herself a "sweety romantic" and this play is more likely to reach American audiences via the screen, if at all.

Act 1 has the father throwing a breakfast table at his small fellow and by husband Bill. The last servant walks out and uncle is pressed in as chef. The wealthy widow goes back to her husband's hacienda is invited—that she may bring wine, and mother brings her latest interest, pianist Zakaroff. The kids join the party, the boy having been expelled from school for gambling, the girls for "insubordinate" dance. The man comes along—to shut off that necessary utility. Curtain.

Uncle's family slanting to have been due to the husband's faults, wife jumps at his next offense and lies off to Reno. In Act II, the divorce is granted, and father's packed up and is about to take his regular train. But the train is delayed and he remains another night. Mother then pops in and there is a night of the "old-fashioned" remaining scene between the two, climaxed when they become amorous as eldest daughter, who has returned, and is abruptly sent off to bed for a good curtain. In Act III mother says she's thru with the kids, even a horse at 10 to 1, buying The Horse Loss. And thus having been completely won over to her husband's way of life, she has nothing to do but take him back.

There are many good lines in the script, and Miss Chatterton, Thompson and the three juveniles in the cast particularly make the most of them. The plot, which may have many sympathies for this irresponsible elixir—either the wife, she has nothing to do but take him back.

## AMERICAN ACADEMY OF DRAMATIC ARTS

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 14, CANNON HALL, NEW YORK

done before it reaches Broadway or Hollywood.

C. A. Ross-Kem,

Phil. Chestnut St. Revived  
The *Phil. Chestnut St.* has been given a six-week reprieve to see if it can be made to pay its bills. The theater is a central city theaters which have been closed and turned into parking lots. The theater has been closed for a month by the Shubert interests, which ran the theater since 1917. Property is in the hands of the University of Pennsylvania.

Stay of life may be indefinite if the theater is not able to make the necessary payments to make the retention of the spot worth while. It has been promised that the plan will be tried for a full year.

## Paris Awaits New House, Star

Yves Hennequin, who has been constructed on the lower Champs Elysees what the Parisian press calls the most beautiful theater in France, is looking over the city-owned Ambassadors last fall and leaving nothing but the four walls standing. The theater is being prepared to present his latest comedy, *Etebe*, which he wrote for the blond Hollywood stars, Jeanette Goddard and h.o., attraction of their own—Janine Crispin, Carreite, Jean Davy and Claude Dauphin.

## Jamaica Grosses \$5

NEW YORK, Aug. 5.—A three-week season of revivals of Broadway shows under the direction of J. P. Kelly and Ray Patton at the BKO Alden Theater, Jamaica, L. I., opened to a profitable start. The initial attraction, *The Brones*, yielded a take of over \$5,000, with the current offering, *The Green Goddess*, displaying ability of activity at the box office. John Steinbeck's *Of Mice and Men* is scheduled to follow.

## IA Rule Helps Legit Corp.

NEW YORK, Aug. 5.—To co-operate with the Legitimate Theater Corp. of America, its former stockholders plan for legit next season, the International Alliance of Theatrical Stage Employees has ruled that local unions extend their original jurisdictions to college auditoriums or high schools, that have been organized by the IATSE, legit attractions, if locals did not cover those houses previously.

Local issue is that of Denton, Tex. IA turned down Dallas Local's move to include Denton in its jurisdiction. IA then when local tried to insist that it was wrong. Road productions will carry minimum of three, but the local sponsors will stand out of house crews.

## TIPS ON FOREIGN

(Continued from page 4)

Miss Brandon adds that U. S. performers should be careful as to what they do in France. She says she was paying a tax in France by claiming he was the son of a Frenchman—and the tax was \$100 per month. She was in jail on charges of avoiding compulsory French military service.

## ALDINE SCHOOL OF THEATRE

14th Year) 5-1-1 Course—Stage, Screen, Radio, and Musical. The Aldine School of Theatre, 14th Year, 5-1-1 Course, is held in New York, New York. Graduates include: Tracy, Fred Astaire, Peggy Shannon, etc. and including new stars, Screen and Radio Talent. ALDINE SCHOOL OF THEATRE, 14th Year, 5-1-1 Course, is held in New York, New York. Graduates include: Tracy, Fred Astaire, Peggy Shannon, etc. and including new stars, Screen and Radio Talent. ALDINE SCHOOL OF THEATRE, 14th Year, 5-1-1 Course, is held in New York, New York. Graduates include: Tracy, Fred Astaire, Peggy Shannon, etc. and including new stars, Screen and Radio Talent.

## PHOTO REPRODUCTIONS

Life Originals—In All Sizes. 10¢ per copy. Write for Complete Price List. PHOTO REPRODUCTIONS, 1548 Broadway, New York City.

Reference: Mrs. J. H. Morris, 1548 Broadway, New York City.

## IN THE FALL SPECIAL:

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

## MANAGERS

ARTISTS' AGENTS

PLAY BROKERS,

PRESS AGENTS,

ORGANIZATIONS.

(Continued from opposite page)



## 20 Weeks Offered to Acts; 130 Dates Set, Each Taking 10 Units; 3 Units All Ready

NEW YORK, Aug. 5.—A block booking vaudeville venture, similar to booking systems long successful in the concert field, also to the Legitimate Theater Corp. of America's plan for the next legit road season, is being tied to the circuit first in a plan which immediately claims 130 theater dates. Sixty per cent of these theaters were before had flesh enterprises, fronted by Harry Sherman and his Mutual booking office, operates with small budgeted units and on low margin of profit for both booker and performer, but the small coin is expected to be offset by sure money and a guarantee of 20 weeks.

Time has already been guaranteed by the Minnesota Amusement Co., Comerford Circuit, Schilling Theater interests in Pennsylvania and Ohio, and independent theaters in Pennsylvania as are dated as follows as November 25.

Mutual is working in with about half dozen bookers, among whom are Joe Heller of Pittsburgh, the Peimberg of New York, and the Gus Sun Agency, Springfield, O. The plan consists of offering 20 units of five and six acts each booked for one day to full week engagements on guarantee, scaled according to the days of the week. The aim is to get theater to contract for all the 10 shows, shorter running deals are negotiated where a two-week policy would be inexpedient. One-night stands may be used as fillers anyway.

Bookings are being guaranteed starting at the \$65 minimum for blue Monday and ranging to \$100 or more for Tuesday and Wednesday. This \$100 is rotated so that a house dealing for Monday shows will get a different flesh pack of comedians and variety acts. It will be held intact. Bookers are reported to be working on a 3 per cent commission.

On the employment angle venture doesn't offer extravagant salaries. Operators will have a 10 per cent share of \$600 figure to allow profit for Mutual. However, contracts starting from \$40 minimum and going occasionally higher than \$100 per person guarantee jobs for 20 weeks.

Following acts have been lined up thus far. First unit—Dumbars, Swiss Bill Ringers, Joe Dorris and Primrose. Second unit—Clay, Jerry Carr and Rosemarie Flynn. Second unit—Whitey George and Co., Helmer and Whitey. George and Whitey. Third unit—Ed. Coleman and Ellison. Third unit—Buckton and Norman. Smith and Hart. Panka and Costa. Venice and Jackson and Moore. Several other troupes will probably be lined up within next two weeks.

Employment will be guaranteed as a result, most theaters having to take on part-time pit bands to accompany their attractions.

Bob Shaw, general manager of the Gus Sun Agency, reports deal with Sherman as means of feeding theaters.

## Chicago AFA Signs Dozen More Acts

CHICAGO, Aug. 5.—While performers remain in quantity, the AFA's present status in the current IATSE-AFA-P.A.A.'s puzzle, the local AFA office is continuing to sign acts, according to local representative Guy Magley. The American Guild of Variety Artists has already signed 12 acts, according to Magley, but details are still lacking.

According to AFA, the following small neighborhood niteties signed agreements in the last three weeks: The Trocadero, Melody, Grand, Grand Opera House (Orly, D. D.), Del Shore, 9790 Club, Circle Inn, 21 Club, Suberg Cafe, Paddock Club, Oswald Cafe and Harmony Inn.

In the West. At present Sun has about eight vaude units, but by the latter part of September office will have lined up 20 units, 10 in Midwest and 10 in East. In addition to the small Sherman package, larger musical units of 30 or 40 performers.

SCRANTON, Pa., Aug. 5.—Vaude returned here this week after a lapse of several years, when the Family Theater presented six acts Thursday to Saturday, attracting large houses.

The theater is buying acts thru booking offices of New York. The Family is the only theater in Lackawanna County now offering vaude. It is a member of the Comersford chain.

WILKES-BARRE, Pa., Aug. 5.—Three-day-a-week vaude shows return here August 10 when the first stage show in more than a year will play the Irving Theater. Decision to bring back vaude was made by Comersford Theater officials after successful try-out show was held here at the Capitol Theater here two weeks ago.

## P. Morokoff Plans 6 Flor-Show Units To Tour 'Circuit'

DETROIT, Aug. 5.—A series of six-unit is being produced by Paul Morokoff, formerly in musical comedy and burlesque, for night clubs exclusively. The decision to bring back vaude was made by Comersford Theater officials after successful try-out show was held here at the Capitol Theater here two weeks ago.

A batch of six girls, plus "quality acts," will be used in each show. Productions will be staged like musical comedy in talk form and will carry its own entertainment.

Shows to play these shows to local six towns, including possibly two play spots on opposite side of the city. Each unit will advance to its second show, to open six weeks after the first, while still playing the "circuit."

First unit has been set for Vernie's, Detroit, with a try-out date following for Toledo, and the Mayfair, Detroit. Shows will be staged thru Mabel Dugan, of the Gus Sun office in Detroit.

## Unions Win Easing Of Liquor Laws For Philly Cafes

PHILADELPHIA, Aug. 5.—Thomas E. Kelly, AFA representative here, letter today to Harrisburg to confer with Lewis C. Hines, state secretary of labor, and officials of the Liquor Control board, said the rum board promised that it would permit lines instead of closings in night clubs. The AFA's Philadelphia has already been suspended for law violations.

In the delegation were Frank Luzzi, president of the AFA, and Tom Local 77, and James McElroy, chief of bartenders. Luzzi said he was the best job of employment of members of the unions they represent if they persisted in closing the spots for 60 or 90-day periods. The Philadelphia has already paid a \$300 fine and has been asked to remain open.

Under a new made by the Liquor Board, should a night club's application be granted by the court it would pay \$10 daily for the period of remaining open during the period of suspension.

COLUMBUS, O., Aug. 5.—Tom A. Barber, of the Columbus AFA, announces the hotel's Century Room will be closed during August and part of September for minor changes.

## In the Fall Special

(Dated August 26)  
"YOU ASK ME IF VAUDEVILLE WILL COME BACK, WELL . . ." by Harry Gourlain, producer, Strand Theater, New York.  
"HOW I RUN MY SMALL-TOWN NIGHT CLUB," by Harry Cosgrove, operator of the South Bluff Country Club, Perv. Ill.  
"THE CLUB DATE IS HERE TO STAY," by P. O'Malley, president of the Entertainment Managers' Association of Chicago.

## Dancers Plan New Night Club; Other N.Y. News

NEW YORK, Aug. 5.—Altho business is still off in most of the local clubs, plans are going ahead for reopenings and new openings. One of the dance team of Darío and Diane, and Ramon, of the team of Ramon and Renita, along with a third party are planning to re-open the old La Conga on 57th street and rename it the Martiniique. It would have a West Indian atmosphere.

Ben Lenhoff, of Chicago; James Maloney and Alex Finn, operators of the International Casino, are among those interested in plans to reopen NTO's Mid-night Club in association with Glenn Stewart, manager, to call it the Hellzapoppin Club.

The Calgary Brothers, vaude team, are partners with Eugen Duces in the new Gardens Hotel restaurant and bar and plan to open in the latter part of the month. The new club, formerly of the Havana-Madrid, is looking around for a new club site.

Hotel White's Mary Murray Room resumes entertainment policy Labor Day. Broadway Hotel opens labor day also. Greenwich Village Casino reopens August 15. The Plaza Hotel's Persian Room, featuring October 3 with Eddy Duchin's band.

The St. Regis reopens its Iridium Room, featuring the Enoch Lewis and Lewis heading a new ice show in September. The hotel will also open its new Hawaiian Room, featuring Enoch Lewis' band and a hula revue, in the fall.

The big three night clubs on Broadway, meanwhile, are holding on. Cotton Club claims 400 performances of its current show have grossed a half million dollars. The International Casino, doing good business, but the Paradise is just about getting by. Business at Marden's Rivers has been poor.

The equipment of the Central Park Casino, formerly the Embassy Club, was sold at auction on residential grounds. Lee Posner's showboat venture, featuring a Mickey Walker floor show, closed last night.

## Daly Operating Pioneer Palace; Morris Show Out

PORT WASHINGTON, Tex., Aug. 5.—Tom Daly, who formerly operated the Ringette Club in Port Washington, is taking over operation of Pioneer Palace, low-priced night spot adjoining Casa Manana, on residential grounds. He is putting in seven acts, mostly acts formerly at the Ringette Club. Opening show is "The Ringette Club" by William Morris agency, ended Thursday. Line-up of acts for Daly's show includes Helge Jansen, Larry Sheridan, Alvera and Perry, Jimmy Petty's Orchestra continues.

Johnny show in Pioneer Palace featuring Johnny Perkins, Belva White, Ceale Brothers and a six-girl chorus, didn't open last week. The show is being person to cover the net. The place seats 600. Business increased second week, how-

## Club Talent

New York:  
ALBERT AND MICHAEL are amassing a record for themselves, going into the 17th month at the Rainbow Grill, Broadway. They are still in the act upon close of present engagement at the Rainbow Room, opens next week at Buzard's, 100th street. EARL and ELIZABETH JEL, his 10-piece orchestra and a Harlem revue of 17 have been booked into the Buzard's. SARAH and EDWARD, by Harry Brown. MICKIEY HUNTER'S BURKHOFFS will play repeat engagement at the Gold Coast, 121st street. GEORGE and JALNA will stay at the Waldorf-Astoria until January 1. LARRY WYLER, emcee, has gone into the Little Lithuania, Philadelphia.

## Chicago:

EMIL DOHL reopened the Del Shore, country spot which was an early-summer flop. Small band used. . . . ROSEY ELLSWORTH for several years singer and part manager at Franke's Casino, is now managing the new and near-by 9750 Club.

AL BORDE is planning to send on the road a show, "Renue" which has been ready for some time. The "Boo" At Country Club, Eddie Carr and Jackie Jones are amassing a record. . . . BIRD, magician who just closed the Bismarck Hotel, planning to take in New York for the first time.

## Here and There:

CLUB PLANTATION, Corpus Christi, Tex., opened recently with Jack Mathews and ANNIE DURANTZ as the main attraction, including Jack Kelton, emcee; Eva Du Val, the Pearl Sisters, Peggy Zarov and four girls. . . . COLLETTIE AND GALE, after a two-week vacation, opened at the Sherman Hotel, Chicago, with ANNIE DURANTZ and her troupe into the limelight at Beverly Hills Country Club, Newport, Ky., August 4. With him are the Four Cottons, Edna and Renee Chaspe, Billy Busnell, Nedra Gordiner and the Bob Siddell Trio. . . .

TELEBETA, current at Harney Roper, opened for a week at the Round Robin Club, Lawrence, Mass. The following day, from there they will move to the Gaiety Theater, Boston, August 14.

BERNIE LIT, emcee, Shannon and Main, Dino and Leo and Rhoda Darling are at the Atlantic Hotel, Wildwood, N. J. . . . TELBETA, current at Harney Roper, Cincinnati, is coming to the city for 11th month for the Jack Middleton office of the Buzard's. . . . JAMES MALONEY recently closed a six-week engagement at Cogan's Club, Erie, Pa., and joined the cast of the Buzard's. He will be playing Ohio, New York and Pennsylvania.

AVIS KENT, songstress, opened August 1 at the Buzard's in Queens, N. Y. . . . WIS, for eight days and then moves into the Riverside in Iron Mountain and then to the Buzard's in Detroit, both in Michigan, for week runs.

JEAN MONA, who recently closed at the Buzard's in Detroit, will be playing at the Walton Hotel Roof, Philadelphia.

## Farrington Club Burns

—Show was given at 200 p.m. First this week reared the Puritan Hall, Farrington, Conn., a restaurant-dance hall. Loss was \$100.00. . . . CLARENCE WOOLDRIDGE, of West Hartford, Ct., \$800.00.

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## Rainbow Room, New York

There is more genuine entertainment in the Rainbow Room's new floor show than has been seen in this sky-top club in some months. Latest show, which opened Wednesday (3), contains everything but vocalists, but absence of a singing spot isn't noticed in the face of other superior diversions.

Anne Gerard starts off the 35-minute entertainment with some capable piano that is partly rhythm and partly classical. Next presentation makes Miss Gerard's work seem even better as she and the piano make a circuit of the mezzanine on the singing spot isn't noticed in the face of other superior diversions.

Ballet films, under direction of Jack Collins for the first of its two routines. Four girls and a man in an Indian dance are as impressive as Cole's usual is whether in his own soloing or, as in this case, in his staging. Cole himself is not working in the show, but by his unique and original dance creations, as interpreted by his disciples, are as eye-filling and effective as ever. Bella's second film is a routine to Ravel's Bolero in an impressionistic style that is one of the best down the pipe-quickening rhythms of the Ravel masterpiece.

Remaining on the band stand are Al DeNahue for the straight dance rhythms and Eddie LeBaron for the Latin American relief. Both outfits still turn in the brand of fine demasopation that has made them almost perennial favorites here.

Ed Seay still present-acting.

Daniel Richman.

## Rose Bowl, Chicago

This small cafe and cocktail bar combination has been recently placed under the management of Harry Chickart, who has had nitery-operation experience. Room will probably have a struggle until fall, because of the summer fall in city spots and also because of the comparatively minor entertainment for the warm months.

Biggest item is the seven-piece band headed by the Off-Best Sceptics, which plays with plenty of rhythm and with enough reserve to permit conversation despite the small capacity. Organized for this engagement, outfit displays definite promise of developing into a strong group. Boys should concentrate on soloing, but a good singer. Current doubling of guitar man does not do the work department any good. While basic instrumentation includes three sax, three rhythm and one trumpet, the boys have a number of novel instruments for effect and balance.

Show, repeated thrice nightly, features

Lillian Bernard and Old Hunkie, piano-song team, who are flu Rhine street favorites. They take up most of the floor show time with songs, most of them satirical, and sell them like veterans. A possible objection is too much blue stuff in their lyrics at the dinner show. It is comparatively better fare in the winter.

Eddie Collis, emcee with an English accent, sells the bill in a pleasant manner. He is not a very good cook, but his ingratiating method is in his favor. Sings in a novel tenor voice that is easy on the ears.

Martin and Margo are the only other act and they appear in two spots with tap and soft-shoe dancing. The boy is the better dancer but the girl is help from the decoration standpoint. Work with plenty of zest.

Intermission talent includes Tom Perle, pianist, and Dorothy Johnson and Leah Spencer, singers. Never a cover or minimum.

Sam Holsberg.

## Vogue Room, Hotel Hollenden, Cleveland

Biggest hit this fortnight is Margie Knapp, billed as the singing co-ed, whose style is more than slightly reminiscent of Deanna Durbin. Margie sings thru fancy clothes, and also considerably over the band, manages to put over her character well.

Remain the Magician does a number of standard sleights that are well received. Features the linking rings. Act is drawing large numbers of amateur magicians here in town, all of whom regard sleights as the highest form of the craft draw.

Pierce and Roland, ballroom dance team, do a capable job of dancing. Mel and Jane, man with accordion, offer a capable job of strolling.

Bob Miller's Band continues as the chief draw.

## Leon &amp; Eddie's, New York

Leon Enken has brought in another zippy show which is completely effective despite its lapses into corn. The La Playa Dancers (four mixed couples led by Gloria Cook and Bob Conrad) do much to enliven proceedings when they follow the regular floor show to demonstrate the Compa and then teach it to patrons.

The four teams put on a swell demonstration and their teaching patrons do much to provide that friendly, casual atmosphere so vital to the success of a club of this type. Band for accompaniment is Peggy with Cookey's Rumba Band. The leader is a not trumpetist and the band as a whole is a vital dance-inducing outfit.

Jay C. Rippen emcees the floor show (four nightly) and does all right in a quiet, sharp, ad lib fashion. He works with Jerry White on a spot, White getting plenty of laughs with grotesque mugging, falls and an impression of a woman undressing for a bath. The new line of dancing includes a number of things. Miss Alice Quigley, Dolly Miller and Patricia Dilley, handsome girls displaying their charms ingeniously and with a few comedy lines. They also work with Paul Martin, quick crayon artist, who

## Night Club Reviews

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

Bourban and Blane, mixed team, prance through a class in the ballroom. The Armand and Lita do a hokey burlesque on the Viennese waltz that includes losing suspenders, pants falling down and other messy tricks. The audience laughed heartily. In the earlier show they did an apache number that was full of the usual spectacular, acrobatic, mauling stunts.

Three Playboys (Mills, Starr and Tracy) are doing a return here. They have some new songs and gags and their breezy style gives the material an edge made to order for this club. Featured is Marjorie Gainsworth, tall blond operatic soprano, whose cold, brilliant singing voice stops shows. There's little warmth or expression in her voice, but she is tricky and spectacular enough to take night club audiences by surprise. Does an *Opera Versus Jazz* song-talk introduction and follows with pop and standard songs.

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

Harry Davis is still the on-the-job pal. And Eddie Davis is taking another rest from the show during the summer run of this show. Paul Denis,

## Fan and Bill's, Near Glens Falls, N. Y.

Located within easy driving distance of Lake George and Saratoga Springs, this place is undoubtedly the cake in anyone's appearance. Owned and operated by Fan and Bill Sherman, who also own a niter by the same name, in Miami, Fla. (operated in the winter), this place lacks nothing to make the vacationer feel well cared for from the moment he drives up the beautifully landscaped drive until he departs. Whether one stops at the comfortably cozy modernistic bar for one drink, or settles for a meal in the more formal main room, there is absolutely nothing left to desire. A personnel of about 80 people, including the personable maitre d'hotel, George Grossman, impress as being especially well trained and all go to extremes in expression of their desire to make one's stay a happy one. Prices are inordinant, with never a cover or minimum.

Entertainment consists of a group of strollers and the versatile Continental band of Jimmy Aldin. This arrangement is quite sufficient to keep patrons amused. Marty Hays, accordion; Ken Kyle, guitar; and Sue Blake, vocalist, fill orchestral lulls with cleverly styled numbers, which include pops as well as old-timers. They get a heap of requests. Being young, clean-cut and eager to please, they make friends quickly as they stroll through the bar.

Jimmy Aldin, who stands out as an unusually versatile fellow, does vocals capably in four languages: play violin, viola, sax and clarinet, and indulges in rich riffs as using forks and glasses for rhythmic effect. He also carries around and tapping out the tune with his toes. In leading the band, he is always doing something unexpected, which keeps patrons entertained and encourages them

to dispense with the usual formality. Aldin orchestra has a well-varied repertoire of pops, ballads and old-time songs, which are played in a sweet-swing style that rather than encourage, usually discourages a lithering gang. Doing some really fine rumba and tangos occasionally, but these are few and far between. An air of authenticity that does not go unnoticed. Aldin injects real pep into these Latin numbers and even looks the part. Sue Blake doubles for vocals on the band stand and impresses. She is a good vocalist and knows how to make the most of herself. Ted Purcell is the band's other vocalist.

Di Rienno, Norman Margolis, Joe Pell, Joe Barria, Louis Noy, Joe Di Carlo and Ted Purcell. Eric M. Warner.

## The Showboat, Riverside Park, Indianapolis

A sensational increase in this year's patronage over the season's is traceable directly to the policy of presenting vaude performers in abbreviated, yet informal and highly entertaining floor shows. The Showboat is the night spot of Riverside Amusement Park.

Ed Seay's act is headed by Valdes and Peggy, dance team of unusual talents. Pair opens with a crowd-pleasing "chain routine" in which their ankles are bound together with fourth-chain chains. Handicap, however, does not prevent them from a showy display of rhythm and tap steps.

Lovely Janice Collins, held over for a sixth week, has become almost a permanent fixture. Still pleasing with her engaging singing of pop tunes. She has a good voice and knows how to use it and features Heaves Can Wait.

Sam Gore, master of ceremonies, takes the spotlight to present himself in some odd imitations of Milton Berle and Buddy Ebsen. Both impersonations, which border on the caricature at times, go over big. Valdes and Peggy return for a slapstick rendition of a ballroom routine which commences by being "veddy artists," only to degenerate into a near-free-for-all.

George Geddins, Showboat manager, attributes the current popularity of the spot (which he says is running 40 per cent better than last year) to the entertainers he imports each week. Never a cover or minimum charge. There is a small place for dancing, with music furnished by a small local orchestra.

H. Kenney Jr.

## Bertolotti's, New York

For patrons lucky enough to get seated on the raised floor this club offers a pleasing enough floor show. But for those stuck on the lower floor, the show is a lousy affair, featuring an occasional arm flying above the crowd.

And since those seated on the lower level pay the same \$2 minimum as others, the situation is one that should be changed.

The show, when caught at dinner time, was handicapped by having to play to a wild crowd that didn't seem to be interested in anything but food and gab. Anyway, pretty Linda March emceed and also carried thru smart delivery and personality, to get considerable attention for her singing of pop ditties. Blom McIntyre White clicked a tap to tango rhythm and returned later for a song

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

Brunet Dorothy Blane tried bravely to sing herself heard, singing several pop tunes to good arrangements. None made it possible to rate her as a singer. Tall Lita Moya, in costume, danced gracefully thru a Paso Doble and later a peasant jota. She is a competent, careful Spanish dancer.

Lynn Russell and Marianna Farrar, a couple of comely sun-tanned blondes, sing spicy special lyrics about love and such. Miss Russell carrying comedy and Miss Farrar doing straight. Girl teams doing their type of work are scarce. Their delivery was good, but unfortunately they could not be heard above the din. Don Sylvio (five men) plays for a dancing and show and Angelo's Martinimbros Band does relief.

Bill Bertolotti is owner. Food and service is good. Paul Dentis.

### Hawaiian Blue Room, New Orleans

New Orleans knows one important thing this week. Phil Harris and ark arak in town for the fourth time. It was especially apparent Thursday (27) night, when the S. H. O. sign was hung out early in the day by Manager Lou Lemler.

In a matter of personality, Harris is without doubt New Orleans' favorite adopted son, and the holdover of the traditions of the previous floor show aided in making it a full round of clicks.

As for Harris, his Leah Ray is mislead, but Ruth Robbins did a good job of it, and also apparently sensitive of her position and appearing a bit nervous for her local debut. Her *Wishing and later a duet with Harris*. *How's About It*, showed her better self as a sentimentalist. Included in

the holdover show, all of the acts of which were good enough to be retained, are the Sterner Sisters, semi-acrobatic; Ruth Pethy, a jiver, who particularly pleased with her *Storm*; Weather, the dance team of Bernhard and Graham, whose routines range from a ripple to the storminess of a jittering and a rumba; and Harry Stevens, emcee, who works very hard with his *So Help Me*. His banjo playing is very good and it would take only Harris to outglitter him. Phil Muth.

