

Summer Special

JUNE 29, 1940
15 CENTS

The Billboard



In this issue

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RAIN-WAR OUTDOOR CHECK

Coast Rep's 15G Top Salary, Reis Report Angles Mull'd by 4A's; Equity Hits Extra Tax

NEW YORK, June 23.—Branches of the Associated Actors and Artists of America, mulling the Bernard Reis report last week, discovered that I. B. Kornblum, representative for several of the branches in Los Angeles, is the highest paid official in the FOUR A's, getting approximately \$15,000 a year. Ken Thomson, executive secretary of Screen Actors' Guild, is in the \$13,000 class, which is also the salary for Frank Ollimore, president of the Four A's and a subject of attack recently in talks about economy.

Behind the sudden spurt on part of branches to dig out the Reis report within the next six weeks is the critical financial condition of the Four A's. Already Equity has notified parent body that the legit union will no longer pay the extra 50 cents per capita on its approximate membership of 4,000 (emergency measure expired June 1) unless all other branches kick in, too. Screen Actors' Guild had shared the extra tax burden

along with Equity. Expected also that there will be a general tightening up of Equity policy regarding loans and finances to sister branches. Officials are beginning to feel that the union's generous policy has been imposed upon. Present assets and surplus could keep Equity for the next 10 or 15 years if no crisis develops, it was estimated; but continued want of legit field has officials worried about future income. Whether or not this new attitude would affect the remainder of the loan asked for by AOVA was not made known.

Reported also that high execs in Four A's are wary lest they have their hands forced in the matter of one big union by the rank and file. Returned that sentiment among the rank and file membership, particularly in the Screen Guild, will gain momentum toward a showdown, particularly on the single membership card and complete interchangeability phases of the Reis report.

Weak Start Is Expected To End In Strong Finish Over Obstacles

Better biz registered during operating hours and per capita spending increase convince ops of parks, circuses and carnivals that big period is in offing

CINCINNATI, June 23.—A bad start and a good finish. This describes the experience to date and the expectations of outdoor showdom for the '40 season. Weather and war are seen as reasons for the weak beginning. But a survey by The Billboard brings out the facts that per capita spending is up over last year. The business in such territory, when an advance over last year's and that a very recent upswing gives every evidence of continuing to a seasonal climax that will top that of last year. Strong notes of optimism drown out such occasional expressions of discouragement as are heard.

Amusement parks are now just really beginning their season, the weeks since shortly before Decoration Day having generally been charged off as something that is better forgotten. Customer spending now is reported heavier than a year ago, altho the big promotional segment of the season is just beginning. Most notable increase in biz is reported from Jantzen Beach Park, Portland, Ore.

Radio War News Blamed

Early-season weather conditions handicapped the big tops, but business has picked up for some circuses with the elements more settled. Several owners report that business has increased over that of last year, while two say that biz is below that of 1939. Two shows not on the road last season have had

good attendances. Rain has dogged the carnivals since their openings which, in the opinion of vet midway executives, were about three weeks too early for a satisfactory getaway, even under normal conditions. There has been some spotty good business, according to territory, altho the tale as a whole is one of expensive inactivity because of unshowable weather. But spending during operating periods has been good, better than at this time in 1939, even the many observers blame radio war news as the cause of an evidently increasing number of stay-at-homes.

Parks Are Parking Up

"Business to June 17 was almost identical with the same period of 1939," said Arnold B. Gurlier, general manager of Eltob's Gardens, Denver, and president of the National Association of Amusement Parks, Pools and Beaches. "The first 10 days showed nice improvement due to better weather conditions and anticipated heavy tourist season; I think this season should show a nice increase over last."

"Biz business was far behind last year's due to weather, but June is showing an increase," said Herbert F. O'Malley, director of Playland, Rye, N. Y. "Remainder of the season should result in considerable increase, if weather permits."

"Business so far this season in Fallades (N. J.) Amusement Park is fair, considering weather," said Proprietors Jack and Irving Rosenthal. "There can be no true comparison with last year's figures in the Eastern area because of the decided difference in weather conditions this year as compared with last. Last summer the weather man favored all of us marvelously and this year so far he seems to have forsaken those in the outdoor amusement business. Still, we know that the elements must change for the best and we have exceptional faith in the outdoor show business and think this year will be a banner one if the sun gives us half a chance. In our opinion, the European war should be a help to outdoor amusements in that the public is anxious to forget the horrors of war, which escape can only be found at amusement parks, beaches and carnivals. We have discovered the new policy of playing hama hama for free dancing as well as free shows at Fallades this year is a decided gate puller."