### Murray's, Tuckahoe, N. Y.

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

MCA is using the spot as a polish-up plan for up-and-coming bands. Last band here was Red Nervo and current is Van Alexander's 14-piece outfit which opened July 28 and will run until Labor Day. The band is eight months old and has for leader tall and young Alexander, a former stranger for name bands and featured dance bands and floor shows. The 12 shots a week over WOR-MBS and Bluebird records are doing much to build up Alexander, who fronts and does occasional sessions at the piano. The band has five brasses and a horn section of ten, including a saxophone and a large and the brassiness is probably necessary.

Pretty brunet Phyllis Kenny chirps choruses and start-to-finish numbers with the band nicely enough. Sax man Butch Stone is the band's only other vocalist. He does novelty scat singing. The band as a whole is just right for the jitterbug who crowd this place and the rhythm is toe-tighting.

The floor show is thin and just about

gets by. Peter Higgins enters gracefully and closes the affair by singing a brace of songs in his left ventricle. *Sang Hecsen*, *Can We Wait*, *Frank Eyes*; *Why, Heaven's Below*; *The Four American Ways* and *Three Little Fishes*. Miss Kenny sings *J-Five* (written by Van Alexander) and *My Heart*. *Tommy*, *Mignon* and *Mignon*, tall youth and slender brunet, make a nice dance couple. Their music is good and rumba and rumba executed in pleasing style, but they should have avoided three Latin numbers which were not to the point. *My Heart*. Made a solid impression and encoored.

June Roy, lively brunet, rapped away at the piano. Her music is good and her music was too loud to be enjoyable. Also did tap dancing, combining tap and rumba. *My Heart* and *My Heart* a novelty turn.

Minimum \$1.50 (Saturdays, \$2). Paul Dentis.

### Verno's, Detroit

This spot was taken over three months ago by Verne Glix, who ran a place across the street for six years. It is an excellent place for dancing and for a bar as adjuncts. Business, largely attributable to the show, was excellent.

Week full house, the night show is a revue, first of the units to be featured. The show is good and done with impressive continuity usually lacking in floor shows. The ballet of six couples is a good one, costing several good specialties and all singing acceptably. They are ok on timing and on the great amount of musical animation for a long number.

Dolores Johnson and Jack King, latter a clear-voiced tenor, do a musical novelty duet. He gives a solo and she follows with a feather dance, while the chorus follows thru with varied routine in the background, more than filling the stage.

Loe Goo has routine of fancy tumbling and juggling, a somersault over four chairs in a row, the gyrations of a drunk, a rapid tumbling, a routine on a pogo stick, combining the pogo stick with rope twirling and skipping. The ballet returns in a strip-tease, in midget costumes topped with 30-gallon hats for real novelty number, while Miss Johnson sings and taps *Old-Fashioned Rhythms*. They have a later number with mammoth hoop skirts.

Wynn Twine—60 and 300 pounds apiece—do some clever comedy, dancing and singing, ably exploiting their extreme of size.

Finale is a spectacular Egyptian number, with a colorful brassy dance by Miss Johnson and Red Huntington plus solo by King. A 2nd military tap by Jane McLean, of the chorus, helps the finale also.

Show is emceed by Billie Reeves, who does some vocal and uke solos. Dr. Frederick Merrill, of radio fame, as commentator at the mike.

Show is booked by Mabel Dugan, of the Gus Dun Office. H. F. Reeves.

### Mexican Club Destroyed

ZARAGOZA, Mex., Aug. 5.—Waterfall Gardens, suburban night spot 13 miles below El Paso, burned last week. It was in its time in three years record bad burned.

### STARTING AT

(Continued from page 2)  
brook Country Club, Montclair, N. J. Frank Dalley's clubhouse, and its 11 network wires weekly, and Glenn was well known.

Tommy and Jimmy Dorsey aren't exactly unknown to the vast army of j-bugs, but they didn't get located at the Panama Room, patriarch of 82d street's swing den, last winter that the Barnett name assumed.

The Door played a large part in the career of another bandleader whose future was in the bright light of the big band. Count Basie had played the Bitter-Sweet Hotel in Atlantic City and the William Penn Hotel in Pittsburgh, but the latter which class spots can be likened to a bear hunt, and yet the Bitter-Sweet Hotel was quite a bit less than spectacular, so much less, for that matter, the one in New York, each to try it on his own. Charlie Barnet, opening August 23 at the *Sea Palace* in Los Angeles, was also a big name, as well as an occupant of the band stand at the Park Central Hotel's Coconut Grove, but it wasn't until he located at the Panama Room, patriarch of 82d street's swing den, last winter that the Barnett name assumed.

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Directed from 38 Weeks London Palladium "CRAZY SHOW," London, England, and one Month at the Ambassadors, Paris

### "The Comedy Juggler"

Held Over Third Week

STRAUSS THEATER, New York

## HAROLD BARES

AND HIS WIRE

Week August 3 LOEW'S STATE, New York.

Direction:

Vaudreville — CHARLES H. ALLEN Outdoors — GEORGE A. HAMID, Inc.

### "VERSATILE YOUNG TUMBLING STARS"

THE FOUR COLLEGIANS

Now Appearing Beverly Hills Country Club, Newport, Ky.

Direction: M. C. A.

DOING MY ORIGINAL ACT  
WORLD'S FASTEST NOVELTY SIGHT ACT

### THE GREAT

Week of August 28,  
Jewelers' Convention,  
Waldorf-Astoria, New York City.

THE DANCE HALLS!

PROTECT YOUR PROFITS  
Our Patented Dance Hall Risk Check  
butcher-bone. Cannot be removed and passed  
to another, without detection. Guarantees  
profits. Priced low, \$15.00 a Thousand.  
Inventor, Robert W. Kelly, M.A. in U. S. A.

LETHERY NON-TRANSFERABLE DANCE CHECK

WESTERN BADGE & NOVELTY CO., 402 N. Exchange St.

Dance at  
HAROLD'S  
PARK

Boys dress neatly and make a clean-cut appearance. To their advantage, as well as management's, is a 10-minute engagement which they filled in the night by Palmer House, the nightly air time over WBDM.

The fall and winter seasons show policy is augmented with acts used in the Drake Hotel's Cold Coast Room Never a cover of minimum \$10.00.

Sam Hontigberg.

### A N SUTER

Dynamic Commande  
NOW 3RD WEEK  
CLUB at 30 AM  
CHICAGO

Permanent Address:  
20 EAST DELAWARE PLACE,  
Phone, WHITFIELD 2475, CHICAGO.

### De MARCO & CORTEZ

Uniquely  
New Playing PARK PLAZA HOTEL.  
Vocals and Piano—Astor and Guitars, No-  
rumbas 20 at 10:30. MCA, Chicago. JACK WEBER, Pres. De.





# American Federation of Actors

DIVISION A of the I. A. T. S. E. and M. P. M. O.  
OF THE UNITED STATES and CANADA

AFFILIATED WITH THE AMERICAN FEDERATION OF LABOR



## NOTICE TO ALL ACTORS

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

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

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

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

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

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

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

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

### THERE IS NO INCREASE IN INITIATION OR DUES FEE

#### PRINCIPALS:

INITIATION: \$10.00  
DUES: \$18.00 a year, payable \$4.50 quarterly  
DEATH BENEFIT RESERVE: \$1.00

GEORGE E. BROWNE,  
International President

SOPHIE TUCKER  
President

#### CHORUS:

INITIATION: \$5.00  
DUES: \$12.00 a year, payable \$3.00 quarterly  
DEATH BENEFIT RESERVE: \$1.00

RALPH WHITEHEAD  
Executive Secretary

AFA BRANCH OFFICES:  
CHICAGO, ILL.  
TORONTO, CANADA  
LOS ANGELES, CALIF.  
SAN FRANCISCO, CALIF.

AFA BRANCH OFFICES:  
BOSTON, MASS.  
PHILADELPHIA, PA.  
PITTSBURGH, PA.  
DETROIT, MICH.







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

Adema, Peggy (St. Michel) NYC, N.
Akers, George (Summit) Baltimore, Md.
Allyn, Jerry (Luna) New York City, NYC.
Allen, Vicki (Paradise) NYC, N.
Alton, Fred (Luna) New York City, NYC.
Alpert, Mickey (Cocoanut Grove) Boston, n.
Alton, Fred (Luna) New York City, NYC.
Alton, Fred (Luna) New York City, NYC.
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BASSETT and BAILEY

A Unique and Distinctive Novelty! Eleventh
Floor, 100 West 42nd Street, New York City, N. Y.
Perf. 9-10. BILLY JACKSON, Palace
Theatre, N. Y. C.

Bales, Lulu (Diamond Horseshoe) NYC, n.
Bales, Irene (Versailles) NYC, n.
Bales, Joan (Little Old New York) World's
Fair, NYC.
Ball, Rita (Queen Mary) NYC, n.
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Acts-Units-Attractions
Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club;
b=hotel; mb=music hall; n=night club; pb=amusement park; r=road
house; r=restaurant; s=showboat
NYC=New York City; Phila=Philadelphia; Chi=Chicago.

Dowsey, Morton (Billy Rose's Aquacade)
World's Fair, NYC.
Dwyer, Dan (The Girls of Hollywood) n.
Dwyer, Dorey (Diamond Horseshoe) NYC, n.
Dwyer, Dorey (Diamond Horseshoe) NYC, n.
Dwyer, Dorey & Freddy (John Harrington)
NYC, n.
Dwyer, Dorey & Freddy (John Harrington)
NYC, n.

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Ball, Rita (Queen Mary) NYC, n.

PAUL AND NINO
GHEZZI

PAUL AND NINO
GHEZZI
Direction: EDIE SMITH.

Gerritt, Paul (Chicago) Chi, L.
Gilbert, Ethel (Radio Frank) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.

Hammond, Earl F., Eximco Tours (Ice Palace
of 1937) Atlantic City, N. J.
Hank Lee (Colombus) NYC, n.
Harrington, Paul (Club 18) NYC, n.
Hartman, Paul & Grace (Ambassador) Los
Angeles, Calif.
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Angeles, Calif.

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Ball, Rita (Queen Mary) NYC, n.
Ball, Rita (Queen Mary) NYC, n.

POLLY JENKINS

PAUL AND NINO
GHEZZI
Direction: EDIE SMITH.

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Gilbert, Ethel (Radio Frank) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.
Gibson, Patricia (Wynny) NYC, n.

Langle, Mackie (Pioneer Nat Club) NYC, n.
Leavitt, Helen (The Village) NYC, n.
Leavitt, Helen (The Village) NYC, n.
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# Burlesque

## Unusual Ballroom Team

(Communications to New York Office)

**NEW YORK:**  
GINGER WALDRON left her Catfish Monday engagement party thru Dave Cohn, for the Columbia, Boston, for the season's opening, August 27. Contract calls for four weeks with the usual option. Mascoo Cooke will, as usual, be a singer's chaparran. . . VALENTI PAKIS, Doctors Weeks, Mike Seckis and Mike Kennedy replaced Jean Moge, Ed Johnson and Jimmie Allen at the Gaiety, Aug. 10. . . WAT MORGAN, booker, back from Miami, increased his local real estate holdings recently by the purchase of a large tract on the Hialeah race track, which he will convert into a smaller country club. . . Another ex-burlesker he found in Miami is Billie Williams (Rudin), a Florida dancer at the Gaiety. . . BERTIE PHILLIPS returned from three months at Kelly's Hit, Panama. is now a Billy Hood dancer at the Gaiety. . . NORMA NILES leaves Streamlined Follies, Coney Island, shortly to open for Max Michaels at the Columbia, Boston.

CHARLES BURNS has remodeled the Irving with new and wider seats, enlarging the balcony and putting the orchestra stage to the ork pit and made other necessary improvements. Rehearsals start August 15. . .

LOUISE ROGERS, Allen Fort, Artie Lou and Marjorie Royce, latter slated for the Columbia, Boston, are being replaced. Irene Cornell, Joe DeRita and Vickie Nealey at the Kittinge, August 4. . . HELEN COVINO of the Republic's front lines, overjoyed last week on receipt of news from the French Hospital that she was the first one sent to a girl born August 3 and that sister, Dorothy (Miss Glendon Reed) was doing nicely. . . VILKINIA CUTLER, former Broadway rider in circuses, who rode a white horse for a balhoo at NTG's Congress of Beauty, is to produce a new show. . . Shepherd to strip principal at the Continental, August 4. . . ION NICHOLS, operator of the Gaiety, Baltimore, was a visitor here last week.

SAM BRISKMAN plans a change of place at the Continental starting August 11. Six or seven acts of vaude from Arthur Fishers's booking office, sandwiched in between the producers and four strip tease specialties will be the main entertainment. Which means the elimination of the straight men and the usual burly bits. Change of billing outside will be to "Pollen-Tandem" with PATSY KING, JIMMY STONE, Annette Ross and Sahji were new at the Republic, August 4. . . MAC (OGGLEZ) BATHON, comic in his

third summer at Silverman and Mandel's River View Hotel, South Fallsburg, N. Y. . . HOWARD, Boston, starting August 10. . . The new burlesque duo to hit Circuit road shows. First week Phil Rosenberg booked Stinky and Edna, last week they were booked by George Reynolds, Ben Hamilton, Mimi Reed, Pat France, Marie Cord and Rose LaFleur, last week by JERRY ECKY and Anna Oetola, last week at the Eltinge, combined between a duo dance specialty and a burlesque. . . JERRY ECKY, EDNA DUVAL and Julia Bryan opened at the Continental, August 4. . . THOMAS, Philadelphia, returned from the Eltinge, was Tin Fuller, Diane Johnson and Melaine LaFleur.

GLOBE Atlantic City, reinforced with Manny King, Peggy Sue, Clair, Sherry Britton and Gay Knight. ANN BIRCH OEN left the Republic August 10 to vacation at Lake George. Thence to the Circus Circuit. Dito Dorothy Edwards for Atlantic City. . . BUSTER PHILLIPS, Lorraine Ray, Thelma Deutch, Pat Callahan, Huggins and others of the Gaiety chorus are making daily plunges in the Park Central Hotel's pool. . . The Gaiety chorus is being reworked for their 25th week at Bill Murphy's Jockey and the Gaiety and others of the Sun Showboppers at the fair, where Sunny Mitchell, another ex-burlesker, is making the rounds. . . JERRY ECKY, Rose Hale's earnest. Here too is Loretta Barney, former stripper, at the Eltinge and Forest Inn, Roma, LaCh. Recently of the Eltinge chorus, is with the Aqualude. UNO.

**Chicago:**  
BILLY MACK, Harry Gray and Ray Paterson moved into the Rialto Friday. . . JEANNE WILLIAMS stays over at the Rialto. . . PAT BERRY, after a Rialto run, left for the Casino, Toronto. . . BETTE LYNN is the new headliner at the Rialto. . . Margie France is a newcomer at the Avenue, Detroit. . . CHARMAINE, Lily Foster and Danny Faubus are appearing at the Roxy, Cleveland. . . ADA LEONARD is going on the road in the Rialto. . . The new Rialto Rouser show, which is being produced here by A. E. Marcus, N. S. Barger and Norman Green, is being produced here at Rialto line-up. . . COLLETTIE held again at Dutch's, neighborhood night spot.

## Ten Houses for Midwest Circuit

CHICAGO, Aug. 5. — Mitt Schuster, booking for the Midwest Circuit, reports that 10 houses have been lined up for the coming season. Also of the people to be engaged in that circuit '39 have already been signed. . . Midwest according to Schuster, include Palace, Buffalo; Embassy, Rochester; Capitol, Toledo; Rialto, Chicago; Elvira, Detroit; Elvira, Minneapolis; Gaiety, Cincinnati; Roxy, Cleveland; Rex, Detroit; and Casino, Toronto. Dea is now a new house in St. Louis.

## Burly Returns to Gaiety, Boston, After 10 Years

BOSTON, Aug. 7.—Burlesque will once again be seen at the Gaiety Theatre, Boston, after an absence of 10 years. The burly will be in addition to the screen features. . . The new producer is Jimmy Alton, of Boston. . . The burly, after a complete renovation of the theater, is scheduled for August 14. . . The O-Peep production will be entitled French Model. Al Green is supplying the music.

## Scranton Clubs Lose Licenses

SCRANTON, Pa., Aug. 5. — Ootton Club, in Central City, must remain in the company of its 72 associates of its proprietor, William M. McLaughlin, from a Liquor Control Board's order requiring his resignation. . . The license of the local Grand Hotel, One Shilpa, proprietor, which also has a Casino, has been suspended by the Liquor Control Board.

NEW YORK, Aug. 5.—The Van de Marks, oldest professional ballroom dancers in the world, were 80 and 80 years old respectively, were featured at a ball August 1 given by the Masters of America at the Astor Hotel.

Reported that at one time, de Mark couple were the most popular couples and leasas with the Mellons. During his property, he turned to amusements, and he was a successful couple and trophies. Team turned professional when it lost its fortune.

By BILL SACHS

(Communications to Cincinnati Office)

MARQUIS THE MAGICIAN and company have been clicking off satisfactory results since entering Western Minnesota and North Dakota territory after leaving the States for a few conditions in the iron country of Michigan and Minnesota. Marquis reports that many shows are being cancelled and that those which were played gave small returns. He adds that there's nothing to do but to get back to work to supply the nation for two years and, with the introduction of enormous mechanical and electrical employments, is at a low ebb. The Marquis, Virgil and Birch shows are booked in close proximity along the Montana and North Dakota borders. . . J. S. RAMSEY, magi show, Lake Park, who closed recently as agent for the Ring Circus in Iowa, has returned to Waco, Tex., to prep for the winter. During the tour just concluded, he says he was only one magician in 11 States. . . BALSTON, the magi, is currently appearing in Toronto as an added attraction with the Queen's Own Rifles Band and the King's Regiment. . . One of whom appeared on the All-British Week program. . . C. A. GEORGE NEWMAN, magi show, is appearing in Toronto, presenting his talents professionally in the Dakotas and Minnesota for the past six months. . . The Ring Circus, a hypnotic show under canvas thru his old territory, and combining talking with the Ring Circus. . . RIE, magi and side-show manager with the Ring Circus, was in Toronto. His daughter, who was in the Ring Circus, is now in the (Ind.) High School, being the learning. . . COMMITTEES for the first convention of the Midwest Theater, which will be held on August 18 at LeSourdville Lake, between Hamilton and Middletown, O., includes Sam Mayer and Prange, for the IBM; Stewart Judah and Alvin Plough, SAM, and W. S. Berger and Elmer Spindel, Cincinnati Magicians. . . WALTER L. PULLIVAN writes from Danville, Va., under date of August 5, that he has secured the Fred Cousins & Co. magi show at the Yanceville (N. C.) High School recently and he has one of the best magi in the line now. Featuring the disappearing bird, show runs 45 minutes. Fred's brother, Val, did it in between the bats with a face routine.

CHICAGO, Aug. 5.—The Ring Circus, a hypnotic show under canvas thru his old territory, and combining talking with the Ring Circus. . . RIE, magi and side-show manager with the Ring Circus, was in Toronto. His daughter, who was in the Ring Circus, is now in the (Ind.) High School, being the learning. . . COMMITTEES for the first convention of the Midwest Theater, which will be held on August 18 at LeSourdville Lake, between Hamilton and Middletown, O., includes Sam Mayer and Prange, for the IBM; Stewart Judah and Alvin Plough, SAM, and W. S. Berger and Elmer Spindel, Cincinnati Magicians. . . WALTER L. PULLIVAN writes from Danville, Va., under date of August 5, that he has secured the Fred Cousins & Co. magi show at the Yanceville (N. C.) High School recently and he has one of the best magi in the line now. Featuring the disappearing bird, show runs 45 minutes. Fred's brother, Val, did it in between the bats with a face routine.

MARVIN Magic Silk Merchant, 14-year-old protégé of Milton the Mystic, was awarded the trophy for being the best magician on the Pacific Coast annual convention of the Pacific Coast Association of Magicians in the Oakland Hotel, San Francisco. . . FRANCISCO GIROTT SHOW will continue its tour thru Idaho and Utah during August. . . The Paramount Theater, organization pulled over 2,900 patrons to the show. . . This was on the Springfield, O. way; it seems a certain manager was booked to play the Amertown, Ohio, way. . . The League Banquet at the Shawnee Hotel there on August 3. After he had set up his show, the committee told him they were ready in about 10 minutes and he went out to imbibe of a drink. Meanwhile an article of the baseball ball came on the scene and invited the kids out to see the ball game first. When the kids came out, they found the audience had disappeared. Committee paid him off, but they had to admit he had no idea how the ball had been thrown. He made his audience disappear. . . CHOVER, G. GEORGE, while playing in the Ring Circus, was in between the bats when they patted out when they partook of a batch of

sopher poison which had been placed on the infield soil of the grounds. That caused the fatal disaster. . . JACK W. AMONG conjurers and magicians sighted around Denver recently were Carl Sharpe, of Baltimore of Baltimore and Harriette; Terry & Co., Ben Chaves & Co., and Eddie Cochran. . . LEWIS GIBBS is still in the Ring Circus, having returned to the Queen City recently following a brief engagement with a new party. . . Indiana. . . JACK W. THOMAS, Columbus, O., Jack Frost being a magi, arrived in Cincinnati recently to visit the World's Fair before winding up his vacation activities with the Ring Circus. . . Al DINGMAN recently concluded a successful stand in the Rex Cabaret, Syracuse, N. Y., nitery. . . FRED BERRY, magi, impressario, who until recently plied the Will Rock magi troupe on a journey thru the north, visited in Cincinnati last week following a vacation with Mrs. Bley in their cabin on Smoky Mountains, near Gatlinburg, Tenn.

## Chicago Ban on Am. Contests Helps Vaude

CHICAGO, Aug. 5.—The Corporation Commission has announced the death knell to jiterbug and amateur show prize nights, ruling that technically such features, conducted as prize contests, constitute lotteries. For a test case, the CC office filed charges against Sam Herman, leading booker of jiterbug and amateurs in this area. . . Herman's activities at the Balaban & Katz State-Lake Theater, where a jiterbug show has been featured Mondays. Case came up before Civil Court Wednesday and CC representatives asked and received a two-week continuance. B. & K., in the meantime, discontinued jiterbug shows at the State-Lake and in several of their jiterbug houses that have been running contests.

Herman denies he conducted any prize-contest, claiming each show has been booked well in advance and each participant has been paid for his services. CC action, he adds, will put out of work several hundred amateurs and jiterbug houses. . . At the same time, Herman is proceeding with plans to install vaude nights into a number of houses that have concentrated on Tyros. B. & K.'s Norshore switched to a five-act vaude bill Friday and the Park Theater, Chicago, switched to six acts (three professional and three amateur) tonight. In all, dozens of amateurs will be engaged for fees and for each booking.

## Absolutely New for the Coming Season

# Donna Rogers

### Stripper-Dancer-Talker-Singer

## Wanted Chorus for Irving Place Theatre

Corner East 19th Street and Irving Place, New York  
Two Shows Daily, 2:30 and 8:30 P.M.  
Rehearsals start August 26, ending September 11th, 1939.

Writes or Wire  
CHARLES BURKE or CHARLES LAUK, House Manager  
Principals booked through  
DAVE COHN  
Palace Theatre Building, New York City.

## CHORUS GIRLS WANTED FOR COLUMBIA THEATRE

Long Season, Salary \$22.00, extra for Specialties.  
City of every two weeks. State all in letter of interest. Refer to Irving Place Theatre, New York City.  
GEORGE YOUNG, Roy Theatre, Cleveland, Ohio.

WANTED CHORUS GIRLS for COLUMBIA THEATRE, BOSTON, MASS.  
Open for the Season August 27, 1939.  
If we do not know you, send photo.  
BEN BERNARD  
Producer

Currently featured in  
JIMMY DAVENPORT'S  
"STREAMLINED FOLLIES"  
CONEY ISLAND, N. Y.  
August 12th, 1939  
Perm. Address: 3232 West 10th Street, Coney Island, New York.













FLUSHING,  
L. I.



# WORLD'S FAIR

APRIL 30  
TO OCT. 31

## Gross Attendance

Previously reported.....	15,558,985
Saturday, July 29.....	165,978
Sunday, July 30.....	197,943
Monday, July 31.....	129,689
Tuesday, August 1.....	143,122
Wednesday, August 2.....	170,919
Thursday, August 3.....	118,653
Friday, August 4.....	105,454
Total.....	16,693,500
Includes passes averaging 35,000 days.	

## Hope Fading For Full Week 50-Cent Gate

NEW YORK, Aug. 5.—Furore caused by World's Fair executive committee's refusal to institute a general gate slash from 75 to 50 cents had apparently subsided somewhat this week, also exhibited and concessionaires who sought for the reduction were anything but satisfied with a "compromise" move approved by the Fair Corp. on Monday. Wanting patronage since the Fourth of July, with a drastic drop last week, prompted most participants at the fair and the general public to believe that general reduction to 50 cents would be approved by the board at its meeting Monday (31). When 50-cent rate was established for week-ends only, exhibits and amusement men in protest, going so far at one time as to threaten closing their doors unless a readjustment was made. Exec committee floor met yesterday and today very little hope is held for a full-week 50-cent rate in the near future.

As patrons disapproved of new set-up in no uncertain terms, several editorials referring to the Saturday and Sunday 50-cent rate as a very poor "hand-ling" move. Feeling exists that if the fair could not see its way clear to a general rate slash, the fair should bargain days should have been placed on week days rather than on Saturdays and Sundays. The board is expected to meet each week from an attendance standpoint.

Under the new set-up established on

## Boone Resigns As Press Head; 2 Shows Close

NEW YORK, Aug. 5.—As the light to reduce the gate admissions from 75 to 50 cents held the center of the stage at the fairsgrounds over last week-end, other incidents were occurring that affected the Financing Section not a little. Perley Boone, director of publicity for more than three years, resigned his position following concerted criticism from exhibitors, concessionaires and even local dailies. Leo Casey assumed Boone's responsibilities under a newly-created title, "Director of Public Relations." George McKinney resigned from the executive committee and two major show shops in the amusement area, Savoy Ballroom and Cuban Village, closed their doors. McKinney, first president of the fair corporation, remains in the fair picture, retaining the position of chairman of the board of directors which he has held since Grover Whalen was elected president three years ago.

Cuban Village, owing from lack of patronage for many weeks, closed permanently Monday and replacement attractions are being solicited on the amusement control committee and the village operating company. At a late Sunday meeting of the fair board, Harry Daab, village president, would make statements regarding type of attractions being made for the fair.

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

## An Insider Looks at the Fair

—Seventh of a Series—

The writer of this series is a consultant on the staff of the New York World's Fair who signs an outlet for a frank discussion and analysis of Amusement Area problems. He has been at the fairs since the beginning and would advise before a solution is too late. In common with The Billboard, he feels that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

### Subject: Finance

ENGLAND always muddles thru. In the United States the forces of right and justice always prevail. These two things have been impressed on us since childhood. They make good copy. But the fair isn't a dynasty and it certainly isn't a democracy. It lacks the one essential that a dynasty would insist it under the same canopy of comfort that can be had from these good old standbys: It lacks time. Mr. Whalen recognized that by having the walls of the Administration Building plastered with the now well-known "Time Tears On." A day now is as a year once was. Fair executives certainly know how to speed up the spending of money, but they seem to have no conception of how to speed up the earning of it.

Of course, in the good old days they had someone else's money to spend, and no Broadway show ever had such a galaxy of angels to draw on. Because every day of time waiting now still does not enter the pockets of the executive staff, they seem not to have an impression of how important each passing day is. As any showman knows, every day lost is a day that has gone by. You have to write it off the books.

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

This fair is a great institution, but it isn't the property of the fools who have messed it up. It belongs to the city, the State and the nation. It belongs to the exhibitors. It belongs to the concessionaires. There are so vested rights that are the sole and personal property of the administrative staff. Half a hundred foreign government commissioners can't be entirely wrong, and as many exhibitors couldn't have checked their intelligence back at the main square of any city. It is a pity that the fair officials get their approval on the features across at the fair couldn't have earned it over a period of years by producing one flop after another. (And unsuccessful showmen can't raise as much money as successful ones.)

It might do Harvey D. Gibson, chairman of the finance committee, and Mortimer N. Buckner, chairman of the executive committee, a lot of good if they realized that the reports they receive from those now administering the fair are biased and misleading and, that being so, do not deserve the close attention they are getting from these gentlemen. It might do them some good if they realized that fair officials get their approval on everything so that the bias could be passed to them later. It might do them some good to know that they are getting the same treatment all "angels" of successful shows get.

I know perfectly well that neither of these gentlemen can devote his whole time to the fair. They have other jobs to do. They know their capabilities. The success of their employees depends on their doing a good job; but World's Fair executives are here today and gone tomorrow: New city, new bank, new angel.

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

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

This writer has the time to keep pounding away until his object shall have been accomplished. That object is to give the fair back to the people who own it; to see that it fulfills its original purpose.

It seems to me at this writing that there is need of deliberate vigilance action by the executive board to remedy the still existing stupidities, many of which have been pointed out. I have more to convey than my own thoughts. Embodied in these writings are all the substance and anguish of a thousand men laboring under an impossible yoke. These articles are, it is hoped, spokesmen for a suffering community. The cries of this community will not be lost in the wilderness, for men who are wronged must finally get heard.

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

**Additional World's Fair News**

Gets Seeing Eye Dog Thru Showfolks' Aid..... 39

World of Tomorrow Not Prompt in Paying Off Musikers..... 9

Monday regular 75-cent rate will be maintained on week days, 50-cent rate on Saturdays and Sundays and 40-cent rate every night after 9:30. Mayor LaGuardia is championing a move for special rates for local WPA and relief shops as a move to save the fair available for every limited-income New Yorker. Suggestion is still being mulled by the executive committee. There is also talk of adding an additional Children's Day each week, probably on Friday, but this is also awaiting next meeting of exec board.

Dropped are the combination-ticket-concessionaire association made statements in effect the past two week-ends, and the \$9.75 combo duet which was being worked out in treasury department. The board adopted the week-end rate on Monday. Norman Ben Geddes' suggestion for automobile facilities in the amusement area apparently has been shelved in the administration building, although Ben is still working on the matter. Detailed plans for the fair's construction.

Decision to lower prices on week-ends and maintain established rate on week days dropped like a bombshell Monday night through the fair and city. Experienced showmen at the fair, along with exhibitors and concessionaires, are reported to see the logic in such a move. Spokesmen for exhibitors' and concessionaires' associations made statements to the press to the effect that they held the respect for the executive board's judgment and looked immediately toward altering stand of the board members. Following three days of dropping like a bombshell, both exhibitors and fun-sons ops dropped the fight and gave the administration board the confidence that it would strengthen public's confidence in the World's Fair as a whole.

week-end. Show's temporary closing was not prompted by financial difficulties. Opening of the Winery, Winkler & Keltman cafe-restaurant on site of the closed Giant's Causeway is set for today or tomorrow. Debate of the project has been postponed several times in last two weeks while safety and sanitation qualifications were being met. The Nile T. Creamery and Beach Club are a wing deal to his restaurant, is expected to debut August 9 following several postponements.

**Wild West Free**

Along with the fair's attitude to bolster attendance in the fun zone by presenting free band concerts, rumors spread yesterday that the executive board is seriously considering making the fair-financed and operated Wild Show a free attraction. Many concessionaires have suggested for weeks that the show be made free to the public, a means of drawing additional pleasure seekers to lower end of the midway.

President Whalen had a busy and momentous week conferring with the executive board on gate admissions, trekking to Washington in quest of additional Federal funds and attempting to raise the morale of fair employees who have become demoralized somewhat by dipping gate and corporation's struggle to correct it.

Whalen went to Washington yesterday morning approximately 5,000 employees before it adjourns on a bill introduced some time ago appropriating additional Federal funds. He was accompanied by a large delegation. He returned this morning but declined to comment on the trip. On Wednesday morning approximately 5,000 employees of the fair assembled in the Court of Peace to hear Whalen deliver a pep talk to the employees. Whalen said that his personnel would not be cut further and that wages would be continued on present scale.















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

SASKATOON, Sask., Aug. 8.—The 54th Saskatoon Industrial Exhibition on July 24-30 was reported more successful than any other in a decade. "Although detailed figures will not be known for some time, practically every department will show an increase," said Secretary-Manager Sid W. Johns.

Tentative figures indicated close to 60,000 paid admission to grounds during the week and that fully half of these attended the grand stand. Pari-mutuel

take was highest since 1928, and midway business was the best. Attendance was held down on Friday and Saturday because of scorching weather.

Paid admission increases over last year's was \$19,222. Grand-stand attendance was 1,250 over last year's. A total of \$20,000 was taken the same last year were admitted to grounds on paid admissions. Two autos and numerous cash prizes were given away in trials of the grand stand. Fair was officially opened by Premier W. J. Patterson.

## New Ohio Color

COLUMBUS, O., Aug. 5.—Surveying the grounds from his office window, State Fair Manager Win H. Kinney looked gloomy. Buildings and colonnades needed paint. But he had none nor time from 4 to 6 to buy it. "Then came good news. Workmen on grounds had found among the stores 195 gallons of paint in white, ivory, gray and spruce. When mixed they made a pleasing color of their own. All that was needed was additional oil and turpentine. Problem was solved. The State Board of control, Coliseum windows and colonnade, grand-stand bleachers, four of the new speed bars, and if the paint holds out, will do the same for the Harrison House. With co-operation from the State Board of control Kinney also has under way about \$10,000 worth of general repairs.

## Charlotte Plant Progresses

CHARLOTTE, N. C., Aug. 5.—For the first annual Southern States Exposition here, Dr. J. S. Dorton, park manager, said the plant will be over 90 per cent ready is expected to be completed early in October. In the 100,000 program, the half-mile race track has been finished and combination grand stand and exhibition building under construction. Plans will cost \$5,000. H. A. Mills, assistant director, said. Work is under way on catwalks and grand stands. \$10,000 in premiums will be offered. Lucky Tote has been booked for one day. Races will be held on Friday, Saturday and auto races on Saturday. World of Mirth Shows will be on the midway. Tote will be fireworks nightly.

NEW TEMPLE OF AGRICULTURE completed by Kansas Free Fair Association, Topeka, is of steel, brick and concrete, 310 by 75 feet, and rounds out the seven-year \$500,000 building program undertaken by Manager Maurice W. Jencks when he assumed the reins eight years ago. Board of managers has told him to spare no expense this year in producing the greatest annual in the 45-year history of the fair. A huge attractions program has been set for predicted attendance of more than 400,000.

## Lloydminster, Alta., Big; Others Give Good Accounts

LLOYDMINSTER, Alta., Aug. 5.—Lloydminster Exhibition closed on July 26 after three days of record attendance, nearly 10,000 on the last day. Entries were up 25 per cent over last year's. Jumble Lynch's Death Dodgers worked twice from the grand stand, and Wallace Brown's Shows of Canada were on the midway.

Weather helped Tisdale (Sask.) Fair. Good receipts were gratifying in view of the fact that last year the fair was allowed to lapse thru lack of interest. W. J. Casey's Shows were on the midway. Annual Edisbury (Alta.) Fair was closed here in history. Entries, totaling 1,000, were up nearly 300 over previous years.

## Eagles' Savannah Annual Contracts States Shows

SAVANNAH, Ga., Aug. 5.—Midway contract for Georgia-Carolina Coastal Park is sponsored here by Praterland Order of Eagles. Shows on the Georgia County Fairgrounds, has been awarded contracts for States Shows, reports G. Hodges Bryant, press representative, who has been named fair secretary-manager. Plans are being made soon for Savannah to make preparations.

Plans are for a revue, free acts, Thrill-Day program and considerable expenditures for renovation of buildings and grand stand. There will be a poultry exhibit and merchants' and agricultural displays will be housed in the new roof tent. Cattle and swine exhibits will be directed by Theo Braune.

## Mincola Drops Big Cars, Cards Midway

NEW YORK, Aug. 5.—Interstate championship midget auto races will replace standard jobs at Mincola Fair's 97th regular season. The new midway will work the curveyway on concluding Saturday. Ira Vall is in charge.

W. I. Stanton, general manager at the fair 49 years, will be honor guest at a directors' luncheon on opening day to mark the 100th anniversary of the fair. George Krug, purveyor of hot dogs prior to their designation as such, also celebrated 100th birthday at the luncheon.

New ground features will be re-establishment of full seating capacity of grand stand, and repairs and restoration of floors removed for discontinued dog races, interior decoration of exhibit building and grand stand, and a new floral hall embracing nearly 6,000 square feet. There will also be a "new-style" central midway for the first time on Long Island." Manager Charles Bochert stated.

YORKTOWN, Sask.—Deficit of Yorkton Exhibition, July 19-22, was the biggest ever. Plans is placed on reversion to a "new style" midway and the same in the public mind as to whether admission price was 25 cents or 50 cents.

## Two for One Ohio County?

POBERRY, O., Aug. 5.—Two fairs in Meigs County loom as Hay Obits, secretary of the "non-certified" former agricultural society, said his group would hold a three-day 1939 fair on Rocky Springs Fair grounds. An agricultural society, organized when State Agricultural Director John T. Brown refused to certify the old board, has elected officers and announced plans for a 1939 fair on some other location. Choice was reported to be Harrisonville school campus or Peyton Park, Middleport. Plans for a new fair started after litigation seeking to oust the old board, headed by Albert Russell, Nemours attorney. Since the attorney-general ruled that certification by the agricultural director was obtained, the old board was not expected to attempt a fair. Secretary Obits declined, however, that the group would "go ahead and county commissioners could do as much as \$100,000 in new funds. Plans of the new board remain unchanged, said its secretary, Frank H. Johnson.

EDMUNDSTON, N. B.—Third-day third annual Madawaska Exhibition here will be under joint auspices this year. Reorganized by Edmundston as added agricultural society, Gerard Boucher has been appointed organizer and publicity-advertising representative.

## In Front of Grand Stands

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

CHRISTIE'S CIRCUS has been booked by Win H. Kinman, manager of Ohio State Fair, Columbus, as added attraction with Gus Bun's Lays Off 1940 revue.

AMONG fans to be played by De Polo (Billy Faust), high pole, are those in Manchester, Pa.; Taneytown, Md.; and Newville, Pa.

AT TUSCARAWAS County Fair, Dover, O., Jake Taylor and his Hot Spitters will appear on opening night, Joe Barker Radio Revue on the second night and Cotton Pickers on final night.

BILL booked by Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., will include Frank Goldman's Band, rodeo, Jimmie Lynch's Death Dodgers, auto races and a revue, *Rhythm Revels*.

THRU Music Corp. of America, K. P. Van Eps, secretary of Waupaca County Fair, Wausau, Wis., has booked a program to include Clyde Lyone, Orchestra, Dorothy Byron Revue, Bob Sells, Chas. Brown and Sutra Remora. Seating capacity has been increased to 4,200.

JOSEPH P. SCHAD reports he has returned north with his Congress of Dare Devils for fairs in Iowa, Nebraska, Kansas and Missouri. Will show, close to job. Dated Lafayette Schrad, contortionist, has been made a headliner. Show

played Alton, Mo., on July 31-August 5 and is set to appear in Hickman, Neb.

IN CANADA for 12 weeks of fairs, the Avalons opened in Sudbury, Ont., on August 7. Jimmie Aralton, who was on Illinois, is back in the act. Jean Avalon celebrated her 19th birthday anniversary with 100 guests in Lincoln Tavern, Juliet, Ill.

EDDIE VIERA of the Four Sensational Stars, in a visit to the Cincinnati office of The Billboard said he has started fair and celebration first in 1939 in Columbus City, Ind., and St. Joseph, Mo. Early part of this season was spent with the Art Lewis Shows.

ADVANCE opening of Kentucky State Fair, Louisville, will feature Boone County Jamboree in the Horse Show pavilion on one night, with 25-cent outer gate admission good for the pavilion. Other attractions booked are Patterson's Auto Polo, Eddie Young's Cavalcade of Oz, The Belcher Trio, The "Simpson Men" and Vincent Lopez Orchestra for the nightly Horse Show and park-night midway dancing.

PROGRAM on opening day of Illinois State Fair, Springfield, will feature Williams' Thrill Drivers in afternoon and broadcast of W.S. National Barn Dance at nine o'clock. Revue booked is Sidney Belmont Amusement Show, which will be seen for the next six days. Cat-in-the-hat, W.C. Walker's dancing tribulate, Francis Trio, comedians King Trio. (See GRAND-STAND AND SHOWS page 35)

## Edmonton Near \$16,000 Profit Realized in 1938

EDMONTON, Alta., Aug. 5.—Despite cold, wet weather on four days, Edmonton's Royal 1938 Exhibition on July 19-22 proved a financial success, said Percy W. Abbott, managing director, who estimated gross profit at \$16,000, a short of the \$18,000 profit made in 1937.

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

Receipts from the grand stand were about \$23,500 compared with \$20,000 last year.

## City-Sponsored Annual Is Planned for Newport, Tenn.

NEWPORT, Tenn., Aug. 5.—Opening of Cooke County Fair, sponsored by city officials here, will mark first time the city has had a fair since disbanding of Appalachian Fair Association several years ago, reports Woody Lewis, Crystal Exposition Shows will be on the midway. Seven grand-stand acts and fireworks will be featured, and civic groups plan special days.

Due to lack of buildings in the municipally owned park, as well as Appalachian Fairgrounds, no exhibits other than community and 4-H Club displays will be featured. Civic group buildings to be erected by 1940, when a more elaborate fair will be offered. In the interim, exhibits will be housed in tents. Officers are Dr. L. S. Nease, Dr. M. S. Doak, Wade Butcher, H. D. Kilpatrick and Edna Worsley.

## Ft. Worth Midway Larger

FORT WORTH, Tex., Aug. 5.—Altho concessions are on grounds with Casa Manana, open-air cafe-theatre, to be open thru Labor Day here, fewer than first expected, there are more than ever. Last year's Citizens committee underwrites Casa Manana yearly as advertising for the city and entertainment for summer visitors. Fred Palmer's Pooling Club is in for the fourth consecutive year. Roy Smith is in charge for McCulloch and grandstand on the midway. Park here, on State Fair grounds in Dallas and at San Francisco exposition, Prince Karnal, preliminary is now here. Ray Conley, formerly in Casino Park, has a photo machine. Bob Shuttles, formerly with Casino Park, has pony corral. Tom Daly has archery, frozen curcud, food and drink stands on the midway. Fred Palmer's Pooling Club, both Pioneer Palace and Casa Manana.

## Solution to Dull Moments

By William H. Finkle

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

Dated August 26

















## Gets Seeing-Eye Dog Thru Showfolks' Aid

**NEW YORK, Aug. 8.**—Generosity of showfolk in nearly all branches of the business has obtained for John Krass a new lease on life, a seeing-eye dog, Krass, a concessioner who is particularly well known in and around his native Detroit, became blind two years ago following an operation in a Los Angeles hospital. He went to San Francisco, where a women's organization active in his case told him it could not do the deed from the noted institution in Morristown, N. J., provided he could raise \$150 for his maintenance during the training period (generally two months) and required to fit the dog to the master and vice versa.

Krass informed his lifelong friend Sidney (Skippy) Rifkin, of Brooklyn, who is attached to Michael Todd's Hot Whisk and the World's Fair. Rifkin contacted the fair and other sources and raised a fund of \$118, which he sent to Krass last week. This week Krass acknowledged receipt of the money.

"As \$150 was needed," said Rifkin, "Dave Morris collected the balance at Golden Gate International Exposition. Dave is known in outdoor show business as 'Plain Dave' Morris and he is operating the show at the World's Fair. Rifkin contacted the fair in that way when squabbles of all kinds are disturbing the serenity of the show. It is fitting to know that those people haven't forgotten or disregarded a plea for help from one of their own. I want to thank everyone for helping me to rehabilitate a swell guy, blinded thru no fault of his own, who doesn't complain and can still smile and look forward to tomorrow with hope. I also want to acknowledge the help of Dan Krass, who is helping me in raising money by collecting from members of the staff of Hot Mike's."

Other showmen, showmen and attaches at the World's Fair contributed to the fund.

## Fairmont Officials Partied by Dodsons

**FAIRMONT, W. Va., Aug. 5.**—More than 300 guests attended a huge party here at the World's Fair. The party was given by Dodson's World's Fair Shows at the Edwards Club during the two-week celebration of the fair on Saturday. Ned Smith, newspaper publisher and former member of the Federal Civil Commission, and co-moderator, and seated at the speakers' table were Mayor B. W. Wilson, Police Chief Whitcomb, Guy and Mel Dodson and Police Chief Harry Damon of Huntington, W. Va., and party.

Entertainment highlight was the program of show and amateur talent presented by Carl (Red) Barrow, emcee and reception committee chairman, assisted by Assistant Police Chief Henry Buitens and Sergeant Nicolls. On the bill were Larry, comedy; Gyro, comedy; Jan dance; Esther Snow, tap dance; Doty Lindy, acrobat; Bob Barry and Ed Brick, comedy; Fred and Ed Britt, blues singer; and Ruby Dodson, classical dance.

Dancing to music furnished by Charles Carter and Percy Klaythor. The crowd loved the floor show. Activities continued until early morning. Party was well received and the showmen and showgirls during the first week of the management by the police department.

## Kortes Unit To Join B. & G.

**SANDUSKY, O., Aug. 6.**—Pete Kortes No. 2 Side Show, which played to indifferent business at Cedar Point here for the past seven weeks, was scheduled to close tomorrow and join the main Kortes unit on Beckmann & Carey Show at Illinois State Fair, Springfield, reports George Gordon Johnson, lecturer.

## Strates Employee Injured

**ROCHESTER, N. Y., Aug. 5.**—John Rott, workman with the Strates Shows, exhibiting at Caledonia Fair, was said to be in poor condition at Batavia City Hospital, suffering from severe head and body lacerations and a fractured shoulder. He was taken to the fairgrounds last Monday afternoon when he was pinned under one of the rides.

## Hennies Bros. Sign For Year With AFA

**BUTTE, Mont., Aug. 5.**—Negotiations were completed here this week by Hennies Bros. Shows with the carnival division of the American Federation of Shows, which resulted in a closed-shop pact. Union listed a series of grievances and demands which the show management had agreed to correct and acquiesce. The basic agreement is for one year, and an organization of members with the show to complete unionization. Several meetings were held, with all branches of the show represented. Local Superintendent George Cuthaw was elected shop steward. Paul Rander represented the AFA. Although negotiations have been under way for nearly a year, Rander stated that his relations with Orville W. Hennies, who acted for the show, which is jointly owned by his brother, Harry W. Hennies, were most pleasant.

A clause inserted in the contract of interest to showmen calls for adjustment covering the AFA wage schedule and minimum requirements of the wage and hour bill in which minimum hourly pay is upped to 30 cents in October. Orville Hennies and union representatives have agreed to meet after the showmen's convention at Toronto in November to correct this portion of the agreement.

The minimum wages in all departments were among the highest of any show on the road, according to Rander. Butte Trades and Labor Council and affiliated federations co-operated with Rander in completing final negotiations.

## Jones Expo Cracks Midway Records at Salem, Ill., Fete

**SALEM, Ill., Aug. 5.**—Johnny J. Jones Exposition went over the top at Marion County Soldiers and Sailors Reunion here on July 24-29 when it shattered all previous midway record records for the event. During the 1938 celebration an all-time high record was established with an eight-day event, but this year's six-day celebration sent grosses soaring far above last year and all previous records in the reunion history.

Reunion Manager Earl W. Merritt extended his advertising and publicity to all corners of the State, and free grandstand show and additional attractions (See JONES EXPO on page 46)



**GRASS DISTANCE** separates the homes of Percy W. Abbott (left) and Carl J. Sedinger. Picture snapped at the 1938 Edmonton (Alta.) Exhibition, of which Mr. Abbott is managing director, President Sedinger, Amusement Corp. of America, and general manager of the Royal American Shows, resides at Miami Beach, Fla. Director Abbott's fair is the farthest north of Western Canada class A events, within 100 miles of the end of railroads, while President Sedinger's home is about the same distance from the end of southern railroads. Photo by Duda-well for The Billboard.

## Initial Fair Date Big for Art Lewis

**LEWISTOWN, Pa., Aug. 5.**—Following a hard jump from Chateaufort, Pa., and seven weeks of hectic business around the Pittsburgh sector, Art Lewis Show began their fair tour here last Monday to bang-up business, reports Secretary P. Percy Mirency. On Tuesday, July 24, all records were broken and the largest gross ever registered for a similar (See INITIAL FAIR on page 46)

## Johnson Back to Newspaper

**WATER VALLEY, Miss., Aug. 6.**—Ted Johnson next week will leave the staff of the Buckeye State Show, where he has been handling the press, to return to newspaper work. He will be with a Memphis paper.



**DURING THE ART LEWIS SHOWS** held in Johnstown, Pa., these show women were hostesses to Mrs. George Eddy at a star's shower at which she was presented with numerous gifts. Ice cream, cake and other refreshments were served. In the group are Violet Slavin, Rita Sage, Thelma Evans, Gladys Downes, Lily Repp, Martha Lilly, Mrs. Victor Lee, Ruth Henninger, Ellen Harns, Mrs. Gus Eber, Mrs. Weber, Mrs. Alayne Moroney, Mrs. Eddie Madison, Ethel Roboche, Hazel Martin, Julia O'Donnell, Alice Masario, Marie Shore, Mrs. Gus Eber, Mrs. Lillian Porter, Lottie Mrs. Pence, Mary Vero, Old Price, Mrs. Jack Campbell, Williams Pence, Alma Brooks, Mrs. George Marr, Mrs. Pence, Mrs. Jim Hodoga, Mrs. E. B. Braden and Mrs. P. O. Johnson.

## RAS in Peaks At Three Spots

Of four played in Canada, Calgary, Edmonton, Saskatoon give record grosses

**REGINA, Sask., Aug. 5.**—Another all-time high gross was established last week at Saskatoon Provincial Exhibition, reported Carl J. Sedinger, president of the Amusement Corp. of America and general manager of the Royal American Shows, upon the organization's arrival here. Edmonton and Calgary each produced record grosses on this year's tour, and Brandon, first spot of the Western Class A circuit, was on the verge of nudging its previous record out of place, he said.

Peak was established in 1936 by the Royal American Shows and shattered (See TOES HIT on page 46)

## Reynolds & Wells' Have Good Biz on Spring Tour

**PRAIRIE DU CHIEN, Wis., Aug. 5.**—Sponsored by the VFW Post, Reynolds & Wells' United Shows last Saturday concluded the 48th week of the present tour thru Missouri, Iowa and Wisconsin to excellent results, reports Col. William T. Green, chief of the organization, on the trip co-operated and management reports that visitors have been complimentary in remarks about the organization's appearance.

Shows begin the tour of fair on August 7, first stop being in Minnesota. A new Octopus is to be added.

## Rosita Colon Is Hostess

**NEW YORK, Aug. 5.**—Rosita Colon, head of Rosita's Rumor Revue, was hostess at her own 15th anniversary party in Hubert's Museum here recently after show time. After the initial early morning, those who took part in festivities, refreshments and entertainment were: Harry and Thomas Berner, Marco Franco, Mary Garcia and Carmen Romero; Alfonso, Tom-Tom player; Cissie Garcia and Thomas O'Malley; talker; Alex Linton, impromptu act; Stella, tattooed lady; Reginald, magician; Arnaldo, cartoonist; Nevada, under-water marvel; Tex Corey, sharp-shooter, and Professor Hooker, of the circus. Rosita toted home a big load of gifts.

## Burdick's Tex. Date Dropped

**COVINGTON, Tex., Aug. 5.**—The 47th annual WOW Reunion here, for which Burdick's All-Texas Shows were contracted during the week of July 24, was cancelled on short notice after Billing had been sent out, reports B. C. McDonald, show's secretary. Cancellation resulted from no fault of the fair committee, but from a change in the show's treasury. "Both Mr. and Mrs. Burdick," said McDonald, "wish to apologize to the Billingtonites for the error. The readers for the error in furnishing a wrong route, which was thru no fault of The Billboard or the show."

## Unusual Applications of Sound Systems

By Harry Paro

Watch for This in the

Fall Special No. of The Billboard

Dated August 26



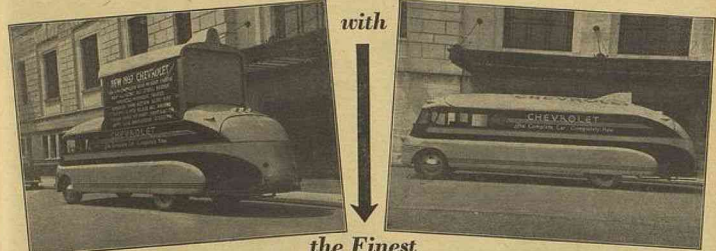








# A CHANCE TO EQUIP YOUR SHOW



## the Finest Sound and Advertising Truck Ever Built for Show Business

WE have a limited few left of these complete units equipped with sound systems, generators and sound moving picture machines which projects picture from machine inside of truck on to screen attached to hydraulic raised roof. 1935, 1936, 1937 models. Original cost from \$9,600.00 to \$13,000.00, these trucks can be bought at a fraction of their original cost and financed on our special showman's finance plan. Photographs and specifications furnished on request.

## STANDARD CHEVROLET CO. 1325 STATE STREET, EAST ST. LOUIS, ILL.

WHILE Tilly Shows were playing North Chicago, Ill., Bessie Fox, wife of Major Fox, staged a surprise birthday party for the latter and presented him with a watch. The major in turn surprised Bessie by making her a present of a new dress.

A FAIR once led an excellent carnival and the show had a fine date because the manager and the fair see went to the mat over payment for space necessarily used for stables and pavilions between these tops. Both hard-heads lived to regret the affair.