Jantzen Is Going Strong

Paul H. Huodepohl, general manager of Jantzen Beach, Portland, Ore., said: "Business is up 51 per cent the first six weeks of operation and weather has been unusually good for this time of year. Five acts are attracting better gates, and midday auto races onto a week are drawing capacity. We inaugurated a seven-day week instead of six as in the last few seasons. Name bands of higher quality are booking ballroom (See RAIN-WAR CHECK on page 85)

Drastic Change in Chi Staff Of AGVA; Curley, Sander Out

Economy move decimates office—Graham Dolan temporarily in charge—Sheldon Krim named local organizer—Vito Melfi in charge of outdoor

CHICAGO, June 22.—A drastic change in the set-up of the local AGVA office was made today following a meeting with S. Haddock, national executive secretary. Change was made in an economy move which effects all AGVA offices and is no more drastic here than in other cities, according to Graham Dolan, national representative in Chicago. The Chicago office is being cut to one man in the indoor division and one in the outdoor. Office of local executive secretary, which has been Sheldon Krim, has been named local organizer. Graham Dolan, national representative, will have charge of the office but is here on a strictly temporary basis.

Paul Sander, who has been in charge of the outdoor division, has been succeeded by Vito Melfi. Geraldine Weltman remains as office manager, with largely increased office responsibilities.

At the meeting, Thursday Haddock explained the pressing necessity for economy in the operation of the various offices and expressed the hope that membership here soon would increase to the point where the office staff could be enlarged.

Dolan, on assuming charge, said that everyone connected with the office will work harder, of necessity and choice, and that a large part of the time must be spent in the field.

Penny Parks Go for Vaude

PHILADELPHIA, June 22.—Practically every amusement park in the territory has adopted vaude week-ends. And the success of outdoor vaude presages the possibility of the parks developing into full-week stands next summer.

Mostly Sunday and holiday dates, in addition to the usual shows at Woodside and Willow Grove parks here, vaude bills are offered at Sunset Park, Oxford; Lehigh Valley Park, Allentown; Lakewood Park, Boyersford; Forest Park, Chalfont; Wil-

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Ky. Amusement Tax Gain

FRANKFORT, Ky., June 22.—Amusement taxes collected by the State revenue department for May totaled \$69,412.58 as compared with \$50,134.12 for May, 1939. The increase was attributed by the revenue department to the new license tax on carnivals and circuses enacted by the 1940 General Assembly.

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TALENT FOR OUTDOORS (3d Annual Edition) Center of Book

N. Y. FAIR TALENT MINT

Talent Pay Roll for 24-Week Season Close to \$2,000,000

Weekly performer salary total estimated at \$67,050, with 1,169 people involved—much higher than last year—three unions set minimums for 12 Fair shows

NEW YORK, June 22.—The 24-week season of the New York World's Fair will pay performers nearly \$2,000,000 in salaries. The 38 major attractions on the Great White Way and in the Exhibit Area alone (listed in a box on this page) employ some 1,169 performers and are paying at an estimated weekly sum of \$67,050 to talent, amounting to \$1,609,200 for the run of the season. The rest of the two-million figure is contributed mostly by exhibits using acts either as attention-getting features or as part and parcel of the display itself. The talent picture is far brighter than that of last year, both in number of performers employed and in salaries, due to the greater number of attractions at the Fair this season and the accomplishments of the actors' unions, which established improved minimum salary scales. The American Guild of Variety Artists signed up eight shows, Equity signed three and the American Guild of Musical Artists has the Ford Ballet under its wing. The latter attraction guarantees a minimum of 10 weeks and cannot dismiss any member of the present cast unless the show folds.

As is indicated from the accompanying box, the unions have established good minimums for performers in at least 12 attractions. A.G.V.A., at this writing, is attempting to sign others.

The midway has its share of names. The most impressive newcomer is American Jubilee, patriotic spectacle produced and financed by the fair management, which costs a small fortune. Legit and vaude contributed Paul Haskon, Lucy Monroe, Joe Jackson, Ray Middleton and the Lino Trio, among others, as headliners, and Albert Johnson, Oscar Hammerstein 2d, Arthur Schwartz, Leon Leonidoff and Catherine Littlefield to execute this elaborate production.

Billy Rose and Mike Todd remain the two leading impresarios, the former with the profitable Aquacade, and Todd with a revised version of Streets of Paris and the novel Gay New Orleans village, Eleanor Holm, pairing with Buster Crabbe, in addition to Vincent Lopez, Frankie Laine and Everett Marshall, are leading and familiar names at the Aquacade. Todd has on his pay roll several headliners, among them Ophey Rose Lee and Aubrey and Costello in Paris, and Ben Down, Berry Broberg, Corrie Finnell, Muriel Page, Mark Plant and Ruby Morcer on the New Orleans grounds.

Eight Girl Shows

No less than eight girl shows are bidding for the farmer trade, and most of them are playing up the general novelty angle rather than individual performers. A major exception is the White Way Casino, which is featuring Rosita Royce, at a reported salary of \$300 weekly to her publicized dance. Jean Rosabelle and Pat Fero get more than ordinary front publicity at the Why Do gate; otherwise it's the girly-girly theme that predominates in the spick. Other girl shows include Hot and Cold, Living Magazine Covers, 20,000 Legs Under the Sea, Zorina, Hawaii and Thru Forbidden Tibet.