DOUGLAS KVENMOEN has taken over the side show on Buckeye State Shows, adding his Life Show as an annex. Doug worked on the side show all last season under Date Curtis as inside lecturer and in attendance on Bananta, headless-girl illusion.

FREE-ACT PERFORMER with the Billy Lynch Shows, Winifred Collesano grabbed off some favorable publicity when the Sydney (N. S.) Post-Record, in its July 21 issue, carried a story about her antics on the single trapeze. A one-column cut accompanied the piece.

"THE auspicious committee co-operated," reads a show letter. What's it supposed to do—outstage? At that, real co-operation of a committee often constitutes now.

### Xtry! P. A. Admits Bull!

BASEKATON, Sask., Aug. 5.—Press agents usually get the blame for "bolls," but when one admits it, that's news. Jack Dadswell thus created news when he confessed to calling Marjorie Kemp's Thrill Arena by its old name—Kemp Trombone—in cut-lines under a carnival department photo in the July 29 issue. In substantiation, he reported, Marjorie's Thrill Arena at Saskatoon Exhibition went ahead of former years on its sixth trip thru Canada. He further admitted that he is p. a. for the Royal American Shows and that it had been like a family reunion to return to the Class A fairs in Western Canada, where he served in the same capacity on all except one tour of this ACA unit.



THIS TRIO OF WINNERS includes Laura Meno, manager of the Expose Show on the Royal American Shows, and the two Scotchborn dogs, both prize winners at the 1939 Edmonton (Alta.) Exhibition, which she purchased for her son, Pete. Photo by Dadswell.

MICKEY S. RANKINE has joined Walter B. Fox's promotional staff and is now directing a popularity contest in a Southern city. Fox will return to the indoor circus field at conclusion of the outdoor season and will have several well-known promoters associated with him.

NOTES from Puzzell's United Shows by P. W. Pratt: Eddie and Bobbie Williams, of the Polles Show, topped the midway in Decatur, Ill. . . Harold Browning had difficulty getting his Loop-o-Plane going because of poor electrical connections. . . Home-coming celebration was profitable.

HOSTESS of Betty-John's show, People Who Make the News, includes Frisco Kid, Ruth Long, electrified girl; Elizabeth Grey, Burning of She; Ben Porter, em-

cee; Nick Carter, fire act; Alexander, mentalist; Dorothy Scott, Iron Tongue; Moody Cook, tickets, and Betty-John, annex and front.

DISHEVELED drug-store collars and messy slacks being passed on downtown streets are no ornament to any community—and certainly not to any show that happens to be playing it.

HARRY RAMISH, many years with the John H. Marks Shows, rejoined in Logan, W. Va., after a long sledge in a Richmond, Va., hospital, where for many weeks his life was despaired of. Altho not fully recovered, he is able to be about and will be back in harness soon. He was accorded a royal welcome.

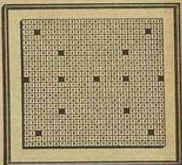
AUGMENTING Crafts 20 Big Shows in Modesto, Calif., recently were Ruth (Pearson) Egan, who joined the Partisienne Polles; Hugh Randolph, who purchased the country store from the Baglands & Korte concessions, and the latter's sister, Ruth, who is selling tickets on the kiddie rides.

DURING the Eric B. Hyde Shows' engagement in Forest City, N. C., a heavy storm hit the midway on July 29, blowing down the side show and considerably damaging the top. Heroic efforts on the part of Bob Myers' canvas crew kept the two girls above in the air, however, reports Carleton Collins.

THE TERM has become fee much a habit with show-folks probably to ever be changed but nevertheless it is often jarring to hear a beautifully flashed concession stand referred to as a booth.

PAUL DEL RIO, midjet with the Royal American Shows, was made Edmonton's (Alta.) first honorary chief of police by Chief Constable Shute on Edmonton Fairgrounds. Evenly garnered a three-column front-page story in The Edmonton Journal, with a two-column cut. Showing the 200-pound constable holding tiny Del Rio under his arm.

VIRGINIA CAMPBELL and Freddie Goodrow, midjets, joined Dick's Paramount Shows to handle advertising and publicity promotions during the tour of New England fairs. For four years the (See MIDWAY CONFAB on page 47)



## EVANS' PENNY PITCH BOARD

NEW! FLASHY!  
GETS THE PLAY!

A fast new money-maker with plenty of flash! May be used either as straight number board, or with colored squares designating prizes . . . or with single jackpot in center, or 5 jackpots at corners and center. Standard size, 45" square. Sturdily made of kiln-dried wood, will not warp. Handsomely decorated. An instantaneous hit with everybody! Fine percentage for operator!

Available with 1 jackpot or 5 jackpots. Also Without jackpot. Send Quick for Complete Evans Catalog!

H. C. EVANS & CO.  
1525-1936 W. Adams St., Chicago,  
Leading Makers of Amusement  
Devices.

See Our Ad in Coin Machine Section.

























## Wholesale

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

## Fur Jackets Seen Outstanding for Operators in Fall

NEW YORK, Aug. 8.—Fur jackets loom as one of the outstanding items to be offered this fall by bingo counselors and salesboard operators, reports from manufacturing furriers in the metropolitan area reveals. Low-priced fur coat manufacturers are mapping policies at this time to better serve the premium and prize field.

At present designers for M. Seidel & Son, S. Angell & Co., H. M. Fur, Charles Brand, Hoffman Pura, Salpfer & Schwartz and M. Arkas are concentrating on new styles in jackets. The styles employed match popularity at the close of last winter and has potentialities of leading the field this fall, says the writer.

With newspapers and fashion magazines concentrating on the fur jacket, manufacturers use up all the little difficulty in interesting the public in such a prize. In good form at afternoon and evening parties for fur and general wear, the jacket will be on the "must" list of many women. With this in view, late summer celebration will find the item offered on many midways.

## Motor Scooter Tour May Open New Territory

NEW YORK, Aug. 8.—Motor scooter manufacturers may "hook" Boston and "World" if action of Ed Wilson is a criterion. He left Los Angeles recently on a trip to two countries. His plan is to visit Canada and Mexico, and the wilds of zoocosity. He has to cross parts of the U. S. About 100 miles a day is the average run. It takes 100 miles to a gallon of gasoline.

## Toy Balloons Big Business, Says 'Biz Week'

NEW YORK, Aug. 8.—The current latest craze for kids, inspired by the scattering of 80,000 toy balloons at one crack at the New York World's Fair, gives figures that reveal what a giant the toy balloon industry is.

The 80,000 balloons distributed at the fair celebration in "Delightful Days," the article states, "are a lot of balloons, yet they represent but one-sixth of the total for the average month's production. The dozen or more manufacturers in the field figure the market at about 500,000 units a month. With prices ranging from 50 cents to \$3 a gross, and more for special designs, the industry's dollar volume at wholesale is estimated at about \$5,000,000 annually."

## Alert Operators Fishing for Deals

NEW YORK, Aug. 8.—Salesboard operators who have topped the summer high into a profit-making term are now preparing for fall and winter seasons. Their alertness in keeping prices reasonable and useful has been a source of profit and the basis for expansion of operations. With candle-type games coming along late summer to boost profits, and the pick-up-and-go radio doing an excellent job for ops this summer, experiments to find something exceptionally hot for the coming term are under way. At the opening of the summer season, the pick-up-and-go set was all the rage, but in recent weeks it has shared popularity with the candle-type which operates either on batteries or AC current.

Inspired by the vacation season, a new flashlight is being claimed big-time honors on salesboard circuits. Pipe sets, attractively displayed against satin background, are much in demand by those who recognize a good deal when they see one.

Men's clothing is another merchandise especially interested in obtaining a pipe set to help walk away the customer for the remainder of the season. Concessionaires are wide-awake, too, in their selections of prizes. Stocking merchandise is being offered in quantities of one of the most popular policies seen. Such merchandise is finding space in the store, and prizes are being offered in quantities of one. 50¢ glasses, 9-in-1 glasses, binoculars and watches are in demand.

Altho much of this merchandise may properly be classed as year-round items, the offers are especially appealing to concessionaires are featuring them during the vacation period indicates that profits from them will be flowing in for some time.

Traction on church lawns. As in recent years, small-bladed, low-priced fans are the most popular prize for being about equally divided between stationary and oscillating styles. Low-current consumption type all-weather compasses.

(See THE BINGO BUSINESS on page 34)

## Wholesale Merchandise Men Optimistic as Biz Perks Up

General business 10.1 per cent up compared with 1938 — promotional campaigns push new items, old winners, as last half of year swells takes

NEW YORK, Aug. 8.—Optimism in the greatest quantity to be seen in recent months, is now being displayed among wholesale merchandise dealers as books are closed on the first half of the year's business. With the trend of general business reported 10.1 per cent ahead of this time of last year, dealers are mapping campaigns to put their business during the remaining months far ahead of 38 totals. Despite the hard punching the trade has received from Old Man Recession, it continues to hammer back and forge ahead. Altho not every manufacturer or distributor has shown an increase in business, there are many who have put big promotion campaigns behind new items and old winners that have boosted their firms out of the red and spurred them on to double their efforts during the remainder of the year.

The health of the industry is good. One of the best indications of this fact is reflected in advertising lineages of concern using the volume of The Billboard to reach concessionaires, pitchmen, demonstrators and agents. Figures in the issues published this year compare most favorably with lineage in the same number of issues of 1938.

The fact that The Billboard's lineage has maintained its standing shows that, despite current business conditions, concessionaires and demonstrators have bought and used merchandise in large quantities. Outdoor accommodations have been hit by adverse weather in some parts of the country, and at many times the general outlook for other businesses hasn't been so good.

Bingo Aids Business  
The sale of merchandise has in a great way been upped by the growing popularity of bingo in many parts of the country. There isn't any held weekly in the East. Have private parties and some have shouldn't enjoy added business. The pulling power of bingo is not confined to any one section, for it was only recently that the game was reported to have drawn 1,022,000 people in six months in Cincinnati. Considering the fact that more than 1,000,000 attended the game which in one city, it is easy to imagine the number of players in the nation. New items have made it possible for concessionaires to vary displays without decreasing the fact that the premium game is hot. Salesboard operators have kept on the alert and with seasonal merchandise in the average and concessionaire months into real money makers.

Outlook for the rest of the year is bright. Many of the concessionaire operator have every reason to look forward to closing 1939 books upon a business year that shows a profit. Where dry weather is needed at this time of the year, come reports that everything is moving forward satisfactorily. Good news in foreign markets and predictions of generally fair weather in the western section are good news for the operator. (See MERCHANDISE MEN on page 37)

Miniature blown-glass bottles with covers, shown by Leo Paul Importing Agency, may go as consolation awards or as majors on a small card with a take-off standard for prizes. The award is different and should appeal to women. Bottles ½ to 1 in. high, 1/8 in. wide. Firm also has blown and solid glass animals, miniature vases and many other glass products.

If the item is all the manufacturer claims it to be, the Flash-O-Lite should find ready acceptance with operators who are looking for something new to work. Oadget is unusual and operates with a standard flashlight bulb. It is said that Flash-O-Lite requires no batteries, no recharges, no replacement of bulb, no filling, no chemicals and will not deteriorate. The Flash-O-Lite Co. is offering two board deals on the item.

Occasionally we hear of an operator who pays more than the cash offered in the form of a card rather than one of the major awards. Such an operator is sticking his nose into a flashlight bulb. This major award is usually worth more to an individual. That is, if he bought it he would have to pay more than the cash offered in it. Instead, if proper care is taken in selection of merchandise, the individual's goal is to obtain one of the best prizes. This will be incentive enough for him to complete a deal.

HAPPY LANDING.



By JOHN CARY

ALTHO there are still several weeks of hot weather ahead, bingo operators are already making an move general wear, the jacket will be on the "must" list of many women. With this in view, late summer celebration will find the item offered on many midways.

COMFORT is a big plot ops must keep in mind when transferring new and they help business materially. Altho the enthusiastic bingo fan will play, there is no reason why he should have to do so. With this in mind ops have done away in many cases with improvised benches without backs and narrow tables. Where there are comfortable seats and wide tables you'll find operators doing a good business.

LATEST items are always a source of interest to ops and players. With many new ops to be announced soon, conditions are looking up for concessionaires.

OPERATORS of afternoon games might well adopt a variation of the bank-boston idea, being effectively used by a Fort Wayne (Ind.) operator. To winners of certain games, perhaps 10 a game, the operator offers a hot ticket but the honor of being made a hostess for host for the party the following week. Being a hostess means that the lucky woman is responsible for bringing 10 friends to the following week's party, each of whom receives a ticket purchased from the operator. In return the hostess not only swears a special prize for showing 10 per cent guest attendance. It's been effective, and with variations can be used. It should be capable of boosting attendance at many games.

IN THE CITY where the persistent spell of hot weather has stimulated demand for electric fans to the point where it is estimated that the fan is one of the most active of distributors. Bingo operators, of course, are big order-givers, and their items are big prizes for being when it's hot, and it's a number that the public generally is more willing to pay for than any other. Another reason for the upsurge in fan demand is the lusty season church picnics are having with the aid of bingo as a feature.

## Salesboard A B C's

By Ben Smith

Watch for This in the Fall Special No. of The Billboard  
Dated August 26























Peaches Marshall Hurt

ROCHESTER, N. Y., Aug. 5.—Penelope (Peaches) Marshall's aide for life landed her in City Hospital with a possible ankle fracture and back injury this week. She is reported to be resting well. She was injured when she fell from her sliding wire while the Ideal Exposition Shows were playing the Beethoven record grounds. A cyclone knocked loose from the wire she carried the fall.

ROUTES

(Continued from page 22)
Middletown Bros. (Hoffman) Lawrence, Mass.
No. 8648.
Per Day \$7.75

Miss Bros. (State) NYC, L.
Mrs. Janita (Verdelle) NYC, L.
Mrs. Jack (Hazel) NYC, L.
Robert, Whitney (Palma?) No. Angeles, B.
William, Bill (John) NYC, L.
Rochester, Beards (Washington) D. C., L.
Rosa, Eddie (Irene) NYC, L.
Rosa, Jennie (Lou) NYC, L.
Rosa, Jennie (Lou) NYC, L.
Rosa, Jennie (Lou) NYC, L.
Rosa, Jennie (Lou) NYC, L.

Sax, Ludwig (Old Romanian) NYC, L.
Sullivan, Milton (Ambrosio) NYC, L.
Sullivan, Milton (Ambrosio) NYC, L.
Sullivan, Milton (Ambrosio) NYC, L.
Sullivan, Milton (Ambrosio) NYC, L.
Sullivan, Milton (Ambrosio) NYC, L.

Continental Premium Mart
822 N. 3rd St. MILWAUKEE, WIS.

RIALTO ASSORTMENT

DOZEN, \$1.20
CARTON, \$4.80

WANTED
Concessions of All Kinds

SUFFOLK COUNTY DAY AND NIGHT FAIR
RIVERHEAD, L. I.
AUGUST 22 to 28, Inclusive.
Free Gate Nightly.

PRUDENT AMUSEMENT S. N. Y.
128 Cortez Ave., Patchogue, L. I. N. Y.
Telephone: Patchogue 215.

Wallace Bros.' Shows

WANT
FOR 10 MISSISSIPPI FAIRS
OCTOPUS KIDDIE AUTO — PHOTO
GALLERY — FROZEN CUSTARD

WANTED
For Women's Entertaining in the heart of the
Lafayette, La. — August 17-20, 1930.

EUREKA SHOWS
Pacifica, N. Y.

Williams, Marion (Edmond) Plaza NYC, B.
Williams, Marion (Edmond) Plaza NYC, B.
Williams, Marion (Edmond) Plaza NYC, B.
Williams, Marion (Edmond) Plaza NYC, B.

Yacops (Capital) Washington, D. C. t.
Yacops (Capital) Washington, D. C. t.

Yates and Tanya (Earl Carroll's) Hollywood, Md.
Yates and Tanya (Earl Carroll's) Hollywood, Md.

Z
Zink and Bimer (Villa-Gro-Home) NYC, N. C.
Zink and Bimer (Villa-Gro-Home) NYC, N. C.

FAIR GRAND-STAND ATTRACTIONS

(Routes are for current week when no date is called)
Also, Bama, & Co. Great Falls, Mont.; Billings 14-18

Aratons, The Subway, Ont., Can.
Aratons, The Subway, Ont., Can.
Aratons, The Subway, Ont., Can.

CIRCUS AND WILD WEST

Anderson, Bud (Cando & H. D.) Bella 10.
Anderson, Bud (Cando & H. D.) Bella 10.
Anderson, Bud (Cando & H. D.) Bella 10.

CARNIVAL

(Routes are for current week when no date is given. In some instances possibly mailing dates are listed.)
Arms Expo, Dillonville, O., 7-9.

Arms Expo, Dillonville, O., 7-9.
Arms Expo, Dillonville, O., 7-9.

LABOR DAY CELEBRATION

ON MAIN BUSINESS STREET
WANTS CONCESSIONS AND SHOWS
AUGUST 16 TO 20 — SEVEN 80 NIGHTS.

Conventions, Orlita, Ont., Can.
Conventions, Orlita, Ont., Can.
Conventions, Orlita, Ont., Can.

Dyer's Greater, Egre, Wis.
Dyer's Greater, Egre, Wis.
Dyer's Greater, Egre, Wis.

Forest City, Pa.
Forest City, Pa.
Forest City, Pa.

FOREST CITY, PA. Firemen's Celebration

WANTS CONCESSIONS AND SHOWS
AUGUST 16 TO 20 — SEVEN 80 NIGHTS.

LABOR DAY CELEBRATION

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AUGUST 16 TO 20 — SEVEN 80 NIGHTS.

WANTS CONCESSIONS AND SHOWS
AUGUST 16 TO 20 — SEVEN 80 NIGHTS.











COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## CIGARETS

It is said that three wars had much to do in proving the basic value of cigarettes to the race and also in establishing their popularity. This fact is not against cigarettes; it was a triple testing under the severest strains that come to human beings.

The French and British soldiers learned about cigarettes in the Crimean War; the Civil War helped to establish them in the United States; and the World War made it possible for women to smoke. That is the war record of the cigaret and much has been written of its history.

To me, the most interesting thing about the cigaret is the part it has played in revolutionizing chemical and medical theories about the human body.

If you notice the announcements of new discoveries today in the field of medicine, very often there is an explanation to the effect that the new idea has been successfully used in the laboratory on guinea pigs, but its effects on human beings have not yet been tried. There was a time when the laboratory test itself was regarded as the final word—but not any more. And that is where the cigaret worked a revolution in our popular knowledge of the body chemistry.

It was probably in the period from 1900 to 1915 that the greatest moral crusade against cigarettes had its swing. In earlier history there had been strong opposition from governments, scientists and religion. But when the anti-cigaretet crusade in the United States made its final drive, the move was armed with facts direct from the laboratory. Remember the days when every boy and young man was warned against the coffin nails? And there was the story of what the nicotine from one cigaret would do to an animal in the laboratory. It was true that laboratory tests were against the cigaret.

But the world was to learn something new. The human machine does not always react like the test tube. It is interesting now to read some of the old blasts against the cigaret. But in real life there were people smoking every day and they continued in good health just as well as people who didn't smoke. So the people revised their knowledge of the human machine and the moralist and the chemist had to follow popular knowledge.

The cigaret, however, probably has ahead of it a more crucial fight than ever in its battle-scarred history. Or, maybe it is a great opportunity that lies ahead rather than a fight.

The cigaret has an opportunity to become an underpinning of democracy and maybe of civilization. In July, 1939, the news headlines said that dictators were even trying to limit the people's smokes. And therein lies a message for those who make, sell or use cigarettes.

There is a contest on between democratic and dictatorial forms of government and much hinges on the matter of taxes. Cigaretts will have to bear a heavy load of taxes if we are to maintain democracies. Fortune magazine (May, 1939) published a consensus of intelligent opinion which indicated that tobacco, along with liquor, would be called up to help bear extra burdens.

Whatever virtue there is in the cigaret, it should help us to think coolly and intelligently about taxes. So, light up a smoke and view the world as it is.

For practical purposes, we may consider that the costs of liberty and freedom in many nations, like Sweden and Denmark, now runs at about 30 cents for taxes out of every dollar earned. Probably our tax rate in the United States runs about 20 cents of every dollar we earn. It is not possible to maintain democratic government under modern conditions at much less than a tax rate of 30 cents from every dollar earned. So, we are due for a raise regardless of what candidates may say.

It is already a foregone conclusion that efficient, liberal government will cost much more than in the past. And cigarettes are being called upon fast to help pay expenses. The danger is that the makers and sellers of cigarettes may stoop to using some of that vicious and undermining propaganda about taxes that appears in the press today. Take a lesson from the beer people and originate sensible defense propaganda or none at all.

The New York Daily News, in an editorial, July 22, 1939, gives the cue. "Our system of taxation in this country is a system in name only. Actually, from the Federal Government down to the smallest assessment district, it is a mess and a dangerous mess. . . . Politicians habitually avoid what we need more urgently every day; namely, a nation-wide overhauling of our tax system, the main object being to decide what governments may tap what sources of revenue, and then to force them to stay inside those restrictions."

If the cigaret can pick up that cue and carry it thru to accomplishment, it will be a service to democracy and to civilization. Free governments will cost more and more; that much is settled. What we want first of all is to make an end to the hundreds of taxing agencies that can assess taxes on cigarettes, etc., and have a uniform tax system. The present system is confusing and each new tax added becomes all the more confusing and unequal.

If higher taxes are to be paid, the whole situation should be approached with an aim to distribute the tax burden equally as far as possible. And the number of governmental agencies with power to levy taxes should be limited to as few as possible.

The cigaret tax comes closer home to the people than many other taxes; they see the mute evidence on every pack. But there is danger of setting off on the wrong cue about cigaret taxes. We who make or sell cigarettes should try one of our own smokes and think carefully about the confusion, strife, propaganda, war and misery that exist in the world we live in.

If the cigaret interests can bring a calmness and intelligence into thinking about those things, as a cigaret brings calmness to the individual under stress and strain, then the cigaret may prove the best underpinning of democracy and of civilization.



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## Maryland Fair Trade Act Held Valid by State Court of Appeals

BALTIMORE, Aug. 8.—The Maryland Fair Trade Act was unanimously upheld by the Maryland Court of Appeals in a decision handed down recently in which it declared the act was valid and constitutional under the Maryland constitution. It was the first case in which the Appellate Court was asked to rule. The results of this decision, it was said, will be far-reaching. The ruling was a clear-cut decision which leaves no doubt as to the constitutionality of the Maryland Fair Trade Act.

The judges of the Maryland Court of Appeals ruled that the act is valid under the Maryland constitution and turned down the appeal which had been filed against the measure by the owner of a cut-rate store. The original plaintiff had secured an injunction against the cut-rate concern, contending that they were selling the plaintiff's products below the minimum price established under existing fair trade contracts. The original case resulted in the Fair Trade Act being upheld in the Baltimore City Circuit Court. It was on this decision that the cut-rate concern filed its appeal to the Appellate Court.

The cut-rate concern charged that (1) the title of the Fair Trade Practices Act is misleading and illegal; (2) the act itself violates the Maryland Bill of Rights; (3) it is class legislation; and (4) it illegally delegates the legislative power.

The cut-rate firm charged that the term used in the act, that of "voluntary contract," was misleading in that it is

involuntarily binding on many retailers. They argued that there was no "voluntary contract" if the agreement with the other dealer automatically became binding on him.

Counsel for the manufacturer, at the time the appeal was filed last April, argued the act was valid in that it was simply a means to protect valuable manufacturer goods which allegedly had when articles were cheapened in the public mind at sale below established prices.

The cut-rate firm argued that the bill of rights was infringed by the denial of its rights to freedom of contract. He also argued the Fair Trade Act was class legislation because only trademarked goods are affected. Counsel for the manufacturer pleaded that untrade-marked goods have no good will to protect.

Furthermore, the cut-rate firm argued when the appeal was filed that the act was defective in that legislative powers to regulate prices were unconstitutionally conferred on manufacturers who are empowered to fix fair prices by contract. This delegation of power, they stated, would invalidate the bill.

The Court of Appeals in its decision concurred in by the seven sitting judges ruled in favor of the legislation on all four points. In handing down its decision the court pointed out that 44 other States have passed fair trade legislation and that whenever tested in court, these acts have been upheld. They also pointed out that the acts of California and Illinois have been upheld in the Supreme Court.

The Maryland Fair Trade Act was first passed in 1933 and amended in 1937. It permits a manufacturer of a trademarked article to enter into contract with one or more retailers in the State. Usually these contracts are negotiated with a large group of retailers. Under the contracts the manufacturer can fix

a minimum retail price for his product. This price then becomes binding on all retail handlers of the product in the State, even upon those who have not signed or agreed to the terms of the contract.

Under the Maryland Fair Trade Act, any manufacturer who advertises fair trade items, offered at cut prices, to bring customers into the store and then try to sell them something else. However, the manufacturers can resort under the law to injunctive proceedings in court and the cost of such proceedings will deter the operators who employ such tactics, namely, cutting fair trade item prices.

It was pointed out that hereafter the minimum price will be the maximum price for all commodities sold under the fair trade agreement. This refers to every commodity. If the retailer, operating under a fair trade agreement, learns that a store is selling goods at less than the minimum price reached under the agreement, he can notify the manufacturer of the offending merchant and injunctive proceedings can be instituted. It was pointed out, however, by leading retailers that there will be no necessity of taking injunctions into the courts when the highest court in Maryland has ruled that the Maryland Fair Trade Act is constitutional.

It was further pointed out by leading retailers who have made a study of fair trade legislation that the Maryland Fair Trade Act obviates the issuance of coupons, trading stamps and other methods of eluding the Fair Trade Act. And, furthermore, that the act cannot be held on items sold under a fair trade agreement.

In passing, it is to be noted that more than 100 arrests have been made in

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Maryland, principally in Baltimore, for violations of the fair trade agreements and in each instance permanent and perpetual injunctions against those violators have been issued in the courts of Baltimore.

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LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# Loses Kick as Tragedy Is Unfolded in Court

Reporters still try for a story—youth shows a troubled mind—father reveals tragic factors in his own and in his erring son's life

PHOENIX, Ariz., Aug. 8.—The sad details of the Burgunder murder trial dragged thru the days here, providing a deep and serious study in those home and hereditary conditions which distort the minds of children. Efforts of newspaper men to make this a headline "pinball murder case" apparently failed completely. As well as being a case of a present type of conditions that make criminals of young people, it was also a study in the tactics of newspaper men to make pinball games the goat for a lot of tragic things, crime, etc.

Two newspaper men were witnesses during the trial. One of them was a reporter who had hounded the unfortunate youth after his arrest in an effort to elicit a confession out of the boy. This was the early news story of the case which was headlined in Eastern newspapers as the "pinball murder case." In his confession of murdering two amoralistic salaried men, the youth had stated that he had a mania for gambling, and had mentioned a variety of forms of gambling including slot machines and pinball. This was the basis for the "pinball murder story."