At least 10 restaurants and cafes feature entertainment, including midways

Winter Wonderland, which offers 114 lavish ice show for the second season. Talent policy on a smaller scale is on hand at the exclusive Terrace Club, which featured the Hartmanns, \$1,000 a week comedy team, earlier in the season; Schlitz Palm Gardens, Hondroy, Barbary Coast, Zombie, Petroleum Industry Exhibit Roof Garden, Heincken's Holland House, Pabst Blue Ribbon Gardens, Ballantine Three-Ring Inn and the Brazilian Pavilion, which last week added the dance team of Grayce and Graham to its bill.

Railroads on Parade is still the most important exhibit from the talent angle, paying an estimated \$5,500 weekly to its cast of 150 performers. Ford entered the picture this season with a free ballet, employing some 50 performers at a weekly cost of an estimated \$3,000. Remainder of talent is widely scattered on the exhibit area. Radio Corp. of America is using guests stars throughout the season. In addition to important radio programs which originate in the RCA building, Charles Barnet and Dinah Shore have made personal appearances there recently. The World of Fashion features the Ravures, quintet, in addition to a fashion show. Jimmy Lynch and his dare-devil drivers remain with B. F. Goodrich Co., stunting for the visitors daily.

Among other exhibits featuring talent are the Food Building, Borden's, Florida Building, Rumania, Firestone, Switzer-Jant, Equitable Life Insurance and Westinghouse.

Nine free puppet shows are on view at

Who Spends What

Attraction	Approx. Number of Performers	Approx. Weekly Talent Salaries
GREAT WHITE WAY:		
American Jubilee	275	\$18,000
Aquacade	250	12,500
Gay New Orleans	110	8,000
Streets of Paris	50	6,650
Midway Town	100	5,200
Winter Wonderland	80	3,000
Oditorium	50	2,750
White Way Casino	16	900
Plantation Show	25	700
Hot and Cold	12	460
Hawaii	9	460
Why Do	10	450
Zorina	12	450
20,000 Legs Under the Sea	8	370
Living Magazine Covers	4	500
Thru Forbidden Tibet	6	210
EXHIBIT AREA:		
Railroads on Parade	150	5,500
Food Ballet	50	2,000
	1,169	\$67,050

the following exhibits: Standard Brands, Switzerland, New York City, General Electric, Federal Works Agency, Gas Wonderland, du Pont, Beech-Nut and Ford. Television shows are offered by RCA, American Telephone and Telegraph Co., General Electric, Croaley and Westinghouse.

NEW YORK, June 24.—AGVA just signed the Why Do show, giving the union a total of nine attractions. Minimums are \$65 for dancers, \$45 for actresses, \$40 for audience stoggo and \$35 for hallyhoo girls.

(Crosses of attractions from May 11 to June 4 will be found in the World's Fair department.)

SAM, IBM Magi In Annual Meets

CHICAGO, June 22.—Magicians, professional and amateur, from all parts of the country gathered at the Morrison Hotel here last week-end (14-16) for the annual convention of the Society of American Magicians. About 240 were in attendance. Sessions were held each day, several shows were staged, and there was a comprehensive exhibit of magical equipment by manufacturers and dealers.

H. Adrian Smith, of Providence, was elected national president. Bill Arenholz, of New York, and Leslie Gust, of Jersey City, were re-elected treasurer and secretary, respectively, and regional vice-presidents elected were Eugene Honor, of New York, for the East; Vin Boyar, New England; Douglas Kelly, West; and John Brown Cook, of Chicago, Midwestern.

An interesting phase of the convention was an exhibit of old show bills and old books on magic. A special photographic room was arranged with floodlights and all necessary paraphernalia for photographing the magicians at work.

Among the talent that appeared in the various shows were Julian Tarbell, Ted Marks; "Dorny" Dornfield and his stoggo, Art Anderson; Cardy, Clarence Syler, John Giordano, Bob Lotz, Al Baker, Jay Marshall, Carol and Lynn Miller, Vin Boyar, Max Holden, Lucille Hughes, Marcia Dana, Wanda Orma, Diana and Jimmie Syler, Eddie Burnette and the Winnie Howdy Dancers.

DAVENPORT, Ia., June 22.—More than 378 magicians of the United States and Canada attended the 15th annual convention of the International Brotherhood of Magicians here June 19-21, at which time they re-elected John Snyder Jr., of Norwood, O., president. Snyder received all of the 624 votes cast for president in the election conducted by mail.

Others elected to national office were: Vice-presidents, Charles H. Larson, New York, and R. C. Anderson, of Dayton, O.; national secretary, Harold Rice, Cincinnati; national treasurer, Hazel Miller, Kanton, O.

Public shows at the convention were well presented, with a number of name magicians appearing on the programs.

Fair Tootlers Collect 960G

Not many name bands used, but plenty of smaller combos—500 are employed

NEW YORK, June 22.—Local 802, American Federation of Musicians, reports that over 500 musicians are employed at the World's Fair this season, as against 312 last year. Increase is due to additional attractions on the Great White Way using live musical support and the larger number of exhibits and restaurants employing small concert ensembles, pianists and strollers. Musicians are paid an average of \$75 weekly, bringing the total bill to nearly \$40,000, or \$960,000 for the 24-week season. It is an impressive figure, considering the fact that a number of exhibits and shows resort to mechanized music. On the midway such girl attractions as White Way Casino, Living Magazine Covers and Why Do use recorded tunes at all times.

While not many name bands are getting a break at the Fair, the general picture is brighter than it was last year, when only at the close of the season the fair management resorted to free name band concerts as attendance stimulants. Mike Todd's Dancing Campus uses an average of two bands a week (some of them names). Vincent Lopez has a season contract at Billy Rose's Aquacade, while similar parts have been signed by Ted Straler, playing at the exclusive Terrace Club, and Jay Freeman at Gay New Orleans.

Don Voorees is leading a large combination at the American Jubilee. Other complete units include Dr. Isaac Van Geve at Railroads on Parade, John Kirby and Velero Sisters at Zombie, Earl Duncan at Winter Wonderland and Joseph C. Smith at the Petroleum Industry Exhibit. Instrumentalists are most prominent in restaurants, among them Schlitz-Palm Gardens, Ballantine Three-Ring Inn, Heincken's Holland House and Pabst Blue Ribbon Gardens. Union officials estimate that some 40 small combinations entertain at exhibits.

Ally Lyman was forced to close at Billy Rose's Barbary Coast after a short run when the spot, due to poor business, changed its policy. Lyman filed suit with the union claiming breach of contract.

Vaude House Fire Causes 5 Closings

BALT LAKE CITY, June 22.—Theater business here has taken a beating because of orders closing five showhouses because of purported fire hazards.

The action was taken shortly after a fire at the Roky Theater, vaudeville, destroyed the stage and caused estimated damage of about \$5,000. Fire inspectors said hazards existed at this theater before the fire.

Closing orders were directed at the Gem, Empire, Star and Broadway theaters, all second runs. Repairs have been made at the first three and they have been reopened.

Philly Sets 3 for Fall

PHILADELPHIA, June 22.—While it will be at least three months yet before a new legit season will get under way here, three shows are already on the boards for the 1940-41 round. The American Theater Society, local subscription group, announced its season will begin late in September at the Forrest Theater, with Helen Hayes as Viola in Shakespeare's Twelfth Night. Also definite for the society's season will be the Lunts in There Shall Be No Night and Sarojin's The Time of Your Life.

Attendance by the public was down, due to the conflict of other attractions. The delegates voted to hold the 1941 convention in Cincinnati.

Union Close-Up

AGVA SHOWS	Weekly Minimums	
	Principals	Shows Extra
Aquacade	\$40	\$45
Gay New Orleans	60	40
Winter Wonderland	75	58.50
White Way Casino	65	40
Kirby's Oditorium	42.50	40
Hawaii	50	45
Hot and Cold	40	35
Barbary Coast	60	40
EXHIBIT SHOWS		
American Jubilee	\$60	\$40
Railroads on Parade	60	40
Streets of Paris	60	40
AGVA SHOW		
Ford Ballet	\$50	

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BANDS, COMEDY TOP DRAWS

Thru Sugar's Domino

IT IS anybody's guess as to what the future of the American Federation of Musicians will be under the leadership of President-Elect James C. Petrillo. For all we know—and we hope the guess is correct—Petrillo might launch an era in the AFM which will eclipse in every constructive factor the phenomenal 40-year reign of Joseph H. Weber, who last week suffered his only major defeat: not by enemies or politics but at the hands of Father Time.

It is just as easy to say that the future of the AFM under Petrillo is black as it is to build up a thesis on the point that the younger, dynamic Petrillo will bring to the AFM attributes that will further solidify and insure the future of the most powerful union in the show business and one of the largest trade unions in the world. If one is coldly dispassionate, as we are trying to be on this occasion, the way to do is to appraise the situation rather than build up an argument based on an attitude or on spains the man who has finally achieved his ambition of occupying the AFM presidential chair after a stormy career as Chicago's music dictator.

Petrillo is the type of union executive that the average card holder looks upon with favor. He earned for his Chicago local the reputation of maintaining the highest scales in the country. He achieved this at the expense of getting himself branded as a ruthless dictator; at the expense of inciting fear rather than respect in the hearts of the men who buy music in the Windy City.

Petrillo is not one of those labor career men who founded their dynasties on a constructive attitude towards the amusement industry. He was and probably still is a musician's man. He didn't care who was hit or how hard they were hit; he didn't care how his acts affected anything or anybody as long as the musicians in his ballwick benefited thereby. This was apparently sound procedure, because the security of Petrillo's reign was hardly ever threatened.