### Balks at "Goat"

A second newspaper man, as a witness in the case, tried to wring the truth from the youth about that gambling, especially slot machines and pinball games, was the cause of all his troubles. The reporter had written the story of the youth's "confession" and was called in by the State as a witness on this point.

But the accused repeatedly balked

### Youth Gets Death

PHOENIX, Ariz., Aug. 5.—The young Burgunder was sentenced to die by the Arizona supreme court. One of the two men he is alleged to have killed.

Newspaper men from the country tended to drop such words as gambling and pinball from their news columns.

Two psychiatrists at the trial pronounced the unfortunate boy to be mentally competent but to be under the influence of step with the world. It was this type of mind that newspaper men led first to blame upon pinball games.

at the idea of making such things as pinball games the "goat" for all his troubles.

But the newspaper man kept reminding him of his confession. Still the youth insisted that he "was not right in the head in the first place."

Finally, the newspaper man got the admission that maybe "50 per cent of his troubles were due to gambling devices." But he still insisted that his mental condition must be wrong, too.

Then an attorney put a brake on the newspaper man's zeal by asking pointedly if the reporter was "after a story."

### A Troubled Life

Pathos was added to the long trial

by the presence of both parents. They have been separated for many years and the troubled mind of the youth is thought to be a product of a broken home.

The father, a Seattle attorney and former prosecutor, introduced a serious psychological problem into the tragic story by reciting the beginnings of his son's career in crime and saying that he had once urged his son to serve out a long prison sentence and then devote his life to a crusade against gambling machines.

This "crusader" complex in the father's mind raised the question if the "crusader" complex in parents might not produce disturbed minds in their children.

### Flees for Sense

With a father's eye the elder Burgunder recited a long story of his son's early home life and beginnings in crime. The father was a prosecuting attorney in Seattle and took his son into court and into his office at an early age where he observed and heard first-hand stories of law violations. The father admitted that perhaps the boy's mind was too young to react properly to such things.

The father's story was a fine example of a father trying to take the blame for much that had happened to his son—and yet the father grew agitated more than once in his story when he stated that he had advised his career as a prosecutor had brought him into conflict with gambling interests so that he was disturbed on the subject is not known. His mental reaction indicated a phobia on the subject.

When his son had committed a hold-up in Seattle and had been given a long sentence, he said that he had urged his son to serve the sentence and then devote his life to a crusade against slot machines and pinball games.

### Son Testifies

Important parts of the trial was the accused youth testifying in his own behalf. As this is being written only one day of his testimony is available. The father's attitude was reflected in his easily discerned. In referring to his two years' stay in prison—and then parole—he indicated clearly that his mind was unbalanced about "society," "law," "law enforcement officers," etc. Gambling is another touchy point. He admits that perhaps he should have been a "crusader"

against gambling and asserts that society is to blame for permitting gambling. Whether this is so, or gambling is due to his father's anti-gambling complex is a problem for the psychiatrists. Two psychiatrists were in court carefully studying the youth's reactions.

### To Get a Story

Into this sordid case involving the murder of two innocent men, the newspaper men "to get a story." Into this tragic story of a broken home, a mental complex in parents' minds, and all sorts of cross-currents, came newspaper men to get a "pinball story." Their conception of a "story" was to make something tangible like slot machines or pinball games the "goat" and then they would have a story.

But the whole tragic scene was so loaded with cross-currents, came newspaper men to get a "story" did not mature as they expected.

For one reason, the accused kept on insisting that his mind was not excited right. Once during the trial he said that he had lost several dollars on a game of shooting darts or something like that or pinball game, but he was just before the murders were committed.

For some reason, gambling on toy balloons did not make the "story" the newspapers wanted. It would hardly be possible to start a crusade against rubber balloons. They were much less in the United States.

So, the "pinball goat" seems about to get away.

## ESCAPE FROM THE SHES

NEW YORK, Aug. 5.—A lot of cotmen were visiting the Big Town in the past week. Morris Hankin blew in from the East and he had a lot of money and two arcade he has. He came here to buy more equipment from Mustoscope's Jack Rabkin. Hankin had a lot of money, paid a visit to the trade here, and saw Bang games being moved as fast as they could out of the city. He had a board office. . . . Another CHI manufacturer to come this way is Al Douglas. He is a very good man. He is now visiting with jobs, distributors and ops, among whom he numbers a great many friends. He is a very good man. He has the local boys a visit that they're still talking about.

KEYSTONE VENDING . . . of Philly has been busy taking pictures of the spots in the Quaker City that have installed Bally Beverage Vendors. Among the better ones are Philadelphia Record, Baltimore Record, Boston Globe, Fair, Amos Delatessen, Jackson Theater and Jacob Siegal & Co.

JACK FITZGIBBONS . . . continues to be one of the broadest columnists in the city, but only in the sense that he is writing the news of his branch offices, but with only giving him one hit game after another, complete deliveries. At the same time he's doing plenty to bring back the old time, old-fashioned potentialities of the Bally Beverage Vendor.

BACK FROM SOUTH AMERICA . . . is Bill Albert, and with Charley Aronson away on his vacation, Bill is really on the ball. He is heading his trip, Bill says: "Phonons are doing well in Panama and Venezuela. Found some good operators here who were old ones. Mustoscope seems definitely on the upswing. Business men in these countries tell me that they are doing more business with the U. S. than ever before. . . . Everywhere, it seems, conditions are improving. There is a definite upswing in Central and South American market is going to be one of the biggest in a short time."

### TREMBLEDOUSLY PLEASED

are the officials of the G. V. Corp. distributors for the DuGreener Adams gun which is being introduced in the U. S. to Coast are showing in its machine. "Ops have been coming in every day and we are getting a lot of orders for the machine and the 24-month time pay-

ment plan we have for them." one says.

### AROUND THE TOWN

More and more "Enjoy Yourself Today" cards of the New Jersey Amusement Board of Trade are to be seen in locations. . . . N. J. Amusement Board, fall, but at Modern Vending with Fry Sommer in charge, his is humming. . . .

ON THE ROAD . . . these days is Jack Mitnick and the Pommer caravan. Jack's trailer is fully equipped with a variety of amusements. Bill Thron of Music machines, George Pommer is so enthusiastic over reports that he is planning to visit before making up on its first few stops that he plans to keep the caravan on the go constantly. . . . Masie but other products of the firm as they come along.

### JOE CALCONTI

is being double the other though. . . . Joe has received a letter in answer to one of his ads postmarked Fayetteville, N. C. . . . interesting orders that deluged the Vemco offices in response to the big sale he's been staging. Calcont reported.

### HOPPING AROUND THE COAST

Ed P. Parnham, of Supreme Vending Co., of Boston, reports his counter model is clicking big with counter model operators. . . . Ben says. . . . Down in Baltimore Roy Johnson is making it tougher for his shipping department every day, it is reported. . . . Joe Ash, of Active Amusement, reports he is working hard to get a reputation as one of the hardest working guys in town. Ops seem to trust Joe's location and are always knocking at his door for suggestions and advice. . . . Along the eastern front one notices a lot of activity in the air. Some claim ops will witness one of the biggest upswings in history about the middle of the year. This will continue to competition time.

### SAM KRESSBURG

of East Coast Phono distribra reports: "We are simply swamped with requests for our counter model phone. A sample convinces every phono op of the value and potentialities of the machine. . . . getting more and more orders all the time."

### MIKE NUWEN

claims there is no up-up in the demand for his product. "We're shipping just as much stuff as always," he says. "You'd be surprised how much of it is going to the West Coast." . . . VESTING OPS . . . who have been to the World's Fair grounds maintain there is no more favorable time than now to visit the public flocks to Bill Rabkin's Photomatic studios. . . . Bill's penny arcade is one of the attractions in the amusement area, too.

### BERT LANE

maintains that around the Seaboard area there is no better time to visit the heat with Bang. "Bang is the game," Bert says. "Just ask any operator who has played it."

### CHARLEY KATZ

representing a hotbed in the East, was around New York pepping up the operators on their new novelty game, Charley was particularly interested in the new ideas and new action incorporated in the game.

### GEORGE FOSBERG OFFICES

are keeping operators with a variety of new games from each of his factories—and they all seem to be catching on with the operators. . . . In High-Lite; Exhibit came across with Avalon; Keene's Cowboy is in great demand; and a new game that received a good reception upon its arrival.

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Triple Entry	\$129.00
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Patrolman, Derby Game, Mills 1-2-3	18.50
Multiple Victory Chance	87.50
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Black Pass Game, Red Head Baltimore	38.50
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Choo-Choo, Flathead	17.00
Patrolman, Derby Game, Mills 1-2-3	18.50
Patrolman, Derby Game, Mills 1-2-3	18.50

Mechanition Digger	21.50
Patrolman, Derby Game, Mills 1-2-3	18.50
Patrolman, Derby Game, Mills 1-2-3	18.50
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## New Orleans

**NEW ORLEANS, Aug. 5.**—The hot weather of late has been a boon to the coin-operated amusements and to operators of beverage vending that are numerous this year. Floors of dance halls, restaurants, hotels and theaters and large department stores are among popular locations for these machines. Photograph rentals this summer are at least 25 to 30 per cent ahead of last year with out-of-town operators finding the country models particularly fitting for transportation and location at grounds selected for fun and dancing.

Correcting an impression that was unintentionally created in July 22 issue of *The Billboard*, the Louisiana Amusement Co. continues as co-distributor of Rock-Ola phonographs in Louisiana along with the more recently appointed tie-up by Rock-Ola with the Dixie Music Co. Cashier, factory representative for Louisiana and Texas, has explained how Rock-Ola sales have mounted to such an extent in this section of the South that expanded services were needed. Cashier, who is based in Houston and later to other Texas points. Before leaving he reported the appointment of Phillip J. Gaudin, factory representative for Rock-Ola in Arkansas and Oklahoma. H. W. Crowe, factory representative for Louisiana and Texas, has been appointed new Rock-Ola salesman for Louisiana.

R. N. McCormick, southern sales manager for Decca Distributing Corp., returned to his headquarters in Dallas from San Antonio, Laredo and Dallas, where he found business good.

South Rampart street in New Orleans has long shared honors with Poydras and Chartres streets as the coin machine headquarters. Those operators who office and service on this thoroughfare are so busy that the police are therefore justly tickled over the new Bob Crosby recording of South Rampart street. P. P. "Blaster" Cline, factory representative for Louisiana and Texas, says, "The Pleasure Music Co., Direct Sales Co., Morris Music House and the Dixie Mills are doing a good job on South Rampart."

Returning brown after two weeks' vacation, a popular make last week was Mexico, Frank Gleason and Sidney Wasserman of the Pleasure Music Co. were back in their old job.

It's a boy at the home of the Melvin Mallory, the manager of the Louisiana Amusement Co. Mother and lad are doing nicely.

Seen buying a line of new photographs of a popular make last week was M. J. Teterich of Baton Rouge. He reports a good summer season for music operators of the capital city area.

Mark Bosberg, manager of the Sport Center, the city's largest coin sportland, still carries over Storer's Chubbies. With the exception of these machines, the Sport Center carries the real game machines for many boys. Bosberg still brings about the fine drawing power and excitement of the capital city area. Other machines drawing well at the Sport Center are Gottlieb's Lot-O-Punch, Battling Samsons and Travlers, Republic's Bally's Varieties and Burekas; Chicago Coin Machine Co.'s Major and Stoner's Record. With no less than a dozen local operators and distributors moving into new, and in most instances, larger quarters in preparation for the fall season, the outlook for the coin machine industry of the Deep South is bright and promising. Of late this area has been encouraged by the steady advance in cotton prices.

June and July sales of Wurlitzer phonographs were best for the summer for at least two months. Al Mendez, territory factory representative for R. Wurlitzer Co., reports that the Dixie Music Co. was responsible for the Dixie volume of record sales in the district's volume of record sales was ahead of 1938 and that to the good showing made in 1937.

Sandwiches, drinks and a dance featured the formal opening of the big new quarters of the J. H. Pures Novelty Co. at 522 Poydras street on August 1. The new quarters of the Wurlitzer local distributor turn covers over 1,500 feet of floor and is equipped with installations at two previous smaller offices.

Receipt of a carload of low price Rock-Ola phonographs is reported by Sam

Gentilich, of the Dixie Music Co., co-distributor of Rock-Ola machines in Louisiana with the Louisiana Amusement. The Dixie Co. also has placed on display its first shipment of Rock-Ola scales.

Not satisfied with ownership of a 21-foot sail boat, Buster Child of the Great Southern Novelty Co., has bought a new power boat.

Frank De Barros, manager of the Melody Music Co. has returned from a three-week vacation which carried him and the missus to the New York fair and a tour of the Wurlitzer factory at North Tonawanda.

Ed Rodriguez, of the American Coin Machine Co., left this week for a month's trip thru Mexico and to Havana, accompanied by Dr. O. Cristo, prominent physician of Cuba.

A leader in the Italian coin affairs of the city, Presy Julius Pace, Kingfish of the New Orleans Coin Machine Vendors' Association, has been named chairman for a big Italian celebration here in mid-August. Daughter Gerry Pace, prominent in Southern night clubs as an entertainer, will sing at the event.

Harold Cohen, young operator, has returned to his business after losing his appendix at a local hospital.

## Fort Worth

**FT. WORTH, Tex., Aug. 5.**—Johnny Wilson, local youth operator, was a visitor to Mineral Wells a few days ago, checking up on some country locations and routes.

A number of Ft. Worth music operators attended the reception given by Arthur Flake at his Dallas headquarters last week. The Mills Throne of Music was demonstrated by Flake to several hundred operators.

Pioneer Palace, show located on the Casa Manana grounds and which has been running a bit high hat, will "go back to the people" with new management in charge. With the new arrangements coin-operated machines will move in and have a prominent spot.

Recent heavy local rains in this area have assured the section of a bumper crop year as well as a late melon and vegetable production, which will help to stimulate trade with all types of coin machines.

Ft. Worth music operators are showing considerable interest in the new automatic phonograph offered by the Mid-Continent Gramophone Corp. Plays 10 tunes on one record. Recent stops automatically when each tune is finished. The phonograph is not selective. Several operators of this city say the little machine has a place in the industry. Jobs will be appointed in various sections of the Southwest.

Merchandise valued at more than \$1,000 was stolen Monday night, July 31, from the Fortex Sales Co. by burglars.

Look consisted of several hundred sales-boys and some counter machines.

This was the second burglary at the Fortex store within a week, first one occurring July 26, when merchandise valued at about \$1,600 was taken.

Ft. Worth operators are not alarmed at the latest outbreak by Gov. W. Lee O'Daniel, who said in his recent broadcast to the Legislature, "I am confident at Austin that all types of chance machines would have to go from the State even serving purposes as good as new. The Governor, who was considered somewhat of a liberal when elected, has proved to be quite the contrary.

## London

**LONDON, Aug. 5.**—Not content with the answer given her question of May 4, "Concerning Astor, ardent advocate of prohibition and outspoken opponent of anythingavoring of gaming as defined by British law, said Home Secretary in House of Commons if he were aware of the action of Government of South Africa in pin tables or gaming machines, and would he consider instructing police authorities in England to take action against operators of such machines. The Minister, Sir Samuel Hoare, replied that possibility of taking action in regard to such machines depended primarily on whether the person using the machine had a chance of winning a prize, but when the prize offered was small the element of gaming might be trivial. He believed that the police generally were fully alive to the importance of enforcing the law on the subject, but was arranging to confer with chief constables on the question whether more could be done to secure active steps being taken in all districts in accordance with a uniform policy.

Herbert policy of Home Department has been made known to discretion of area police chiefs some of whom show a tendency to enforce law to the letter, while others—notably in London—lean towards tolerance, interfering only if prize values are such as to make gaming element more than trivial. Under British laws the giving of money or money's worth for successful play constitutes gaming, majority of statutes governing this were framed in ages far different from present.

Recent conference of police chiefs is welcomed by such organizations as the Christian Social Council, which anticipates it will result in law being applied with equal firmness throughout the country and banning of pin tables altogether in public places. This must not be taken for granted, also outlook from machine trade's point of view is far from bright. Their own organizations are not bound to that fact and the secretaries of Showmen's Guild and Amusement Operators' Association have been active placing the trade's side of the question before M. P.'s.

Truth of the matter is that the so-called reformers have turned their attention to coin-operated amusements because their critics of the real gambling fields have failed. Attempts to suppress football pools and other gambling schemes have been futile completely in the face of determined public opinion. It was the voice of the man in the street which resulted in Parliament rejecting betting on dog races in 1924. Will the same voice be heard this time?

**NEW LOW PRICE**  
\$40.00 **40.00**



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WE WILL BE CLOSED ON SATURDAYS DURING AUGUST.

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1920—Tel. Chicago 2770.  
Cable address "WATLINGITE," Chicago.

## TODAY'S BIGGEST EARNING NOVELTY GAME IS

# WALDI-GRAS

4 GAMES IN ONE  
**WESTERN PRODUCTS, INC.**  
925 W. North Ave., Chicago, Ill.

British Automatic Machine Operators' Society has appointed H. McCarthy Main to be paid secretary. A Master of Arts of Edinburgh University, Main will have the advantage of knowing well many of the machine folk. He served as interpreter to Coin-Operated Machine and Amusement Trade Expositions of 1937 and 1938. This appointment does not affect the society's postal address which remains 33 Peter Lane, London, E. C. 4, better known to Pat Buckley, Edinburgh, and to Hodgson, Bill Blackburn, Ralph Mills, Helens Paloser and others from America as the Swan and Sugar Loaf.

After a busy 10 days visiting London manufacturers and distributors and seeing sights including Shakespeare's birthplace at Stratford-on-Avon, Dave Robinson left for Holland on July 11.

Several trade friends lined up to see Mr. and Mrs. Lewis of Reliance Automatic Amusements, off from Waterloo on the first stage of their trip to New York and Chicago. Traveling on same train and boat were Frank Mellor, editor of *World's Fair*, British Trade Association, Tom Murphy, secretary of Showmen's Guild.

NEW ENGLAND OPERATORS  
**ROCK-OLA**

**ROCK-OLA** STANDARD

**BEN PALASTANT**, owner of Supreme Amusement Co. of New England, Boston, has his secretary here in busy filling orders for Rock-Ola's Lizard Lighthouse phonographs, he reports.





## Cigarette Merchandisers' Associations

Members of the New York CMA are enjoying this month, even tho' the meeting man is making it hot for them. The past month was a very busy one and all the operators worked like Trojans to get the rolling. The kind of day found everything moving more or less smoothly, and now some little thought is given to vacations and plans for the future.

The value of membership in the association however is being realized in which the New York organization functioned the past month is commendable. There was fine co-operation from all members, and the hard work of the active members of committees was fully appreciated. The work was well planned and showed conclusively how smoothly big jobs can be tackled with proper planning. The work came thru with flying colors and its work is a shining example to other operative groups throughout the nation. The kind of work to be done could not have been accomplished without an organization that functions without a hitch.

This organization was scheduled to meet on the 10th and wind up the business of the month. There is little unfinished work in this respect, but the members will be back in the city for the next one what could have been a most hectic month.

On those days behind, Bill Peck, of Peck Service, Inc., is not losing any time getting out of New York to enjoy a vacation. Peck has the new fishing tackle and will give it the works during his stay in Massachusetts.

Bill Harris, of the New York CMA office have had the opportunity to make longer visits. For the past 30 days he has been a fun-in-and-fun-out proposition. They now stay a few minutes to talk things over with Max Forbes, manager of the New York CMA.

### Outing News Wanted

One of the big puzzles in New York at this time is the Connecticut-New York CMA regarding a definite decision on the outing. As soon as the date is set, Forbes, the New Yorkers will be most anxious to bring it all them for that big game. New Yorkers contend they won the trophy from New Jersey and as well in Jamaica with Connecticut over so they can bring the trophy to New York.

Jettings: Sam Yolen has his boat out now ready to get some good fishing. It seems that whenever he contemplates good fishing trip the boat goes on the blink. Only recently he had to come back to New York to get some parts after leaving the boat stranded some place. Ever hear of Scaup Foot, Sam?

Max Forbes, who has his duties at the other day, and without Yolen. Malin made the trip by auto.

Letter: Director of the Cigarette Tax Bureau, is in an hospital. Reported suffering from an abscess. This is mighty hot news for you to know. This is subject hot weather to be in an hospital and all, but to see him out again soon. He is expected to return in a few days. He is reported on the way to recovery.

Barney Blum, of Tobacco Tax Bureau, has returned from a brief trip to Vermont.

Jack Bloom, during the let-up, is just getting back his auto. Most likely he has to London on the Mauretania. They are on their home.

Bob Hawthorne is doing a marvelous job as president of the New York CMA. In various meetings, he has done his duties at the expense of flying and dog racing.

Matty Forbes is planning a trip thru the North Atlantic with operating his boat. He will attend meetings and talk with the operators regarding plans for the future. He is the one who has organized the organization. New York CMA has been established for three years and has made the most of it.

### From Jersey

A group of CMA of New Jersey members are in Trenton. Most likely they will discuss some matters of importance to the organization. Those at the session were: Dick Berman, vending man; John Blaregus, North Jersey Tobacco

Co.; Sol Kesselman, counsel for CMA of New Jersey; James Cherry, manager of CMA; Harry Zink, Coast Cigarette Service; Max Jacobowitz and Milt Jacobowitz, of Hudson County Tobacco Co.

Edward Dietrich has been entertaining his parents from Michigan. He has shown them New York, the World's Fair and the Jersey shore.

## Coin Changer Is Patented

Developed for use on beverage vendors—use spreads to phones, telephones

FAYETTEVILLE, E. N. C., Aug. 5.—A hot rally court during a sensational murder trial and the desire for a cooling drink from a beverage vending machine led to the patenting of a new coin-changer in the court room. With the device, it is reported, has led to an increase in sales and good will of the customer in making it more convenient for the customer.

Charles F. Harris, the inventor of the new coin-changing device, was the man who was attending the interesting murder trial when he became thirsty and left his seat momentarily to secure a drink from a vending machine in the court corridor. He expected to return to his seat but upon arriving at the machine he found he did not have a nickel in his pocket. He had to run out of the courthouse, cross the street, get change and then return for his drink. By this time his seat was lost. The inventor had to run to think that if these vending machines could make the change for the customer their convenience would be double and their sales perforce increased.

Harris was a persistent man and did not consider the idea casually. He had been working on the device for six months he had a patent from the United States Bureau of Patents. It is reported to have given him the means to make a state of the art sell devices to change coins in vending or similar machines. Today in retaliation for that hot day of the murder trial he has his device installed on the very machine which caused him the loss of his seat. A careful check on the device by the owners of the machines has brought the report that the device has worked perfectly, increased sales and brought much interest to the machines.

Recalls History

The history of change-making machines is an interesting one. In the big promotional days of 1928 and 1929, the CMA's showed up on the market. By CAMCO featured a change-making arrangement. The machines were recommended as commodities for retail stores and a change-making mechanism would be a necessity, it was said. But in those days coin chutes had not been developed. The idea of a coin-changer as the industry dreamed. The opportunity to put in bad money and get good money in return soon made short shrift of the CAMCO

### Australian Visitor

CHICAGO, Aug. 5.—From Australia to the coin game center, Chicago, came Jack Rooklyn, coin machine man and theatrical publicity agent. Rooklyn stopped over in Chicago recently on his way to New York. While in Chicago Rooklyn visited the Atlas Novelty Co. as well as other Chicago firms. Most likely he has had for Chicago manufacturers and distributors was that operating conditions were favorable in Australia.

## make more money

### JENNINGS In-A-Bag

Vends Nuts and Bulk Confections in Sanitary Glassine Bags

Take this tip—Before you buy any bulk vendors be sure to see Jennings In-A-Bag. It's an idea that clicks with the multiple venders. Hundreds of operators have reported the earnings on their In-A-Bags to be 3 to 4 times that of the conventional vender. It truthfully is the vender you can operate at a nice profit.

In-A-Bag is simple in operation and foolproof. There are a number of models to choose from.

Write for complete details

O. D. Jennings & Company

4309 WEST LAKE STREET, CHICAGO, ILLINOIS



## USED CIGARETTE MACHINES

7 Col. VANDORRETTA, Enblosed Stand, Model B..... \$12.50  
 8 Col. VANDORRETTA, Enblosed Stand, Model B..... \$12.50  
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## NATIONAL VENDING MACHINE SALES CO.

2510 EUCLID AVE. FACTORY REPRESENTATIVES CLEVELAND, O.

NATIONAL CIGARETTE AND CANDY VENDORS

PHILADELPHIA

PHILADELPHIA, Aug. 5.—Bo Heller has taken a post with Brunswick branch here. He will be connected with the sales to operators. Heller is a big manager of the Royalists, an orchestra which is gaining great popularity here.

Sam Lerner reports that his arcade in Wildwood is enjoying a record-breaking season. With a choice assortment of the latest games and novelties, Herman Garfield is doing a great job as operator.

Bill Gross has set October 15 the date he goes aboard the marital seas.

Louis Zayon, pinball operator, is extending his activities to the music field. Several Rock-Olas have already been placed in locations.

Steve Bonatone's wide grin has expanded to twice its usual size, the reason being the birth of an 8-round 15-stone girl. The boy's name will be Harry. Mrs. Bonatone and the youngster are doing well.

Frank Engle and Mike Spector, of the Automatic Amusement Co., have just opened a distributing branch in Baltimore at 213 East Mt. Royal avenue.

Bill Gross, head of the Lehigh Specialty Co., is enthusiastic over the money-making possibilities of Chicago Coin's new "element" in vending machines. He has affected many operators, with the result that that game is now seen in many locations.

Bob Stien has purchased an interest in a restaurant on Roosevelt boulevard.

**\$200 Weekly Profit**  
 WITH EACH 2 IN VENDOR YOU OPERATE

**DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK**

Write for details to  
**D. ROBBINS & CO. MFRS.**  
 1118 E. PALM AVE., BROADWAY, N.Y.



## Ed Johnson Joins Rock-Ola

CHICAGO, Aug. 5.—"Another important addition to the sales department of the Rock-Ola Mfg. Corp. was made this week in the appointment of Ed Johnson, pioneer phonograph man," announced Rock-Ola. Johnson was brought through the United States and foreign countries as an authority in the phonograph field and will fill the capacity of traveling district manager out of the Chicago factory.

"I have watched in Rock-Ola's constant growth in just a short span of years," said Ed Johnson. "I am happy to be associated with Rock-Ola and free from growing concern. In my trips thru the country recently I verified the fact that Rock-Ola has taken a real hold on the automatic music field and in just four years the Rock-Ola company has proved its ability to step out and make the leading line of phonographs.

"The many outstanding and exciting features of the Rock-Ola Luxury Lightup phonograph will make it possible for me to do a real job, as the phonograph operators today expect all the modern features in his equipment. The Luxury Lightup phonographs leave nothing to be desired by point of efficiency and eye-appeal."

## G & G Grille Factory Busy

CHICAGO, Aug. 5.—Gerber & Glass have announced a reduction on complete grille change-overs for phonographs, which they state will bring such a service to operators at about one-third less than formerly. Announcement said the firm could supply a grille assembly for all types of phonographs on the market. The firm has recently equipped its own plant to make these grilles. It was stated, and can turn out about 500 complete assemblies daily. The firm ranks itself as among the biggest users of plastic and lucite materials in the industry. This big volume business was said to be the basis for better prices. This title of men are said to be on duty now.

It is stated that advance orders and commitments are slated to keep the operations in triple-shift operation indefinitely. In the meantime Gerber and Glass, the Polish and Perlmutter duo of the coin machine industry, have extended an invitation to music men to visit them and discuss their needs in grilles.

## Announces 2 Models Of Cabinet Stands

CLEVELAND, Aug. 5.—Art Cabinet Co. announces that two new models of console cabinet stands with built-in loud-speakers for new Rock-Ola and Western Electric phonographs are now being manufactured. They are of all-wood construction in light and dark walnut finish with chrome trim.

Each model has a large silver musical note in the front panel and comes with or without built-in speaker. These stands should appeal to operators who want to put their counter models in the console class.

## Natchez, Miss.

NATCHEZ, Miss., Aug. 5.—Despite the intense heat, business as a whole in the machine department has been above the average for this season. A number of new machines, including a score of cigar machines, have been installed in various locations by the operators. Business is good, especially across the Mississippi River. Owner of Bob's night club at Foley's La. where Bruce Swartz Jr. has a number of machines, says his business was never better, and similar statements come from various other operators.

Friends of Hoekins L. (Dud) Deferoy, who is connected with the Balthow Club in Vicksburg, Miss., sympathize with him in the death of his brother, Clement L. Deferoy, who died at Natchez. His death was caused by a heart attack. He was 41 years of age and a native of Natchez, Miss.

William R. (Bill) Priester, owner of Bill's Windmill at Brookhaven, Miss., reports that he has several new machines and that he has stocked on all the latest records for phone in his night club, one of the largest in Southwest Mississippi.

Bill Brown, who was with the Buckeye State Shows here during the State convention of the American Legion, July 24-29, says his 15 diggers got a real good play on the midway of the carnival. He has been playing fair days in Mississippi, Louisiana and Tennessee. At Natchez he said business was unusually good.

Sam McCabe's daughter, Mary Serio, drum major of the Natchez High School band, was one of the twirlers in the two-mile long parade here during the Legion's State convention. Sam is co-owner of the Seramao Novelty Co.

Sam Serio and Sam McCabe, of Seramao Co., have returned from vacations. During absence business in charge of service by Frank Ferrault Jr. and Secretary Vera Koerber.

Dan Tucker, who has been ill, is out and about and says his locations for the La-Ark-Tex Co. in Louisiana, Arkansas and Texas, as well as Mississippi, are all doing nicely.

Bob Lancaster, of Ferriday, La., recently came to town for a visit and drove a Pontiac. De Luxe sports model roadster done up in brown and white.

Johnny Long, of Burton's, says the American Legion State Convention brought his machines lots of business. The other ops reported a good play, too, from the veterans.

## RECORD BUYING GUIDE

### An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of the various records are given, as well as information received each week from prominent operators.

#### GOING STRONG—KEEP THEM IN

**Sunrise Serenade.** It's practically a clean sweep all over the nation for this lovely melody this week. Strong for a number of weeks, it seems to be gaining in popularity rather than losing. Also operators from all spread sections of the country show it to be leading the field by a large margin. Glenn Gray has a virtual monopoly on the machines, something he has enjoyed right from the beginning.

**White Sails.** Close on the heels of *Sunrise* is this latest Nick Kenny hit. It's got a pretty good corner on the sheet music and radio plug markets, and its tremendous popularity in the boxes makes it unanimous. Oreste Nelson and Sammy Kaye are about tied in point of favor with phonograph addicts, with Al Donahue and Ruby Newman backing them up. Jack Teagarden's disc, fairly popular a week or two ago, got a bit lost in the shuffle the past seven days.

**Stairway to the Stars.** Starting to ease off, although only slightly, this has relinquished its top position on the phono network. No particular recording has been outstanding on this, an interesting fact in itself, but almost all these made have received certain amount of play. Jimmy Dorsey and Glenn Miller managed to cop a few more honors than their waxing confreres, but the margin is slim, with 80 per cent of the reports coming from the middle states.

**Wishing.** It's new and no for this long-range hit this week. Some sections report no further call for it whatever, while others, notably Cleveland, Indianapolis and several Southern cities, still find it a money-maker. It has had much longer, however, Russ Morgan is the only one left in the running.

**Beer Barrel Polka.** Believe it or not, this is still showing plenty of life in more spots than might be imagined. Most amusing angle of the whole thing is that the disc is out of nearly all spots in the Cleveland territory, due to pressure, but Glenn Miller, who were turning off the machines rather than bear it again. Spots practically demanded the removal of either the record or the machine, preferring a rest from the *Beer Barrel* to income for the box office. Hooper's is the only one left in the running.

#### COMING UP—BETTER STOCK THEM

**Moon Love.** Agreement is universal among ops that this is the most likely-looking of the rising crop of songs. As in *Stairway*, no particular title stands out, but Glenn Miller, Al Donahue, Paul Whiteman, and in one or two places Mildred Bailey are getting an equal share of attention from the nickel-droppers.

**Shabby Old Caddy.** An attractive title and a little different theme are making this liked by all those who hear it. It's coming up quickly and is being given a chance to develop a desire in any direction. Recordings here narrow down to Sammy Kaye and Horace Heidt.

**The Man With the Mandolin.** Wayne King's waxing of this appealing novelty is catching on very fast to the point where it is almost eclipsing *My Heart*, the first in the series. It is being given a chance to develop a spot going for vocal versions are discovering plenty of nickel-drawing ability in Frances Langford's pressing.

**I Poured My Heart into a Song.** Although this has been a big radio number and is selling strongly over the sheet music counters, it hasn't amounted to too much in the machines. Reports are divided on it, some stating that it's a big thing while others are only lukewarm about it. It's getting enough attention, nevertheless, to warrant a side for a while, especially as *Second Fiddle*, the film which spawned it, is now getting around to neighborhood theaters. Artie Shaw has the whole say here.

**My Last Good-Bye.** Dick Jurgens' record has been one of the big moments in the lives of ops in the Midwest. It's been a real winner, especially as in other sections it might try with profitable results.

**Cinderella.** Stay In My Arms. Taking overnight jumps into favor in several parts of the land, this English importation has possibilities for universal success. Guy Lombardo and Glenn Miller offer contrasting styles on it, with both starting to attract a plenty of attention.

**Well, All Right.** The Andrews Sisters come thru again for ops with a ditty made to their order, and the customers are going for it in a large way. Also, pretty prominent in this picture is Abe Lyman's recording, which they're interested in straight dissemination.

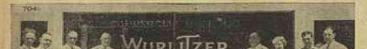
**The Jumpin' Jive.** Here is another swingy little thing made to order for the ops, and as Cab Calloway waxed it they're eating it up in those spots smart enough to get it under the needles in a hurry. Cab, incidentally, is co-author of the number of the successful *Swing*.

**You Tell Me Your Dreams.** The Mills Brothers dragged out this 10-year-old ditty a couple of months ago, warbled it on wax, and the result has been bringing smiles to the faces of ops who picked it up and made it available to their parishioners. It's been a real winner, and the publishers intend pushing it into the blue ribbon class. Even if they don't succeed, it's still a good phono bet.

**Just for a Thrill.** If the nickel dispensers are getting a bit weary of the title, it's a good thing to have a smart idea to replace it with *Big Spots*. If I Didn't Care, it might be a smart idea to replace it with *Another of This Quarter's Waxings*. This particular one is not only the best for all purposes, but it has already started to prove its worth in the Cincinnati area, where operators report it as among the strongest current records.

**Angry.** If this continues to go the way it has the past couple of weeks, especially around the Midwest, its effect on ops will be exactly the reverse of the title. Tiny Hill is the only one who has been quietly playing to the tune of this quarter's waxing. This record will bring a nice following through the country's midsection.

(Double-meaning records are purposely omitted from this column)



WURLITZER

COMMERCIAL MUSIC CO. of Oklahoma City, Okla., has been appointed Wurlitzer distributor for that area. Above (left) and (right) are personnel at the time of the opening of the new distributorship. Left to right are K. W. Main, service instructor, Dallas; Herb Wademan, manager of Wurlitzer credit office, Dallas; J. B. H. factory representative; J. E. Rogers, assistant sales manager; Wurlitzer Co., J. B. Williams; Merv A. Park; Otto Kramer, Wurlitzer district manager; Hans Von Repp; E. E. Reynolds and Mrs. Reynolds; J. Martindale, and Paul Reardon, of Dallas Record Corp.



# What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Fr. Worth, Tex.

August 5, 1939.

To the Editor:  
Right now our top nickel nabbers are *I'll Keep On Loving You, Wish I'd Never Learned To Love You, A Precious Memory, White Sails, Well, All Right, Sunrise Serenade, Rancho Grande* and several others.

From present indications it looks as the *Moon Love* is going to be good. It has the earmarks of a real hit and should be swinging out by next week if it really clicks.

Of course, we Fr. Worth ops are going to have to be on the alert and check up

## OPERATORS!

Bait your nickel-traps with

DECCA #2440

WOODCHOPPER'S BALL

the sock rock specialty by

WOODY HERMAN

THE BAND THAT

PLAYS THE BLUES

Just try it—you'll buy it!

on the Casa Matana song hits and then stock them. The Cass opened its doors on July 21, and whatever songs go big there will click on our phones the duration of the Casa show, and maybe longer.

Big Crosby is tops doing his *Rancho Grande*, and the disc is spinning itself hot. However, all the other hits I have mentioned are not sleeping but are keeping the phono mechanism crying for oil.

Talk about good records—cuttings that really get the money, the record people are really giving them to us. If they keep on improving, after while they will get them so hot they'll burn out the phono tubes. But just let 'em come. Nickels in the cash box are still the sweetest music to the phonograph operator's ears.

Dance numbers go exceptionally well in this territory and right now Glenn Miller and Glenn Gray are doing a swell job. BOB COWAN MUSIC CO., Fort Worth, Texas.

Little Rock, Ark.

August 5, 1939.

To the Editor:  
Down here in Arkansas we have three outstanding discs that are real money-makers and appeal to all classes and in almost every spot we put them. *Beer Barrel Polka* by Jolly Jack Robel and the same by Willie Glaze, *Sunrise Serenade* by Glenn Gray and *Well, All Right* by the Andrew Sisters are the numbers. Of course, the Glenn Gray *Sunrise Serenade* is popular in the Negro spots or honky tonks, but it's a real seller in our other localities.

Russ Morgan's *Wishing*, Ozzie Nelson's *White Sails* and Sammy Kaye's *Streetsway to Stars* are top-notch. We believe the No. 1 possibilities of the near future are going to be *I Poured My Heart Into a Song* by Artie Shaw, *Back to Back* by Tommy Dorsey and *This Is No Dream* by Tommy Dorsey and the same by Artie Shaw.

The music machine business in our locations is good. We realize, as others do, that the business has been revolutionized in the past several years. That change for the good is not over. It's still increasing.

GUY R. ROBERTS,  
Hollenburg Music Co.,  
Little Rock, Ark.

Reading, Pa.

August 5, 1939.

To the Editor:  
The musical favorites here in Reading coincide with those of the metropolitan areas. The natives as well as the tourists pay tribute to their preferred platters with a steady flow of nickels into the phonographs containing the tunes they like best. One advantage this town has over the larger cities is that once a favorite is established the tune stays in top position much longer than it would in cities of greater population. At the same time it is sometimes more difficult to get the new melodies to click, but once they catch on we expect to reap dividends for a long time.

Currently eclipsing every other platter in popularity is *Beer Barrel Polka*, with the Willie Glaze pressing being preferred. This Continental ditty is as big a money-maker as was ever put into the machines and is still going as strong as ever. We expect this record to stay in the top position for a long time to come. Once this tune ceases being patronized it will be a sad day for the industry, since we'll have to search far and wide until another comes along that will gather under the coin boxes as many buffaloes as did this one.

Also entering a steady flow of coins are *If I Didn't Care*, the Duke Spots and *Wishing* the music: *The Lady in Love With You*, Glenn Miller's *Wishing* the nation: *Three Little Birds* by Hal Kemp; *Heaven Can Wait*; *Wishing*; and the Kate Smith rendition of *God Bless America*. If any of these numbers seem to be too

# SAVE 33 1/3%

Complete Grille and Light-Up Effects for Wurlitzer Models 412s - 616s - 716s

Finest Materials and Workmanship



Grille	.....	\$14.50	Complete Only \$25.00
Top Panels and Door Design	.....	12.50	
Plastic Strip for Top Door	.....	3.00	
Special Door Design	.....	2.00	

Gerber and Glass' \$16.66 Complete  
Low Price  
Lots of 25 Sets—\$15.50 Each

COMPLETE GRILLES FOR ROCK-OLA 16-RECORD RHYTHM KING and \$12.45 EACH  
IMPERIAL 20-RECORD MODEL

GERBER & GLASS  
914 Diversey, Chicago, Ill.

NEWEST RECORD RELEASES BY  
FREDDY MARTIN AND HIS ORCHESTRA

"RUNNING THROUGH MY MIND"  
"YOU'RE THE MOMENT IN MY LIFE"  
"LET'S DISAPPEAR"  
"WINTER BLOSSOMS"  
"LET'S MAKE MEMORIES TONIGHT"  
"A BOY NAMED LEM"  
"THERE'S ONLY ONE IN LOVE"  
"AN OLD-FASHIONED TUNE IS ALWAYS NEW"  
"IT SEEMS LIKE OLD TIMES"  
"CUBA-DUBA-DOO"

BLUEBIRD No. 10359  
BLUEBIRD No. 10350  
BLUEBIRD No. 10315  
BLUEBIRD No. 10315  
BLUEBIRD No. 10326  
BLUEBIRD No. 10333

FOR A . . . "Rumba rich in tonal colorings to make it a Havana heaven . . ." (The Billboard, 7-22-39)

HEAR . . .



ENRICO MADRIGUERA

AND HIS ORCHESTRA

play . . . TABOO

A Brunswick Release (No. 8407) featuring The Skylarks

Currently . . . BON AIR COUNTRY CLUB, Chicago.  
DIRECTION: MUSIC CORPORATION OF AMERICA

SUBSCRIBE TO THE BILLBOARD  
Be Ahead of the Crowd

**Listen TO Miracle Point NEEDLES**

AND YOU'LL HEAR THE DIFFERENCE!

M. A. GERETT CORP.  
2947 R. 30th STREET - MILWAUKEE

ASK YOUR DEALER

**SPECIAL**

WURLITZER 412 ..... \$47.50  
WURLITZER P-10 ..... \$25.00  
WURLITZER P-10, Refinished with 66 ..... \$2.50

All Phonographs in A-1 Condition.

AMERICAN NOVELTY COMPANY  
3145 Grand River Ave. Detroit, Mich.

## EXPERIENCED PHONOGRAPH SALESMEN WANTED TO SELL MILLS THRONE OF MUSIC

Due to increase in territory we require the services of high type, experienced automatic phonograph salesmen who can show favorable sales records. Must be able to travel in and around New York State. Please do not call in person in answer to this ad. WRITE FIRST giving full details and we will arrange an appointment for you. Our requirements are very exacting and unless you can show a favorable automatic phonograph sales record, please do not answer. All correspondence assured strictest confidence.

**GEORGE PONSER ORGANIZATION**  
519 West 47th St., New York, N. Y.

old to stay on the best selling list, just remember that Reading pays tribute to his favorites in greater doses and in greater lengths than they do elsewhere.

I have noticed that Sunrise Srenade has been on the preferred list for many weeks in *The Billboard* selections. At this late date this tune is just beginning to catch on and shows signs of being a hit here. We'll be collecting dividends on this tune long after it has been removed from the machine in the larger cities. The income we have missed on this number will be made up in subsequent trips to the box. Concord in the Park by Guy Lombardo is also now showing signs of life.

The most heartening factor in making a consensus of the best bands is the comeback of Artie Shaw. During his illness little mention was made of him, nor were any of his platters in demand. Now that he is up and about he will make enough impression to get him into the recording studios, his platters are again attracting nickels. Benny Goodman, as always, rates at least one disc per machine, while Guy Lombardo, Hal Kemp, Larry Clinton, Ray Kneyer, Horace Heidt, Glenn Miller and Tommy Dorsey are always safe bets in these parts. The Andrews Sisters, Bing Crosby and Kate Smith are also major attractions.

JOHN C. MICHE  
Music Service Co.  
Reading, Pa.

MAC ADJUSTABLE  
**Fulco**  
PHONOGRAPH  
COVERS

Cannot be surpassed for long life and general usage... adaptable to coin-operated machines as well as phonographs.

WRITE FOR CATALOG  
**Fulton Bag & Cotton Mills**  
Manufacturers of Fulco Phonograph Covers  
1000 Broadway, New York 10, N. Y.

of the Kentucky Springless Seale Co. Wurlitzer distributor in Louisville, and none could be more interesting when reminiscing on the early days of the industry.

Cobb recently was appointed distributor for Wurlitzer phonographs, and on the occasion of his two-day opening celebration he waxed interesting and eloquent as he recalled the old days.

Cobb is strong on business ethics. He is justly proud of his standing in his community. His friends and associates

## NEW! BEAUTIFUL! STURDY! CABINET STANDS FOR NEW ROCK-OLAS and WURLITZERS

Eliminate vibration and protect tone quality with ART Cabinet Stands for popular phonographs. Sturdy construction—all wood—right size dark walnut finish with chrome trim. These stands with your machines make striking combinations—beauty for every location. Model A (left) complete with speaker, \$20.95; without speaker, \$16.95. Model B (right) ideal for both Wurlitzer and Rock-Olas. \$14.95. 1/3 cash with order, balance C. O. D.



**ART CABINET SALES CO., 2925 PROSPECT AVE., CLEVELAND, OHIO**

IDEAL CASE FOR THESE EXTRA RECORDS

HOLDS 60 RECORDS

## METAL RECORD CASES

"ONE TRIP" Everything for servicing in one case—even tools for small repairs. Every operator should have at least one of these cases.  
Size: 11 inches wide—12 inches long—12 inches high.  
Number 65—  
Late  
\$3.95 of 3 \$3.95  
Convenient, small and handy—holds 60 records.  
Size: 6 inches wide—11 long—11 inches high.  
Number 60  
Deposit with Order!



**MURRAY KIRSCHBAUM**  
200-06 11TH AVE., S. MINNEAPOLIS, MINN. \$3.69

## Detroit

August 5, 1939.

To the Editor:  
Your department, What the Records Are Doing for Me, is proving very helpful to the operators of music machines, and particularly to the newer operators in the business. I have been in this business for a good many years and constantly contact operators in various parts of the country where my business calls me, and all of these operators express a keen interest in this particular department of *The Billboard*.

I find Bing Crosby a leading favorite practically everywhere. El Trencho Grande, by Bing, is going big but has not, however, reached the popular peak of Mexicite Rose. Others going strong are *If I Didn't Care*, by the Ink Spots; *Sunrise Srenade*, by Glen Grey. A hot one just now is *Strawberry to the Stars*, which is going pretty good down thru the East and I think promises to be one of the big hits of the summer.

*Beer Barrel Polka*, by the Andrews Sisters, is still going strong, with no indication yet of wearing out its popularity.

I believe the secret of success in this business is supplying plenty of new records and I charge my records every week regularly. After a record has been played a week I put on a new one and it seems to click better. I have customers on all my machines which register the number of times a record is played and enable me to tell which records get the most play. ROBERT JONES, Detroit, Mich.

## Coinography

20 Years in Music; Reminiscences of J. E. Cobb

Few men have been as continuously engaged in the music business for as long a period as J. E. Cobb, president

J. E. COBB  
attribute his success not only to his business acumen but largely to his personal integrity and enviable reputation as a man with whom it is always a pleasure to do business. He likes people and people like him. Cobb has been continuously active in the music business for 23 years. "I made my entry into the business," said Cobb, "in the horse-and-buggy days when territories were limited to the capacity of the man to negotiate the muddy roads by horse and buggy and by his ability to finance the high-priced equipment which they bought in those days."

Cobb was just a young man, 19 years old, when in March, 1915, he bought his first scales. After he had a few operating for six months he added 60 electric pianos, and a little later he added 500 peanut and ball-gum machines.

Cobb was operated practically every type of machine from the smallest counter models to the largest cabinet amusement machines. When the first coin machine convention and show was held in 1923 Cobb attended, and he has

## MILLS • WURLITZERS • ROCK-OLAS

FINEST RECONDITIONED LOWEST PRICES  
PHONOGRAPHS AT  
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

WIRE OR WRITE  
**BABE KAUFMAN** MUSIC CIRCLE 250 W. 54th ST., N. Y. C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



MODERN MUSIC CO., DETROIT, Mills distributor, lines the sidewalk with a shipment of the Mills Throne of Music phonographs. Left to right are Frank McNichols, Don Kelley, Eddie Gramena, Robert Jones and crew.



missed only two during the 12 years since that time. He has been an active and progressive leader in all amusement activities and respect is always accorded his opinions—not just because of his long experience in the industry but also because his judgment is sound. He has been prominent and respected in the fraternal and civic enterprises. Cobb's organization is complete and provides employment for a large staff of men engaged in interesting work about pioneering in machines in Kentucky.

Cobb is particularly interesting when he recalls the early days before he had built what is now recognized as one of the outstanding and best equipped amusements of the country. One of the things he emphasizes is the fact that although he had been loyal to the manufacturers, he was with whom he does business, he keeps interested regarding the industry and is anxious to recognize its opportunities.

"I like to see an operator buy fast-moving, handsome machines and make the collections. I know that there are some lines that are as staple as cotton and one of them is the music machine.

"Sometimes operators think they have enough time nowadays, and occasionally they do have troubles, but as I look back over almost a quarter of a century I can't remember a time when they appreciate the advantages they have today. A man with a route of 100 machines 30 days ago had to take care of a lot of them. To service country spots required long and tiresome trips. Now an operator can have 100 machines out and service a territory 30 or 40 miles, even 100 miles away, and get back without a time day in his dinner dress and without the theater. Think of it—we didn't even dress for dinner. We didn't have time to get in our dinner clothes and fork down the hay and feed for her after we had back from a hard day's trip.

"I like the music machine. It has been good to me, but that may be because I was good to my business. I worked on the principle: Take care of your business and your business will take care of you. I reflected to the betterment of the music business, since he enjoys it, and respects his membership in his many clubs, including the Maconic Lodge, the Elks Club, the Elks Club, the Elks Club and a Shriner. He is also an Elk. Cobb has encouraged many worth-while causes, in which he is personally proficient, being a member of one of the outstanding championship clubs of his section.

When an operator Cobb was one of the first to place emphasis in his advertising. He recalls that this not only brought him business but established his operations as one of the local economic situation and won for him the confidence of other businesses. It gave him a closer approach to his local newspapers, which have shown him every consideration in times of trouble. He has been followed by other operators in this respect and the result has been to keep the coin in the business on a dignified basis in Kentucky.

Cobb is the type of distributor who is anxious to help his operators. His methods we commend to the consideration of others, some of whom can emulate them to advantage.

## OFF THE RECORDS

(Continued from page 12)

Bert Shetler on Decca tries the same technique for Farmer in a Dellemus. It is a clever and original idea, but the technical improvements on this barnyard ball fall short for cultivation as native American. The same idea is used on Decca in Oh! Dem Golden Daisies and Old Hank.

Alvin's exciting audience appeal, appearing the scene in to do. The Mills' records for Decca, highlighting the same idea, are a case of double dealing of instruments with Decca, with Raymond Scott's "In the Kitchen" and "Room and The Shoemaker's Holiday." In fact, they

give more liveliness and lift to the Scott adaptation on a Mozart theme than did the adapter with his own quartet on Brunswick. The adaptation, incidentally, is from Mozart's *Sonatina in A Major, Opus 3*. Success of the artists who kept all the other waxworks on a constant level for similar groups. And they've still to find one that even comes close. Hubbard makes an entry in this class with the art. The reason, a trio of Philadelphians from the Radio Station KYC were compiling Joe Pacifico's material. But actually it's the music and Hinetz at the Hammond. Georgia On My Mind and Runnin' Wild makes their debut, and it's not too long one. Combination produces some toe-tapping rhythms but fails to make just the kind of a total effect as the vocal variations to keep it from wearing over the stretch.

### Singing Sides

PATRICIA NORMAN, the old man Moore gal, gets a bright rhythmic backing in the music by Hubby Jack Meakin for her Vocalion recording of *Hot Feet Buggy novelty* and *Secret Little Buttercup* from what might eventually become, however, *Hot Feet Buggy*. However, the gal's vocalizing is no gravy for the platter. It's more the kind of singing for a nitery floor and not individual enough to make you wanna listen.

Mildred Bailey, for the same label, and in spite of mediocre music that sounds as if it's coming from the stock studio crew, makes a very interesting pair of the ballads, pairing *It Seems Like Old Times* with *Moonglow*.

Phonograph sings a couple and songs with her Savoy Eight on Decca. *I Had To Live and Learn* and *If That's What You're Thinking Your Strive* come, but her spirit is subdued and the result is only so so. And with the Chick Webb Band, the season made before the studio departed, her singing is no more exciting than the record treatment given by the toolsters for *Little White Lies* and *One Side of Me*.

Phonograph's newcomer to the Vocalion ranks and a William Morris agency entry for orkdom, listens as an interesting pair of songs, but it's hardly ever replace Bing Crosby recording of how well they yellow like Bing Crosby. *Out of This World* and *It Must Have Been Two Other People* and *Let's Get Back Together* together studio musicians don't intensify his song selling any.

### For Dancers Only

DECCA desirable for dancing and with enough distinctiveness in the dancaposition to make it just as likable for listening as for dancing on all platters alike. Tommy Dorsey has a dandy on Victor, coupling *Marie-Maria* for *How Do You Feel About Me* and *Let's Get Back Home*. On the same label, Larry Clinton invites the more spirited stepping with *The Little Man Who Wasn't There* and *Parade of the Wooden Soldiers*.

Jimmy Dorsey highlights the Decca dancaposition with four fashionable ballads pairing *The Lamp Is Low* with *Begone and In the Middle of a Dream* with *All This and That*. Al Donahue's Brunswick makes in Horace Heidt's coupling of *Let's Make Memories Tonight* and *Let's Make Memories Tonight* smart supper club syncos for the show songs *A Wonderful and In the Still of the Night*. Decca's new label, the rhythmic patterns of *Bed Noisy for My Love* for *You and In the Middle of a Dream*, and with a high degree of danceability, Al Donahue's double of *White Sails and Perisla Bay* and *Let's Hit the Party with an Oldie, Anny, with In Love With Love* for the platinate.

Decca's Decca's new label, the rhythmic patterns of *Bed Noisy for My Love* for *You and In the Middle of a Dream*, and with a high degree of danceability, Al Donahue's double of *White Sails and Perisla Bay* and *Let's Hit the Party with an Oldie, Anny, with In Love With Love* for the platinate.