Even those who are sold book, line and sinker on Petrillo as the god of the music business will have to admit that the outlook for the AFM is dark indeed if by this time Petrillo has not made up his mind that he will run the AFM a little differently than he did his Chicago autocracy. Petrillo has been a law unto himself in Chicago. He might have conferred with many attorneys or close friends before making important decisions or taking cataclysmic moves, but as far as is known he hardly, if ever, worried too much as to how his associates or rank and file membership felt about his decisions. It was possible to run Chicago that way, as history proves, but we cannot see how it is possible to run an organization like the AFM, with more than 136,000 members spread all over North America, from the desk of one man constituting himself the end and means of power and authority. Petrillo will have to work with his executive board. He will have to lean on the board members for advice, support and voluntary encouragement. He cannot figuratively mow down his enemies in his new job as he was alleged to have done in Chicago. In his new job he will have to be a diplomat; a constructive force in the amusement industry; a dynamic leader in the AFM and a balance wheel—just as Weber was so consistently

and admirably during the 40 years of his reign.

We don't say that Petrillo can't do it, but we do say that he must change his mode of procedure entirely and that he will also have to change many of his ideas. For example, as a powerful local leader he definitely was antagonistic towards traveling bands, favoring local bands at every turn of the road. He cannot and we doubt whether he will be foolish enough to continue his partiality now that he is head of the organization that counts 50,000 of its members in the traveling category.

Up until now Petrillo has been the scowling radical of the AFM, constantly haranguing his colleagues to take drastic action on many of the complex problems that face the union. Now that he is in the driver's seat he will have to be more sober in his judgments, more considerate of the manifold angles that enter into the employment picture and into the future of the musicians' struggle for economic security.

The AFM is a powerful organization—for good or bad. It depends on its president and his board whether the union can make itself felt as a constructive force in the show business or as a juggernaut feared by all and spreading destruction wherever it reaches. During the many years that Weber occupied the stormy throne not a breath of scandal touched him. This was a factor that was of great help to the AFM when fickle public sentiment began to turn against unions that abused their power and against officials of unions who fell from grace. The finger has been pointed at Petrillo on many occasions by newspapers and newspaper columnists. His Chicago administration has often been referred to as an example of what unions should not be. In other words, Weber has had a consistently good press and Petrillo has not.

We do not say that Petrillo can't live down his Chicago newspaper onus by starting off in his job as AFM president with a clear statement of constructive principles and sticking to these principles unalterably. This can be done and we hope it will be, but something will have to be done by Petrillo to dramatize his conversion from a Chicago labor boss to the dignified post of head of the largest theatrical union in the world. Petrillo possesses many qualities that are in his favor. He is dynamic; he is a hard worker; he seems to have the interests of musicians at heart and he will undoubtedly be popular with the rank and file. If he really wants to and if he listens to the counsel of those close to him in the upper ranks of the AFM he will give the union a good administration.

The AFM suffers an irremediable loss in the retirement of Weber from the presidential chair. It should not lose sight, however, of its good fortune in having Weber as its leader for 40 years. The old sea dog who has many kicks still left in him carried the AFM thru countless crises. He gave the union a front of integrity. He supplied it with vital energy and he shaped policies that were responsible not only for the AFM's survival but for its phenomenal growth as well. Weber made mistakes as all men do, but these were honest mistakes of judgment. Petrillo will make mistakes, too. So would anybody else following Weber. But if Petrillo goes no further than did Weber in furthering the interests of the 136,000 members dependent on him he will have done a phenomenally good job. His administration will be carefully watched by all of show business, and it is regrettable that in many quarters it will be watched in the beginning not only with interest but with fear.

Combo Bills Averaged 76 Over All-Films at Pittsburgh Stanley; Cantor, Crosby, Raye Led Season

PITTSBURGH, June 23.—Eddie Cantor's unit, Bob Crosby's Band and the Martha Raye Troupe were top draws in the 34-week stage season closed yesterday at the Stanley, with Hal Kemp, Horace Heidt, Glenn Miller and Ted Lewis next in u. o. power. Averaging \$18,800 weekly for its vaude-film policy, against \$11,732 for a month of pictures only sandwiched in since last September, the Stanley grossed \$616,200 for the eight months' vaude-film schedule that gave way today for an indefinite run of straight films because "no powerful stage bookings are available at the prices we

can pay," according to Warner district manager Harry Kalmit.

Most popular shows were band production units and variety bills stressing comedy, punctuated by "class acts with oomph," reported Stanley manager Charles Eagle, who has been operating local metropolitan theaters for the past 30 years.

Scotching the belief that all movie stars' personal appearances are box office, Eagle informed that "when the film players do something, such as did Anna Neagle or Martha Raye, the music (See CANTOR, CROSBY, RAYE on page 18)

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Pitt Agents Get AGVA Licenses; L. A., Chi Activity

PITTSBURGH, June 22.—An agreement between AGVA representative Lester Litman and AGVA franchised bookers has been reached whereby only AGVA acts will be used except in existing contracts where non-union talent has already been bought. In return, AGVA acts will not double as bookers. Agents have also agreed not to perform.

Local agents are planning a unit of Artists' Representative's Association, supplanting the dormant Entertainment Managers' Association.

Ten AGVA licenses have been granted to agents. They are Joe Miller, Peg Langman, Jack Dalley, Jack Barry, Ann Harvey, Ann King, Gene Carr, Howard Elmer, Steve Forrest and William Russell.

Local officers elected last Sunday by AGVA are president, Jack Wilson; vice-presidents, Phil Cook, Nat Nazario Jr., Lon Starr, Marge Nelson and Lonnie Fisher; treasurer, Eva Herbert, and recording secretary, Carol Gould. Board members are Jean Barry, Betty Benson, Cully Clark, Leta Donn, Carmella Jacques, Nora Lewis, Jimmy Lester, Marty Miller, Maxine Noff, James O'Brien, Rocco Plaza, Zally Rice and Mildred Regan.

LOS ANGELES, June 22.—American Guild of Variety Artists here is co-operating with the Los Angeles Police Commission to eliminate all types of chance games in movie houses in this area and, in addition, is making an attempt to replace those stunts with flesh hits.

A ways and means committee has been appointed and it includes Eddie Davis, Lucile Gleason, Ann Allison, Frank Evers and Fred Johnson. Idea is to revive vaude, particularly in neighborhood houses.

AGVA office signed the Hollywood Cafe after performers had been called out on strike. Agreement calls for a six-day week, as against the former seven-day week, and two shows instead of three shows a night.

AGVA passed a resolution requiring that transportation be paid acts to and from the place of performance and that no licensed agent or associate agent shall work as an act in any show for which he books.

CHICAGO, June 22.—Three night spots have signed AGVA agreements. They are the L. & L. Cafe, Club 56-10 and the Trocadero. Minimum at all three spots has been set at \$30.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

PHYLLIS COLT—Aileen Stanley's cute young singing protégée who sells with a dynamic personality. Caught recently at the Village Barn, New York night spot, she went big with a set of pop tunes and originals that afforded her a chance to display inevitable song-selling charm. Should be a good bet for a rerun, either as a single or a feature in production numbers.

JERRI VANCE—young contortion dancer caught at Leon and Eddie's Club, New York. Shapely, cute and supple, she does her routine atop a table, and adds a refreshing and arresting personality that makes the standout tricks even more interesting and amusing. Definitely avoids the grotesque contortions possessed by some contortion acts. Also gets a routine on the floor. Should be sensational in a rerun spot.

Ballroom Legit Tried in Conn.

HARTFORD, Conn., June 22.—Chandler Inn, in near-by Rocky Hill, has taken a fling at legitimate drama, presenting an entire play without scenery on the ballroom floor. The first offering, *The Drunkards*, directed by Stephen Lindsey Quasha, won rave notices in the local press.

Manager William Pierce has contemplated 10 weeks, a la summer stock, but will await results before making announcement of definite plays to follow. Long intermissions, with dancing, are the order of the evening.

150G Finances Negro Theater Festival, Chi

CHICAGO, June 22.—The Caroleaux of the Negro Theater will be one of the chief features of the American Negro Exposition to be held at the Coliseum here July 4 to September 2. The exposition, financed with \$180,000 of state and federal funds, will celebrate the 75th anniversary of the emancipation of the Negro. A special order has halted the disbanding of the Chicago unit of the Federal Theater until the end of the exposition, and the 75 Negro actors, singers and musicians of the unit will be used in the cast of the Caroleaux and in a second show, *Tropics After Dark*.

Caroleaux of the Negro Theater will be produced by its Negro authors, Arna Bonaparte and Langston Hughes. Etta Moten will play the leading role.

Thomas K. Gibson Jr., exposition authority, received word Tuesday that President Roosevelt has appointed Senator James M. Slattery and Representative Arthur W. Mitchell, both of Illinois, to the commission which will administer the \$75,000 federal appropriation.

ASCAP Pact Calls For Sliding Scale

NEW YORK, June 22.—American Society of Composers, Authors and Publishers released its new radio contract this week. Society spokesmen claiming that the new deal was in line with the Federal Communications Commission's idea of easing the burden of the small broadcaster. As indicated some months ago, new contract calls for a sliding scale as opposed to the old blanket fee of 5 per cent.

Society spokesmen stated the reaction from stations and agencies was "favorable" and that stations were expected to begin taking contracts within a week. ASCAP pointed out there was no need for the broadcasters to work thru an organization, and the contracts would be issued as soon as stations submitted data showing in what percentage categories they belong. Contract is for five years, with license fee ranging from 3 to 7 1/2 per cent.

Belita, Trenkler To "Icecapades"

NEW YORK, June 22.—Two of the top spots in the line-up of the ice show in the Terrace Room of the Hotel New Yorker will be vacated early in July when Belita and Alfred Trenkler leave to join the *Icecapades* of 1940, which opens in Atlantic City later in the month under the auspices of the Arena Managers' Association.

Edwina Hlades will replace Belita after July 3, but will probably remain only six weeks, being under contract also to the AMA. No substitute has yet been signed for Trenkler, who is scheduled to leave the New Yorker July 10. Show is a General Amusement Corp. account.