Hubbard with *Yes Vixen Dolly Girl*, a Slim and Sam musical patter that catches on because of Miller's spirited singing. Fox-Trotting *Brahma's Hanger's Dance No. 1* for the platinate, *It's a Wonderful World* that falls by the wayside. On the same label, Abe Lyman shows signs of new life, hitting it lively for *The Shoemaker's Holiday* and with the jitterbugging of *Rose Blane*, hits off with a dandy in *Danger!* *My Darling*.

The smooth syncos of Freddy Martin are always dance compels, and a couple of the rumba-fueled *Cuba-Deba-Deba-Deba* and *It's a Wonderful World* that falls by the wayside. On the same label, Johnny Messner rates recognition for his full-fashioned *It's a Wonderful World* that falls by the wayside. On the same label, *Shabby Old Caddy*.

For a "singing song-title" and that kind of a record, *It's a Wonderful World*, Sammy Kaye picks a classic on

# Brand New GO-STAR and SILVER Sells Itself!



The most colorful and fascinating sales board ever made. You can proud to show this board to the finest locations. Printed in five flashing colors. Tickets actually printed in gold, silver, red, green, blue, white, yellow, brown and purple. Gold sales are stitched to board.

**REAL PROFITS**  
1600 hours at 5c . . . \$80.00  
Pays out average . . . \$30.46  
Your profit . . . 49.54

Write for price and colored circular TODAY!



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WILLIAMS DANCE MASTERS . . . \$15.00	WURLITZER #12 . . . \$47.50
MILLS DELUXE DANCE MASTERS . . . 25.00	ROCK-OLA 16-RECORD . . . 49.50
WILLIAMS #10 . . . 25.00	LAUREL 16-RECORD . . . 49.50
WILLIAMS #12 . . . 25.00	WURLITZER #16 . . . 49.50
WILLIAMS #14 . . . 25.00	ROCK-OLA 16-RECORD . . . 49.50
WILLIAMS #16 . . . 25.00	IRON GLAW . . . 20.00
WILLIAMS #18 . . . 25.00	WILLIAMS #18 . . . 20.00
WILLIAMS #20 . . . 25.00	WILLIAMS #18 . . . 20.00

WRITE FOR NEW LIST JUST SOUTHERN AUTOMATIC MUSIC COMPANY

620 Massachusetts Ave., Indianapolis, Ind. 312 W. Seventh, Cincinnati, O. 842 S. 26th St., Louisville, Ky.

## WURLITZERS

MILLS	ROCK-OLAS
Not the Ordinary "Roll of the Mine" "BUT"	All Machines Rebuilt and by Experienced Mechanics.
#12—PLAIN OR GRILLE . . . \$35.50	"SPECIALS" in Good Condition
#14—PLAIN OR GRILLE . . . 35.50	MILLS DANCE MASTERS DELUXE . . . \$22.50
#16—PLAIN OR GRILLE . . . 35.50	MILLS DO RE MI . . . 25.00
#18—LIGHT UP GRILLE . . . 34.50	ROCK-OLA BRYANT KINGS . . . 25.00
PHONOART (Co-Singing Best Years)	ROCK-OLA 1926 REGULAR . . . 25.00
Stencils—Rock-ola, 10 Ft. and 12 Ft. Dials. Rides with film. Trouble Free. Last.	PHONOART . . . \$49.50

KEHO RECORD CO., 1519 So. 16th Street, Milwaukee, Wis.

## WORLD'S LOWEST PRICES WURLITZERS WORLD'S FINEST EQUIPMENT

Wurlitzer #12 . . . \$ 48.00	10 Record Cashnet . . . \$27.50	Wall Boxes . . . \$ 2.50
Wurlitzer #14 . . . 48.00	10 Record Cashnet . . . 27.50	Rock-ola Monarch . . . 108.00
Wurlitzer #16 . . . 48.00	10 Record Cashnet . . . 27.50	Rock-ola Monarch . . . 108.00
Wurlitzer #18 . . . 48.00	10 Record Cashnet . . . 27.50	Rock-ola Monarch . . . 108.00
Wurlitzer #20 . . . 48.00	10 Record Cashnet . . . 27.50	Rock-ola Monarch . . . 108.00

DAVIS SALES CO., 105 Lexington Avenue, Syracuse, N. Y.

Victor. The tempo matters none since it's little more than a moment exercise. But it's worth the price of the disk to hear the romance-inspiring song-title singer bellowing Counterspins at a Most.

## PRICES SLASHED

THOROUGHLY RECONDITIONED
6 MAJORS . . . \$42.50
7 PIFTH Fine Play . . . 42.50
8 PIFTH Fine Play . . . 42.50
9 PIFTH Fine Play . . . 42.50
10 PIFTH Fine Play . . . 42.50
11 PIFTH Fine Play . . . 42.50
12 PIFTH Fine Play . . . 42.50
13 PIFTH Fine Play . . . 42.50
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16 PIFTH Fine Play . . . 42.50
17 PIFTH Fine Play . . . 42.50
18 PIFTH Fine Play . . . 42.50
19 PIFTH Fine Play . . . 42.50
20 PIFTH Fine Play . . . 42.50

179 South - Baltimore Co. O.

Write for Complete Catalog. LINDEN, MARIAN COMPANY, WINDY, KANSAS.

## FOR SALE

Established Coin Machine Store in the lead and offer a variety of Rock-ola, Victor, Decca, many of the best. Payout Tables, Decca wide open. Also a variety of who's ready in favor of section inlays. Reason for selling, too many other offers. Rebuilt, repaired, insured. AMUSEMENTS, 474 Westly Ave., Oakland, Calif.

# YOU'VE BEEN WAITING FOR "AIRLER"

A NEW TYPE 5-BALL LIGHTS  
OUT ROTATION SCORING  
GAME WITH NEW PROGRESSIVE  
AWARD FEATURES

A TERRIFIC HIT—  
A GUARANTEED WINNER

PLACE YOUR ORDER TODAY—  
BE THE FIRST WITH THE BEST

FOR GREATER PROFIT OPERATE

## EXHIBIT'S AIRLINER

FOR A 5-BALL HIGH SCORE GAME  
AVALON STILL LEADS THE FIELD

EXHIBIT SUPPLY CO. 4222 W. LAKE ST.,  
CHICAGO, ILL.

### CLEARANCE

1/8 Deposit, Balance C. O. D.

#### PHONOGRAPHS

Rock-Ola Regular	8	29.50
Rock-Ola Rhythm Master, 16	8	28.50
Rock-Ola Musical 20	8	29.50
Wurlitzer P-50	8	39.50
Wurlitzer P-15	8	35.00
Wurlitzer P-10	8	35.00
Wurlitzer 7-15	8	100.00
Wurlitzer 4-15	8	45.00
Mull Swing King	8	28.50
Seeburg Model	8	29.50
Seeburg Rex, 1927	8	119.50
Seeburg Galt, 1934	8	109.50

#### LEGAL GAMES

Bally Eagle Eye	855.00
Grosshain Skill Jump	17.50

### MILWAUKEE COIN MACHINE CO.

2310 W. North Ave., Milwaukee, Wis.

## JUST OUT!!

World's Most Novel and  
Popular Radio—

6-Tube Performance.

Ivory Cabinet—A.C. or D.C.  
Size 9 1/2 x 3.

Millions of Dollars in Newspaper,  
Magazine and Motion Picture  
Publicity Behind This Radio,  
Contract Agreement Prohibits Dis-  
cussing Name and Price Here!  
Write for Circular and All Partic-  
ulars.

### ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago.

ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH  
RESULTS

## Detroit

DETROIT, Aug. 5.—A & F. Amusement Co., operator of pin game and music machines in the Detroit territory, is concentrating activities on the pin games at this time, according to Allen Fisher, proprietor.

Boris H. Siegel, operating the Associated Coin Machine Exchange, has a well diversified route, in the city and up thru the State as well. Siegel finds that the latest model pin games are demanded first by the big city locations, and that, when they have lost a bit of novelty locally, then can be used very nicely on the country routes—also not incidentally, for the country player is demanding almost as much as the city dweller today.

Down-river operators—in the cities along the Detroit River south of this town—must be finding the music business on the upgrade. Two of them were

Others have IMITATED! but only **BILL FREY**  
offers *Original PROFIT ROLLERS!*  
**CHEATPROOF — NOT COIN OPERATED!**

LAYOUTS SCREENED ON GLASS  
NO EXPOSED CLAMPS OR SCREWS  
Available 12" x 12" and 12" x 18"

**COLOR-ROLL** 12" x 12" **\$17.50**  
**JITTER-ROLL** 12" x 18" **\$27.50**  
**NUMBER-ROLL** 12" x 18" **\$27.50**  
12" x 18" Only  
**TWIN-ROLL** — **\$37.50**  
12" x 24"

Any two 12" x 12" games in one cabinet—  
each game with its own mechanism.  
Dice Micro—Accurate to 1/10,000th inch.  
ALL PRICES F. O. B. MIAMI  
1/5 DEPOSIT WITH ORDER

**SPECIAL!  
BRAND NEW  
OLD STYLE GAMES**

12" x 12" — Mechanisms not  
sealed — Layouts screened on  
Cardboard Available

**COLOR-ROLL  
JITTER-ROLL  
CHUCK-A-ROLL**

Full purchase price must be in-  
cluded with order. INSPEC-  
TION allowed with Money-  
Back Guarantee. While They  
Last—\$5.00 Each.

140 N. W. 1ST STREET,  
MIAMI, FLORIDA.

**BILL FREY, INC.**

in for more new machines this week—  
Mayne C. Stewart, of River Rouge, and  
Foster Johnson, of Zeeb.

Plans are being made for an increase  
in production of the new vending ma-  
chine of the Mini-Pop National Dis-  
tributing Co., according to Joseph B.  
Mitchell, president and general manager.

Schermack Corp., of Michigan, man-  
ufactures of various types of coin de-  
vices, is at work upon several new items  
which it hopes to have ready for the  
market by fall.

Fred Gardella, one of the real "old-  
timers" of local music operators, has  
been busy buying more Wurlitzers for  
his route.

G. A. Gustafson, who works on the  
east side of town, is again adding Wurlitzers  
for his route.

Activity among music operators up-  
State is continuing at a pace that in-  
dicates good business in the territory.  
Among those in for new machines this  
week were Charles Crowley, of Escorse;  
Kenneth Tingley, of Wayne, and William  
Bolton, of Hamtramck.

Russell Wagner, east side Detroit oper-  
ator, was another Wurlitzer customer  
again.

The Paradise Novelty Co., on Harper  
avenue, is in the cigaret vending field  
now, buying from Mills.

Mrs. Mary V. Long, head of Marlboro  
Music Co., Detroit, is spending a few  
weeks at her summer cabin in Colorado.

Charles H. Mandell and M. Medford,  
both up in the north end of Detroit, are  
the new additions to the vending ma-  
chine line this week.

Seeburg brought in plenty of repeat  
customers among established Detroit  
operators for more machines. Among  
the buyers were Roy Small, Chadwick  
Music Co.; Mack Barron and James  
Ashley.

## Try "PICK-A-PACKS" FOR PROFITS



The New Outstanding  
Counter Game

**ACTION-THRILLS-SUSPENSE**

A SURE PENNY GETTER

Wherever Cigarettes Are Sold.

**\$23.75** — F. O. B. CHICAGO

— 1/5 deposit with order

Money refunded if not satisfactory,  
\$60.00 to \$120.00 per month per  
Machine.

AGENTS WANTED.

**BAKER NOVELTY CO.**  
2944-46 LAKE ST., CHICAGO

PRICES SLASHED ON NOVELTY PIN  
GAME TABLES—ALL CLEAN AND  
READY FOR OPERATION—

ADD \$1.00 EACH FOR CRATING.

(20) BALLY RESERVES .....	\$10.00
(1) SILVER FLASH .....	2.50
(1) CHIOD DERBY .....	7.50
(1) CARO .....	10.00
(1) MARE & HOUND .....	10.00
(1) BULL FLEETS .....	12.50
(1) PALM SPRINGS .....	10.00
(1) ALL WAYS .....	10.00
(1) REVIEWS .....	10.00

1/5 DEPOSIT ON ALL ORDERS.

**CONFECTION VENDING CO.**

222 WEST FOURTH STREET,  
CHARLOTTE, N. C.

**AUTOMATIC PIN GAMES**

AIR RACER, Snow, Tack .....	RECONDITIONED	RECONDITIONED
ARLINGTON .....	15.00	10.00
BALLY BELMONT .....	7.50	5.00
BALLY BONUS .....	7.50	5.00
BAILY DENT .....	7.50	5.00
DAILY RACER, Mystery .....	12.50	10.00
F AIRBOUNDS .....	2.50	2.50
GOLDEN WHEELS .....	10.00	10.00
JEMBO .....	5.00	5.00
MISE AMERICA WINNER .....	15.00	10.00
PHOTO FINISH .....	5.00	5.00
PICK 'N' PEAK .....	10.00	10.00
POST TIME .....	2.50	2.50
REAR VIEW .....	10.00	10.00
TURF CHAMPS, Throat .....	17.50	10.00
TYCOON .....	10.00	10.00

1/5 Deposit, Balance C. O. D.

Write Address W.B.C.

**W. B. NOVELTY CO., INC.**  
3600 N. GRAND BLVD., ST. LOUIS, MO.



A. S. DOUGLAS, Deval president (center), and E. P. Winkler, comptroller (partly off picture at right), watch as William Gersh, New York ad agency man, plays Deval's High-Lite, latest game produced by the firm.









## ATLAS VAQUE PARADE

**AN ATLAS SCOOP!!! Sensational Low Price on Brand New Free Play Novelty Game... Only \$49.50 Too new to Advertise. Write for Particulars.**

PHONOGRAPHS	
Sanbury Model J (Multi Select)	67.50
Sanbury Model H (Multi Select)	67.50
Sanbury Model K (20 Records)	109.50
Sanbury Model C or D	48.50
Sanbury Model L	32.50
Rock-Ola Imperial (20 Records)	79.50
Stahlens (Free Play)	67.50
Pat. Best (Free Play)	49.50
Chubb (Free Play)	47.50
Pat. Best (Free Play)	29.50
Materials Sports—A Tala Supermarket	Parable Grand Over Rhodora
Pat. Best (Free Play)	47.50
Pat. Best (Free Play)	49.50
Pat. Best (Free Play)	47.50
Pat. Best (Free Play)	49.50

TERMS: 1/3 Deposit—Balance C. O. D.

Send for copies of our phonograph catalogs and price bulletin listing complete line of record-playing machines—complete.

## ATLAS NOVELTY CO.

2205 N. Western Ave., CHICAGO, ILL. (General Office)  
 1001 First Ave., PITTSBURGH, PA. (Pittsburgh Office)  
 1151 Grand River Ave., DETROIT, MICH. (Detroit Office)

## AMERICA'S LARGEST DISTRIBUTORS

## Games Business Good at Western

CHICAGO, Aug. 6.—According to Don Anderson, sales manager for Western Products, Inc., their games have become increasingly popular the past few weeks, "as evidenced by the large increase in sales."

Stated Anderson: "Game sales have definitely taken a sharp upturn. Interestingly, these additional sales have not been restricted to any one game, but have been noticeable with all games. First and foremost, there's the counter sensation, Nitroing Ball. It's packed full of player appeal and gives a player a chance of winning 10 cents to \$5 on every ball played. One of the strongest appeals to operators is the permanent saleable record of all periods.

"The 1939 Baseball still remains at the top insofar as sales are concerned. Here is one game that seems to be going on and on to new heights as each week passes by.

"Whoooperoo, Empire Real Poker, Chessdom, March Game and Hold 'Em have all upped their sales records."

## Russo on Amuse. Trade Board; Code For Biz Is Adopted

NEWARK, Aug. 5.—Frank Russo, of R. & Y. Distributing Co., was named to the board of governors of the Amusement Board of Trade of New Jersey at a meeting Thursday night. The organization also adopted a code of fair trade practices similar to that recently adopted by the Indiana Phonograph, LeRoy Stein, manager, said.

The organization also has under way a plan to acquaint the merchant with the problems of the industry by accepting the merchant as a member. This feature is an educational campaign. The merchant-member is not assessed any dues, but may pay a maximum of \$1 per

year to cover the cost of mailing him the bulletin. He is allowed to attend the annual meeting and voice his opinion but has no vote.

Members of the group enjoyed a moonlight sail last night to the World's Fair. The sail was planned by a committee, of which was D. M. Stetsonberg of Sterling Distributing Co., was chairman. Other members were Nathan Marx, of Tlico-Marx Distributing Co. and E. Wolfe, of Wolfe Novelty Co. About 100 members were aboard the boat that left Port Newark at 9 p.m. A floor show, dancing and refreshments were enjoyed to and from the fair. After the return to Newark a midnight supper was enjoyed at a local restaurant.

## Harmony Prevails For St. Louis Ops

ST. LOUIS, Aug. 5.—At the recent regular monthly meeting of the Missouri Amusement Machine Association held at the McAlbourns Hotel, it was decided to dispense with the regular meeting for the balance of the summer, due to the excessive heat and the fact that many of the members will be out of the city during next two months. Reception of the new city tax on all coin-operated machines will be resumed in October. Louis Morris, president of the association, who presided at the meeting, stated that matters in the coin machine industry in this city were running smoothly.

Monte D. Smith, secretary-treasurer, reported the association in good financial standing. The new city tax on all coin-operated machines went into effect July 1, but it was pointed out that the local operators had at least a month's warning in paying these. New taxes assessed on the various machines are \$2 on all novelty games and automatic phonographs, \$2 on all 3-cent merchandise venders and 50 cents annually on all 1-cent vending machines.

Among those who were called upon by the chair for remarks during the meeting were: Dewey Godfrey, Abe Jeffers, Dick Westbrook, Carl F. Trapp, Lee Turner, Al Miller, William Hill, George Ogilvy, Dan Landsbaum, Mickey Selzer, George Lebrock, Wyo Nussebaum.

## BANG

## IN SALES

Throughout the country, BANG is the fastest-selling, biggest report order game!

## IN PROFITS

Certified operators' reports show BANG is making more money on location than any game on the market.

## IN FEATURES

The ingenious "skill-thrill" holes that put out four-lights-at-a-time, plus the skill lanes at the bottom which raise the free game awards and keep the player in constant suspense... these two are the greatest features on any game of the year!

PLAIN MODEL \$84.50 FREE GAME \$94.50

## GENCO, INC.

2621 N. ASHLAND AVE., CHICAGO  
 SEABOARD SALES, COIN AMUSEMENT INC., New York—SUFFLY, Ltd., London, Eastern Factory Representative, European Distributor.

Because it's the game with 3 LITTLE HOLES that make a WHOLE lot of difference!

## TINY BELL

Smallest member of Superior's slot symbol family, but just as appealing and just as profitable as any of the larger boards in the line. Only 800 holes, but every ticket is a colorful reproduction of a slot reel, and awards are based on



the same principle used in machines. Takes in \$40.00, pays out \$22.25. Shows average profit of \$17.75.

Write for full particulars about TINY BELL and about the hundreds of other sensational new boards now being featured.

**SUPERIOR PRODUCTS**  
 1418 North Peoria Street  
 Chicago, Ill.

## Alma McHugh Soon To Announce Plans

CHICAGO, Aug. 5.—Mrs. Alma E. Strickfaden, known to the coin machine industry as Alma McHugh, is reported to be about ready to make a surprising announcement to the industry. Formerly connected with the Pace Mfg. Co., she is known to thousands of operators all over the country.

Mrs. McHugh started in the coin machine field in 1921 when she operated the Alman Novelty Co. in Chicago. Since then she has had an enviable experience in the industry. Her ability to understand operators' needs is regarded as an unusual asset.

Asked about her plans, she said that she is "restless to get back into the rest another month or so at her country home at Cary, Ill." She has been offered important positions by Chicago concerns, she said, but no definite connections have been made as yet. An announcement will be ready soon, she said, and Frank Jeering, of The Billboard,

Max Sox, B. Jay Gould and Jack Morley, of the Container Mfg. Corp., who recently opened an elaborate sales-board manufacturing plant here, were introduced to those present.

## HERE!

**MONEY SAVING VALUES!**  
**FREE PLAY GAMES**

Bally SPOTTEM ..... \$52.50  
 Bally DOUBLE FEATURE ..... \$25.00  
 Western Hold 'Em TIGHT ..... \$25.00

## Regular Novelty Games

Bally CHEVRON ..... \$44.50  
 Bally BAMBER ..... \$44.50  
 Bally ARCADE ..... 21.50  
 Daval MIDWAY ..... 21.50  
 Daval SIDRICK ..... 21.50  
 Daval SPINNER ..... 19.50  
 Genet HOLD 'EM ..... 22.50  
 Steiner CHUBBY ..... 99.50

Terms: 1/3 Dep., Bal. C. O. D.

NEW TYPE ILLUMINATED GRILLS, MADE SPECIALLY FOR WURLITZER 616, 616A and ROCK-OLA IMPERIAL 25—\$12.45 EACH

Distributor's Write for Quantity Price  
**Monarch Coin Machine Co.**  
 1731 Belmont Ave., Chicago, Ill.



J. R. SEARS, official of the Executive Novelty Co., Washington, D. C., is pictured at the booth over one of the ZEBBIT Supply Co. games in the factory showrooms. Sears' previous avocation is reported to be recording a line reception from operators and location players. Their newest game, just released, is Avliner.

# HIGH-LITE

## PRONOUNCED PERFECT

PERFECT HIGH-SCORE GAME!  
 PERFECT LIGHTS-OUT GAME!  
 PERFECT COMBINATION OF BOTH!  
 PERFECT MONEY MAKER!

IN CONSTRUCTION!  
 (NOT A BUG IN A CARLOAD!)

Daily production barely keeping up with constantly increasing demand!

To insure prompt shipment . . . to insure increased profits . . . GET YOUR ORDER IN FOR HIGH LITES NOW!



STRAIGHT NOVELTY  
**\$89.50**  
 FREE PLAY  
**\$99.50**

DAVAL MFG. CO. \* 315 N. HOYNE \* CHICAGO

### BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing In

#### BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want. 2295 Holes and the Top Payout is \$25.00.

Taken In . . . \$114.75  
 Pays Average . . . \$9.29

Average Profit . . . \$ 55.46

Price **\$2.49** each

IT'S A SURE WINNER — ORDER TODAY

### CHAS. A. BREWER & SONS

Largest Board and Card House in the World.  
 6320 HARVARD AVENUE, CHICAGO, U. S. A.



### Airliner, New Sequence Game

(New Game)

CHICAGO, Aug. 5.—The newest idea in player appeal is claimed by Exhibit Supply Co. to be incorporated in its newest game, Airliner, made for five-ball play in either regular or free-play model.

"Free-play model can be changed to regular model instantly on location," declares Leo Kelly, Exhibit official. "The outstanding feature of the game is the unique progressive award system—player merely puts out the first—1-2-3 bumper and go thru a roll-over switch, which is a skill shot, to receive two free plays. There are only 11 bumpers in all and it's comparatively easy to put them all out and receive an extra ball. With all lights out, player can hit up to 50 free plays."

Exhibit officials claim that Airliner is closest approach to the appeal the best one-ball tables had. Past action predominates, but even tho the play is fast, the player gets plenty of thrilling conclusion situations that keep him excited from start to finish," they declared.

Pre-production sales of Airliner are said to have been higher than any game released this year. Airliner, Exhibit's high-score game, continues in full production.

### Monarch Reports Sales Increasing

CHICAGO, Aug. 5.—Al Stern, domestic game sales manager for Monarch Coin Machine Co., reports a large increase in sales of Monarch coin machines the past week to out-of-town columnists visiting in Chicago, said Stern.

"This past week we like old home week here at Monarch. Columnists from all over the country were in to visit us and made large purchases of novelty games, free games, payouts, counter machines and photographs in preparation for one of the biggest fall and

### SAVE MONEY

WITH THESE SUPER BARGAINS FOR YOUR PENNY ARCADES

SECURE HAY-LITES . . . \$10.00  
 TOM MIX RIFLES . . . \$5.00  
 WOODRUFF BALL . . . \$5.00  
 ROCK-O-BALL . . . \$5.00

ROCK-O-BUMP BALL . . . \$5.00  
 BUMP BALL . . . \$5.00

NOVELTY GAMES SLASHED  
 Big Score . . . \$15.00  
 Major . . . \$5.00  
 General . . . \$5.00  
 Fair . . . \$5.00  
 Bomb . . . \$5.00  
 Triple Play . . . \$5.00  
 Kick . . . \$5.00  
 Ode Ball . . . \$5.00

WRITE FOR PRICES OF THESE

NEW GAMES ON HAND

A. B. CHALLENGER (Hottest Money-Maker on the Market)

JEWELERS IN-A-ROW (Payout Machine)

ANTI-AIRCRAFT MACHINE GUN.

50¢ Worth Candy, Balance C. O. D.

FREE CATALOG—Hundreds of ARCADE and Novelty Games! WRITE FOR YOUR COPY!

### MIKE MUNVES CORP.

605 10TH AVE., NEW YORK  
 Tel: Blyton • Cable Address: "MUNVECORP"

### Cleaning Out ALL THE LATEST AND BEST USED GAMES!

HURRY!!

WRITE FOR PRICE LIST

GEORGE PONSER CO.

11-15 E. RUYNON, NEWARK, N. J.

"They reported that a general pick-up in business seems to be definitely taking hold and that operating conditions are better as a direct result."

### STILL THE BEST

PLACE TO BUY YOUR RECONDITIONED CONSOLES, PAYTABLES, NOVELTY TABLES AND ARCADE EQUIPMENT

CONSOLES	Reconditioned	\$50.00	Qualified	\$35.00	
1928 Truck Times	\$87.50	Dominate	\$20.00	Submarine	\$5.00
Kentucky Club	\$9.50	FREE PLAY GAMES	\$25.00	Lido	\$5.00
O. H. Truck Times	\$5.00	Side Kick	\$27.50	Stop and Go	\$5.00
B. H. Truck Times	\$5.00	Chief	\$7.50	Parade	\$5.00
Tenpins	\$22.50	Circus	\$7.50	Royal	\$5.00
Ducky Days	\$20.00	Chickadee	\$5.00	Books (F.A.)	\$5.00
Dick Horner	\$22.50	Ship and Go	\$7.50	Circuit	\$7.50
Chickadee	\$5.00	Outrigger	\$7.50	Hobbies	\$2.50
Jockey Clubs	\$5.00	Headout (F.P.)	\$5.00	VENDING MACHINES	
Tennis Club	\$5.00	Chief (Imperv)	\$5.00	25¢ Col. Eveready	5.00
Turf Special	\$5.00	Answer the Buzzer	\$5.00	C.C. Stewart-Machine	5.00
Club	\$5.00	Keeney Prize Race	\$5.00	Callie Windsor 1¢ Sales	25.00
Gullies and Bombs	\$5.00	C. O. D.			
Shoot the Monkey	\$5.00				
Ball Game	\$5.00				

CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect, Cleveland, Ohio.

PAYOUT TABLES	Hi Card	\$10.00	Marathon	\$ 70.00	
Ducky Chick	\$49.50	Road King	\$5.00 <td>Star Pts</td> <td>70.00 </td>	Star Pts	70.00
Hand Payer	\$5.00	College Football	\$5.00 <td>Lexington</td> <td>99.50 </td>	Lexington	99.50
Flower	\$5.00	Parade	\$5.00 <td>Track Times, Red</td> <td>99.50 </td>	Track Times, Red	99.50
One Two Three	\$5.00	Parade Free Play	\$25.50 <td>Billie</td> <td>25.00 </td>	Billie	25.00
Konkadee	\$24.50	Super Zoo	\$5.00	Billie	25.00
Smiley Game	\$22.50	Jet	\$5.00 <td>Prize Truck</td> <td>25.00 </td>	Prize Truck	25.00
Playground	\$22.50	Jet Reserve	\$5.00 <td>Domestic</td> <td>19.50 </td>	Domestic	19.50
Outrigger	\$20.00	COINLESS		Liberty Bell	75.00
Multiple Race	\$7.50	Rivers	\$129.50	Samurai	15.00
Footrace	\$5.00	1838 G. Domino	\$5.00	Parade	15.00
Big Race	\$5.00	1838 Domino	\$5.00	Turf	15.00
Wrestling	\$5.00	1838 Domino	\$5.00	Parade	15.00

MAYFLOWER NOVELTY COMPANY, Inc. 5207 University Avenue, St. Paul, Minnesota.



# JOE CALCUT OFFERS AMERICA'S FINEST MACHINE BUYS

PHONE • WIRE • WRITE FOR YOUR REQUIREMENTS QUICK!

BRAND NEW NATIONAL POST-AGE STAMP VENDOR, model four 1 1/2 for 5c and three 3/4 for 10c—  
**Model 21-A** ..... \$25.00  
 Order Model 21-A for 50.00  
 Quantity buyers, write for quantity prices.

**7 SEEBUR CROWNS**  
**7 SEEBUR REGARDS**  
 20 Baskets, No. 1 ..... \$175.00

**4 KEENEY 1930 SUPER TRACK TIME**  
 20 Baskets, No. 1 ..... \$105.00

**NEW PACE BANATOCA CON. SOLES** with 100% stop-proof coin mechanism ..... \$25.00  
 sample today.

**5 MILLS IN THE WAR EAGLE BELLS**, 20-amp resist. .... \$55.00

**3 BALLY SKILL FIELDS** ..... \$35.00

**FREE PLAY GAMES**

Chicago  
 Machines  
 with Best  
 Double Feature  
 Tax Score  
 Game  
**\$52.50**  
**EACH**

**A.B.T. Model "B" TARGET SKILL**  
 20 Baskets, No. 1 ..... \$7.50

**SLIGHTLY USED**

**FREE PLAY GAMES**

**\$35.00**  
**EACH**

**SLIGHTLY USED**

**FREE PLAY GAMES**

**\$35.00**  
**EACH**

**SLIGHTLY USED**

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**\$35.00**  
**EACH**

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**EACH**

**SLIGHTLY USED**

**FREE PLAY GAMES**

**\$35.00**  
**EACH**

**SLIGHTLY USED**

**FREE PLAY GAMES**

**MILLS FREE PLAY 1-2-3**

A Novelty Table with a winning payoff equal to the best payouts. We have them, both in original and slightly used, with free play machines. Get in the BIG MONEY with FREE PLAY 1-2-3.

**ATTENTION, VA., N. C. AND S. C. OPERATORS!**

Here's your opportunity to get started with the most "FRIBON" of MILLIONS on the automatic pin-ball machine that is already leading the nation in popularity. These machines you would like to trade in to get a "FRIBON OF MUSIC!" We accept not only pin-ball machines of all types, START A ROOM ON YOUR OWN, but also your old-fashioned pin-ball machines. ROOM YOUR PROFITS TO THE TOP WITH MILLIONS OF MUSIC! Request and names of phonograph, descriptive literature will be furnished on request. ACT NOW.

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Here's your opportunity to get started with the most "FRIBON" of MILLIONS on the automatic pin-ball machine that is already leading the nation in popularity. These machines you would like to trade in to get a "FRIBON OF MUSIC!" We accept not only pin-ball machines of all types, START A ROOM ON YOUR OWN, but also your old-fashioned pin-ball machines. ROOM YOUR PROFITS TO THE TOP WITH MILLIONS OF MUSIC! Request and names of phonograph, descriptive literature will be furnished on request. ACT NOW.

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**CLOSING OUT**

120 GEMINO PUNCH-BALLS, \$15.00 a Dozen, Less than a Dozen, \$2.00 Each.

**3 MILLS 5c SQUARE BELLS**, Perfect Condition, only \$5.00.

**GROETNER COLUMBIA JACK-POPPERS**, 100% stop-proof coin, only \$10.00.

**3 MILLS MOVING PICTURE MACHINES** - 100% stop-proof coin, only \$145.00.

**10 GROETNER SINGER 1c** Taken Patent, Great Machine, Latest Model with Wood Base, \$145.00.

**12 MILLS HI-BOYS** - 100% stop-proof coin with attractive tin-plated base, \$49.50.

**12 MILLS HI-BOYS** - 100% stop-proof coin with attractive tin-plated base, \$49.50.

**THIS WEEK'S SPECIALS**

200 NOVELTY GAMES - Guaranteed to work and ready for installation - Write for list.

**ONLY \$6.95 EACH**

Note: 25% certified deposit with order for above to guarantee transportation charges.

**SLIGHTLY USED**

**WEIGHT SCALES**

**ONLY \$35.00 EACH**

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**COLUMBUS VENDERS, THE LEADING LINE OF MERCHANTS - DISERS -**

**MODEL "M" PENNY PEANUT VENDER**

**SALE \$7.50**

**WRITE FOR DESCRIPTIVE CIRCULARS, PRICE SHEET AND COMPLETE INFORMATION.**

**BRAND NEW ACME ELECTRIC SHOCKERS ONLY \$9.00 EACH**

**ALL USED Equipment is offered subject to prior sale. Rush your order today.**

**TERMS: To speed delivery, 1/3 certified deposit must accompany orders. We ship balance C. O. D., F. O. B. Fayetteville, N. C.**

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**MILLS VEST POCKET BELLS**  
 Conservative rest and perfect condition.  
 Each ..... \$37.50  
 Three for ..... 100.00

**MILLS CHERRY BELLS**  
 Used less than 90 days.  
 5c Play ..... \$59.50  
 15c Play ..... 62.50  
 25c Play ..... 65.50

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 5c Play ..... \$59.50  
 15c Play ..... 62.50



*Chicago Coin's*  
NEWEST SUCCESS

# SPORTS

"I recommend it very highly."—George Ponsler.  
"A knockout of a game."—I. Rothstein, Banner Specialty Co.

**ACTION FROM TOP TO BOTTOM—ANIMATED LIGHTS GALORE—THRILLS UNTIL THE LAST SECOND—IT'S THE BEST GAME ON THE MARKET TODAY, WITH THE CLEVEREST PLAY YOU'VE EVER SEEN!**

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MACHINE MFG. CO.  
1725 W. DIVERSEY • CHICAGO

NOVELTY  
**\$84.50**  
FREE GAME  
**\$94.50**

**SAVOY'S WEEKLY SPECIALS**

RECONDITIONED AND GUARANTEED

NOVELTIES	AUTOMATIC PAYOFFS	CONSOLES
Bookie, F. P. \$27.50	Grandioses . . . \$35.00	King Pin & Mars . . . \$55.00
Bookie & Co., F. P. 42.50	Hastories . . . 35.00	Patrol Race, Brown . . . 55.00
K. Multi-Fruit Races 17.50	Threats . . . 35.00	Club, Cash or Check 55.00
Bookie Special 12.50	Sport Plans . . . 35.00	K. 37 Ball Time . . . 42.50
Bally Bazaar 10.00	Flamingos . . . 35.00	Red Head . . . 42.50
Billette City 10.00	Amuse 17.50	4-37 Ball Time . . . 29.00
Ballymore 10.00	Amuse Special 17.50	Game Gall. Dumbies 42.50
Chickadee, F. P. 35.00	Daily Champ, F. P. 15.00	Extra. Bookies . . . 42.50
Old Ball 15.00	Mini. Ticket Unit 35.00	Mini. Slot . . . 35.00
Ex. Bookie, F. P. 17.50	Comes 15.00	Jack. Flash Thru & . . . 25.00
Exhibit Zoo, F. P. 45.50	Classics . . . 25.00	Slots . . . 25.00
Leto-Fish, F. P. 55.00	Spartan Du-Less 25.00	
Chisom Topper, F. P. 57.50	Gett. Methods . . . 25.00	

**\$950**

ANYTHING WITH A SLOT — WE HAVE IT!  
1/3 Certified Deposit With Orders, Balance C. O. D., F. O. B. Baltimore.

**SAVOY VENDING CO.** 406 S. W. FRANKLIN ST. BALTIMORE, MD.

**SAVE with SAVOY** RECONDITIONED & GUARANTEED USED MACHINE BARGAINS

NOVELTY GAMES	FREE PLAY GAMES	EXPORT
Exhibit Bookie . . . \$33.00	Multi-Fruit Races . . . \$75.00	"We Ship All Over the World"
Bookie & Co. . . 42.50	Topper, F. P. . . 55.00	Cable Address: Budapest.
Headline . . . 10.00	Chickadee, F. P. . . 35.00	
Old Ball . . . 15.00	2th, F. P. . . 37.50	
Game Fair . . . 27.50	Chubby, F. P. . . 42.50	
Major . . . 15.00	John Keadie, F. P. . . 52.50	
Bally Book . . . 27.50	Mini. Ticket Unit . . . 35.00	

HERMAN & BUDIN, Managers, Formerly of Budin's Specialties, Inc.  
**SAVOY VENDING COMPANY, INC.**  
651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel: REvins 3-1833)

NOVELTY GAMES	COUNTER GAMES	5% OFF	FREE ILLUSTRATED CATALOGUE
Bookie View . . . \$12.75	Revised Punch . . . \$12.75	On Use of Games	Write for YOUR COPY TODAY
Daily Game . . . 9.75	Game Punch . . . 12.75	or you may use Full Cash	Check or Money Order. (Certified)
Bookie . . . 14.50	Ball Fruit . . . 10.00	Check or Money Order.	
Bookie . . . 35.00	King King . . . 12.00		
Game . . . 28.75	Queen Wild . . . 10.00		
Major . . . 15.00			
Natural . . . 19.50			

**NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.**

You can ALWAYS depend on JOE ASH — ALL WAYS  
ON HAND FOR IMMEDIATE DELIVERY . . .  
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THIS COUNTRY'S LEADING MANUFACTURERS.

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

**SENSATIONAL!**  
Unbelievable! Commendable!

Are the general estimations of the leading operators. Never before has a new company come forward with such accomplishments.

**YOUR BEST INTERESTS ARE BEST SERVED BY CONTAINER.**

Write Immediately for Information.  
**The Operators' Manufacturer**

**Container Mfg. Corp.**  
1825-33 CHOUTEAU AVE., ST. LOUIS, MO.



**Values that RING THE BELL**  
By Grand National

Brand New Payoff and Free-Play Novelty Games in original crates at CLOSE-OUT Prices.

New 1c Spin-A-Pack With Coin **\$16.50**  
**GRAND NATIONAL SALES CO.**  
1804 56th Avenue Chicago, Ill. (Phone: 4-1710)

"YOUR GAMES ARE THE FINEST I'VE EVER RECEIVED."—R. H., OHIO.

Daily Clock	New Day	Kingdom
Man-War . . . \$25.00	Day . . . \$34.50	Bally Girl . . . \$27.50
Turf Daily . . . 27.00	Day . . . 37.50	Fort. Night Races . . . 24.50
Daily King . . . 27.00	Daily Champ . . . 37.50	Rollie Big Race . . . 22.50
1-c-d Revised Race . . . 27.00	Zepp . . . 28.00	Alphabets . . . 10.50
M-Bay . . . 25.00	Fisher . . . 28.00	1-c-d . . . 18.00

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**





### Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS

Not Coin Operated!

A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin slot—operates in entirely new way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner rod. Absolutely eye-proof! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!

Convenient Size—12" wide, 17" high, 8" deep.

At Your Jobber, or Write, Wire or Phone  
Hymarkat 7910.

**H. C. EVANS & CO.**

1520-1530 W. Adams St., Chicago, Ill.  
For Amusement Devices See Our Ad. in Carnival Section.

### Indiana Assn. Gets Approval Of Operators

INDIANAPOLIS, Aug. 5.—Indiana State Operators' Association, Inc., on July 31 held a meeting at the Claypool Hotel here. "It was a lively meeting," reports Harry Dwyer, of Marion, Ind., a director of the association. "They really put fire into their speeches." They were followed by open discussion, with the result that Mr. Jans, one of the leading operators of Indianapolis, gave his approval of the association and the spirit of its members.

The meeting was opened with approximately 40 operators in attendance. Henry J. Windt, secretary-treasurer, presided as chairman and introduced Charles W. Hughes, association president; Leo Weinberger, Southern Automobile Music Co., Louisville; Paul Jock, Guarantors Distributing Co., Indianapolis, and Harry Dwyer, Dwyer Novelty Co., Marion, Ind.

All advanced important ideas on the operation of machines represented in the association, phonographs and cigaret machines.

Hughes estimated that one-third of all the equipment in the area was represented at the meeting. He also suggested that 90 per cent of the local operators present joined and approved the policy of the association. "Every operator was given the opportunity to discuss freely his grievances, and operators who had been fighting each other left as friends as a result of fellowship brought about by the association. Local members requested that another meeting be held in two weeks and arrangements were made for it. Meetings are also being arranged for Ft. Wayne, South Bend, Evansville and Marion. Announcements of the district meetings will be made soon."

### WE HAVE THEM



**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntington St., Philadelphia, Pa.  
(MILLS DISTRIBUTORS)

### EMPIRE

to PLAY CIGARETTE MACHINE  
Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



\$17.50

1/2 Deposit.  
BALL GUM  
15c a Box  
(100 Pieces)

**SICKING, Inc.** 1922 Freeman, Cincinnati, O.

### J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

### BUFFALO'S

distributor of

**Wurlitzer Phonographs**

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

### CLOSEOUT!

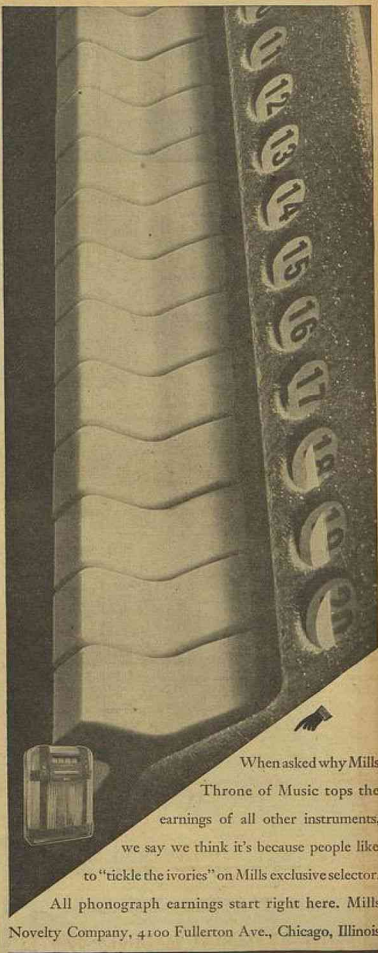
**NEW GAMES**

**SACRIFICE PRICES!**

**WRITE QUICK!**

**GEORGE PONSER CO.**

11-15 E. RUNYON ST., NEWARK, N. J.



When asked why Mills

Throne of Music tops the

earnings of all other instruments,

we say we think it's because people like

to "tickle the ivories" on Mills exclusive selector.

All phonograph earnings start right here. Mills

Novelty Company, 4100 Fullerton Ave., Chicago, Illinois

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH  
RESULTS

Nationwide Sales of

# ROCK-OLA

Luxury Lighter  
PHONOGRAPHS

Sold by the greatest distributorship organization in the industry

**ALABAMA**

Birmingham Vending Company  
217 Third Avenue, North  
Birmingham, Ala. (Tel. 3-5183)

**ALASKA**

Northwest Sales  
3144 Elliott Avenue  
Seattle, Wash. (Tel. Garfield 0460)

**CANADA**

P. G. H. Coin Machine Exchange  
128 Dundas Street, W., Toronto,  
Ont., Can. (Tel. Adelaide 9733)

Roxy Specialty, Inc.  
703 Notre Dame, West, Montreal,  
Quebec, Can. (Tel. Belair 2394-5)

**COLORADO**

Denver Distributing Company  
1856 Arapahoe Street  
Denver, Colo. (Tel. Cherry 4800)

**CONNECTICUT**

Ben D. Palastrant  
1232-34-56 Washington Street  
Boston, Mass. (Tel. Hancock 7298)

George J. Young  
1246 Washington Street  
Boston, Mass. (Tel. Liberty 1145)

**DELAWARE**

The Hub Enterprises  
43 South Liberty Street  
Baltimore, Md. (Tel. Calvert 3429)

**FLORIDA**

Edgar I. Woodfin  
1390 McLendon Avenue, N. E.  
Atlanta, Ga. (Tel. Dearborn 1516)

Shayne Diela Music Co., Inc.  
701 North Miami Avenue  
Miami, Fla.

Twenty Record Phonograph Corp.  
206 Washington Street  
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**GEORGIA**

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Atlanta, Ga. (Tel. Dearborn 1516)

**IDAHO**

Standard Sales Company  
171-173 South Post Street  
Spokane, Wash. (Tel. Maine 4904)

**ILLINOIS**

Ideal Novelty Company  
516 Market Street  
St. Louis, Mo. (Tel. Garfield 0072)

**INDIANA**

Automatic Sales Co.  
455 Massachusetts Ave.  
Indianapolis, Ind.

Ohio Specialty Co.  
713 East Broadway  
Louisville, Ky. (Tel. Wabash 2465)

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Carl A. Hooper  
251 S. Second St.  
Louisville, Ky. (Tel. Belmont 2409)

**IOWA**

A. A. Becker  
2563 Ida Street  
Omaha, Neb. (Tel. Kenwood 2861)

Monarch Coin Machine Co.  
1731 W. Belmont Avenue  
Chicago, Ill.

**KANSAS**

United Amusement Company  
3410 Main Street  
Kansas City, Mo. (Valentine 5825)

Marion Company  
562-64 West Douglas  
Wichita, Kan. (Tel. 3-9458)

**KENTUCKY**

Carl A. Hooper  
751 South Second Street  
Louisville, Ky. (Tel. Belmont 2409)

**LOUISIANA**

Sam Gentilich  
517 Canal Street  
New Orleans, La. (Magnolia 2966)

Louisiana Amusement Company  
822 Carondelet Street  
New Orleans, La. (Raymond 1770)

**MAINE**

Maine Automatic Service Co.  
111 Talbot Avenue  
Rockland, Me. (Tel. 655)

**MARYLAND**

The Hub Enterprises  
43 South Liberty Street  
Baltimore, Md. (Tel. Calvert 3429)

**MASSACHUSETTS**

Ben D. Palastrant  
1232-34-56 Washington Street  
Boston, Mass. (Tel. Hancock 7298)

George J. Young  
1246 Washington Street  
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**MICHIGAN**

Henry Nelson  
Nicolet Hotel  
St. Ignace, Mich.

**MISSISSIPPI**

United Novelty Company  
504 West Howard Avenue  
Biloxi, Miss. (Tel. 101-102)

United Novelty Company  
407 West Capitol Street  
Jackson, Miss. (Tel. 2-0203)

**MISSOURI**

Ideal Novelty Company  
1518 Market Street  
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**MISSOURI—Continued**

United Amusement Company  
3410 Main Street  
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**NEBRASKA**

A. A. Becker  
2563 Ida Street  
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**NEW HAMPSHIRE**

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Boston, Mass. (Tel. Liberty 1145)

**NEW JERSEY**

Fred M. Pray  
248 W. 55th Street  
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B. D. Lazar Company  
620 Spring Garden Street  
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**NEW MEXICO**

Denver Distributing Company  
1856 Arapahoe Street  
Denver, Colo. (Tel. Cherry 4800)

**NEW YORK**

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C. P. Ballie  
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Universal Vendors  
788 Broadway  
Albany, N. Y. (Tel. 4-1933)

Rax Amusement Company  
710 South Salina Street  
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**OHIO**

Ohio Specialty Co.  
12 W. Court Street  
Cincinnati, O. (Tel. Parkway 2900)

William Tru  
1427 Lakeland Avenue  
Cincinnati, O. (Tel. Valley 5902)

Avon Novelty Sales Co.  
2023 Prospect Avenue  
Cleveland, O. (Tel. Prospect 4551-2)

W. C. Deaton  
114 West Summit Street  
Gallion, O. (Tel. 1999)

**OKLAHOMA**

Boys Amusement Company  
222 Northwest Third Street  
Oklahoma City, Okla. (Tel. 7-5631)

**OREGON**

Coast Amusement Company  
1912 S. W. Burnside Street  
Portland, Ore. (Tel. Broadway 1517)

**PENNSYLVANIA**

B. D. Lazar Company  
1635 Fifth Avenue  
Pittsburgh, Pa. (Tel. Grant 7818)

B. D. Lazar Company  
620 Spring Garden Street  
Philadelphia, Pa. (Tel. Market 2170)

**RHODE ISLAND**

Ben D. Palastrant  
1232-34-56 Washington Street  
Boston, Mass. (Tel. Hancock 7298)

George J. Young  
1246 Washington Street  
Boston, Mass. (Tel. Liberty 1145)

**SOUTH CAROLINA**

Edgar I. Woodfin  
1390 McLendon Avenue, N. E.  
Atlanta, Ga. (Tel. Dearborn 1516)

**TENNESSEE**

Earl Montgomery  
1074 Union Avenue  
Memphis, Tenn. (Tel. 2-1700)

H. G. Foynt Company  
314 Broadway  
Nashville, Tenn. (Tel. 6-4545)

**TEXAS**

United Amusement Company  
310 South Alamo Street  
San Antonio, Tex. (Cathedral 1431)

Stelle and Horton  
1513 Louisiana Street  
Houston, Tex. (Tel. Fairfax 4096)

**VERMONT**

Ben D. Palastrant  
1232-34-56 Washington Street  
Boston, Mass. (Tel. Hancock 7298)

George J. Young  
1246 Washington Street  
Boston, Mass. (Tel. Liberty 1145)

**WASHINGTON**

Standard Sales Company  
171-173 South Post Street  
Spokane, Wash. (Tel. Main 4909)

Northwest Sales  
3144 Elliott Avenue  
Seattle, Wash. (Tel. Garfield 0460)

**WEST VIRGINIA**

W. C. Deaton  
114 West Summit Street  
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**WYOMING**

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CALL YOUR NEAREST DISTRIBUTOR TODAY—Make more money with Rock-Ola

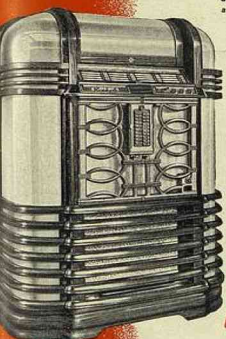


JOE, HERE'S  
ANOTHER LOCATION  
WANTING A  
ROCK-OLA

SWELL, MAC—OUR AVERAGE  
WENT UP 32% SINCE WE'VE  
BEEN ADDING NEW  
LUXURY LIGHTUPS

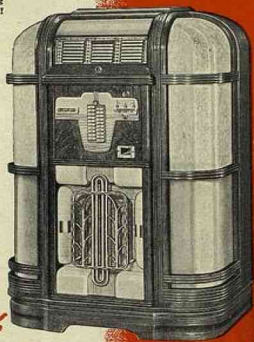


Here is a typical scene in any Rock-Ola operator's office. The demand for Luxury Lightup phonographs keeps operators moving at a quick pace. Business is humming all over the country!



De Luxe  
MODEL

The "Open Sesame" to successful phonograph operation is Rock-Ola's Luxury Lightups. Experienced operators turn to Rock-Ola because the Luxury Lightups are drawing the BIGGEST earnings. Naturally, location owners want the BEST phonograph. Carefree patrons are crowding the places where the Luxury Lightups are on location. They have all the POSITIVE features that make them money-makers! Outstanding beauty of cabinet . . . greater areas of colored plastics . . . gorgeous moving colored lightup effects . . . magnificent tone . . . dependability of performance. Why delay when you can make BIG profits right away? Your nearest distributor is equipped to supply you immediately.



Standard  
MODEL

*Make More Money With*

**ROCK-OLA**

**ROCK-OLA** Manufacturing Corp. 800 NORTH KEDZIE AVENUE, CHICAGO

# "DOUBLED MY NET PROFITS BY MODERNIZING MY BUSINESS WITH WURLITZER MODELS 500 and 600"



"BY REPLACING 20% OF MY PHONOGRAPHS WITH NEW WURLITZERS AND EXPANDING MY BUSINESS, MY AVERAGE NET PROFIT PER MACHINE HAS INCREASED NEARLY 100%"

*says Victor Schmidt, Buffalo, N. Y.*

• Victor Schmidt, Wurlitzer Music Merchant of Buffalo, N. Y., adopted Wurlitzer's Step by Step Modernization Plan—coupled it with a drive for new locations and, in his own words, here's what happened.

"Since modernizing my old locations and adding new ones that I couldn't get with any but the latest models, my net profit on all the phonographs I am now operating has nearly doubled."

Apply Wurlitzer's Step by Step Modernization Plan to your operation and boost YOUR profits, too. Write or wire for details TODAY!

THE RUDOLPH WURLITZER COMPANY, North Tonawanda, N. Y.  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

•  
*A Name Famous  
In Music For  
Over 200 Years*

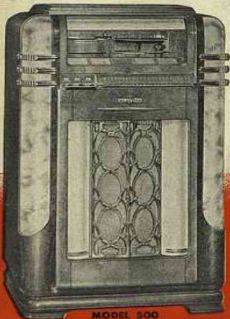
•  
**SOLD ONLY TO  
MUSIC MERCHANTS**

**MODERNIZE YOUR LOCATIONS**  
*with the*

**WURLITZER**  
**STEP by STEP**  
**MODERNIZATION PLAN**  
*Here's How It Works*

- 1** Under Wurlitzer's Trade-In Plan Music Merchants turn in old, low-earning phonographs toward brilliant new Wurlitzers—place these top-earning instruments in their best locations—see their income from these outstanding spots become greater than ever before.
- 2** As second step in modernization program; Music Merchants replace instruments in second best locations with more modern, higher earning, 24-record phonographs formerly in best locations—enjoy increased income from these locations, too.
- 3** As third step in modernization program; Music Merchants move phonographs formerly in second best spots to third best locations—get extra profits from these places as well.
- 4** As fourth step in modernization program; Music Merchants expand operations by adding new locations many of which are influenced to install automatic phonographs for the first time after seeing and hearing latest model Wurlitzers.

**STEP UP YOUR PROFITS** *with the*  
**WURLITZER**  
**STEP BY STEP MODERNIZATION PLAN**



MODEL 500