Lois Dworzhak, rhythm skater, signed for *Icecapades* of 1940.

PARKS GO FOR VAUDE

(Continued from page 3)
Hans Grove Park, near Lancaster; Horsley Park, Hertshey; Carsonia Park, Reading; Downer Beach, Delaware, and Clementon Lake Park, Clementon, N. J., latter using only circus and thrill acts. For the most part, presentation is made in the band shell, few of the parks having regular theaters. Number of acts on the bill varies from three to six. At some spots a nominal fee is charged for reserved seats, but for the most part bills are presented as a free muck show.

Increased use of outdoor movies at the parks is credited with the stimulus, apparently making park managers live-show minded.

Outdoor work in this territory isn't limited to the parks alone, last week found the Rheems (Pa.) Fire Co. sponsoring a vaude show instead of the usual carnival. In addition, management of the Central Airport Swimming Pool near Camden, N. J., plans to have week-end shows.

Realism

NUANGOLA, Pa., June 22.—Patrons at the Nuangola Theater believed it part of the show when Ann Evans, leading woman of the Broadway Players, slipped off the balcony and fell 10 feet to the stage in a scene from *She Loves No No!*. In the scene she is supposed to leap from a second-story window and land on the balcony. She hurt her face and also skinned her legs, ankles and side.

Detroit Houses Oppose Trick Law

DETROIT, June 22.—Show business here may stage a return to gas light, local theater managers complained before the city council last week. The council passed an ordinance banning red and flashing lights within 22 feet of the sidewalk.

Protest was led by Tom McGuire, of Co-Operative Theaters, who said, "No other city in the country has a trick ordinance like this. Imagine New York's Broadway without lights. This would put Detroit back into the last century."

At Mayor E. J. Jeffries' request the council has granted a hearing and reconsideration.

KQV's "Jamboree" Policy

PITTSBURGH, June 22.—New visual broadcast series begun here recently reverses most air-show policies by using other program as medium for making dough at box office from auditorium customers.

Emanating from KQV, Pittsburgh's Jamboree shows from 9:30 to 12 p.m. Saturdays from the Moose Temple, with the period from 10:45 to midnight broadcast.

First program was mostly hillbilly acts, 10 being on the layout. About 800 shelled out 25 cents each to see bill.

Herb Angell announces, and Ray Bounders furnishes the professional entertainment angle, with the performers competing in a amateur night for three cash prizes of \$10, \$5 and \$1.

Backer buys time from station; station promotes Saturday show in announcements.

Radio Party for Ad Men

CHICAGO, June 23.—A highlight of the annual convention of the Advertising Federation of America, opening today at the Hotel Sherman, will be the broadcaster's cabaret party Tuesday night in the Sherman Grand Ballroom. Talent for the show includes George Watson, emcee; Bill Druitt's sing orchestra, the Swing Quartet and Duke Evans, soloist from CBS and Station WBEM; the Three Graces, Tom, Dick and Harry, and Bob Trendler, pianist from MBS and Station WGN; the Escorts and Betty, the Vagabonds; Ransome Sherman, Don McNeill and Gerry Moore, from NBC and Stations WMAQ and WENT; and from Station WLS, Jack Holden, Pat Buttram, WLS Rangers, the Yodling De Zurich Sisters, Hooster Hot Shots and the Arkansas Woodchopper. Harry Kogen's radio-dance orchestra will play for dancing.

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WAXERS MULL TRADE ORG

Chi Holds Foreign Language Schedule

CHICAGO, June 22.—While foreign language broadcasts have been discontinued by stations in some cities, Chicago stations anticipate no immediate change in their attitude toward such airings, according to broadcasters who serve the foreign-speaking population here. Eight Chicago stations are carrying thru with their regular foreign schedules.

Most of the foreign language broadcasts emanate from Stations WGEG, WBBG and WGBD, of which Gene Dyer is executive head. "I see no reason why we should deny these people a much-needed service," says Dyer. "Our foreign language programs are designed to promote sincere loyalty to American ideals. Why remove these good influences and turn over to possible un-American persons these hundreds of thousands of persons who have had no opportunity to learn our language?"

"Census figures," says Dyer, "show that more than 2,000,000 persons in Chicago alone are of foreign or mixed parentage. These people need the help of Americanization programs in languages they understand, at least until they can learn the language of America."

A. C.'s New Station Seen Break for Local Talent

ATLANTIC CITY, June 22.—Despite the objections raised by WBAE, owned by the local Press-Union newspaper, permission was granted the Neptune Broadcasting Co. to construct another radio station at this resort. New station, WFFC, expected to get under way this summer, will be on 1420 kc., operating 100 watts night and 250 day.

Owned by the resort's show people, new outlet will undoubtedly be a break for show talent here. P. Mortimer Lewis, who operates a chain of Boardwalk theaters and amusement places, is the Neptune perry, and vice-president is Richard Bonliott, manager of the Atlantic City Steel Pier. Studio is expected to be located on the pier. Two local outlets replace the old WFO, city-owned, which had been sold to Arde Bulora and merged with his WOV, New York.

NBC Tele Drops 10 Men

NEW YORK, June 22.—Cut in National Broadcasting Co.'s summer television program schedule has necessitated dropping three men from the program departments and seven out of engineering. In addition, nine engineers were transferred to other NBC departments.

Schedule will not lose very much in total number of hours, plans calling for telecasting of nearly 15 hours. But dramatic programs will not be used for duration of summer. Film will be used more extensively.

Probably three outside pick-ups a week will be telecast.

WGN-802 Dispute Settled

NEW YORK, June 22.—Dispute between WGN Artists' Bureau and Local 802, American Federation of Musicians, regarding alleged undercutting of musicians over a period of a few years, has been settled. The Artists' Bureau will pay a "substantial" amount to the union.

Late this week, union execs conferred with Station Director Herbert L. Peitler, idea being to advise station how to avoid legal tangles in booking of musicians.

Heavy Sponsored News, Sports Sked on WXYZ

DETROIT, June 22.—Sale of five weekly newscasts last week to E. S. Kresge Co. gave WXYZ sponsors for 47 out of 49 weekly news broadcasts. New deal, placed thru Simons-Mitchelson Agency, covers a half-hour, five days a week at 3:30 p.m., with Harold True at the mike. Show, which has been running as a substitute, is titled The Day in Review.

Other news programs are sponsored by Cunningham Drug Stores, Later Bros. Coffee and Famous Creamer. In addition, the station has 37 weekly sports programs, all sponsored.

Epidemic!

NEW YORK, June 22.—Something must have happened to those engineers at WNEW, Omnically retiring agents who remain behind the scenes, three of them forced a publicity coup by becoming fathers—all in one week. The men are John Zerpayko, George Gregory, and Max Weiner, and the results are two boys and one girl.

Looks as the publicity director Dick Bard really gets co-operation from his people.

PB.—Leon Jason, engineer at WMCA, today (22) marries Esther Bookbinder.

Supreme Court To Get Disk Case Eventually

NEW YORK, June 22.—Regardless of the decision which the Circuit Court of Appeals may hand down in the near future on the three-cornered disk dispute among Paul Whiteman, RCA-Victor Manufacturing Co., and the WBO Broadcasting Co. (WNEW), case will probably be carried to the United States Supreme Court if that body will review it. Present attitude is that case is of prime importance from point of law, and should be argued before the highest tribunal. Law suit was argued several hours Monday (17) before Judges Learned Hand, Robert F. Patterson and Charles E. Clark, in an appeal from injunction against the radio station granted by the lower federal courts last year.

Advertisers, Agencies, Stations

NEW YORK: WICKLIFFE CRIDER, radio publicity director, for J. Walter Thompson, lifts himself out of the glamorous boy ranks on Saturday (23), on which day he will marry Francis Nalle at the Little Church Around the Corner. This will cause some dismay at 247 Park avenue, where a berry of Powers models had been angling for Mr. Crider for some moons. The couple will honeymoon in Kentucky.

I Love a Mystery coming back September 30 for Fleischmann's Yeast. Joey Nash, one of the most prolific wax artists in the business (he has had to learn as many as 18 songs in one week), has just completed a batch of disks with Johnny Carr for AMP. Jack Miles, recently with NBC press but now a nonpro with The World-Telegram, and Elbert Soares, religious news editor of NBC, are meeting early in July. R. O. Swing is adding seven Mutual outlets on his Mutual program for White Owl. Totals 91 stations now.

Tom Hudson has been added to the WMCA announcing staff. In recognition of its series on Americanism, WNEW has been awarded honorable mention by the American Legion. NBC picnic on Tuesday at the Seneca Country Club, L. I., was attended by 775 employees. George H. Fry, of sales department, grabbed a first in the golf tournament; L. P. Yandell, director of international commercial broadcasting, won a potter race, and Bill Kordecka, net's publicity director, won himself a radio. WGN's "Tonight's Best Story" renewed for 13 weeks.

We the People switches from Banks to Grape Nuts sponsorship for the summer, beginning July 2. Grape Nuts also sponsors Kate Smith daytime program for the hot weather. Tom Harrington, of Young & Rubicam, back from a vacation. Bill Thomas wishes he had a vacation.

PHILADELPHIA:

STONEY McLENN, WIP sports director, conducting contest to determine the most valuable player of the month on each of Philadelphia's two major league baseball teams in connection with his Adams Crothee photo. Stuart Finley, formerly with WWSW, Pittsburgh, appointed relief announcer at KTW. Herman J. Bub, formerly vice-president and treasurer, elected prez of Stewart-Jordan agency upon death of Rowe

NBC Would Give Financial Aid; Some Doubt Success, Cite "Double Cross" Tactics; ET Men Worry

NEW YORK, June 22.—With ever-increasing problems facing the transcription companies, elements within the industry are mulling the advisability of setting up a trade organization to handle union and other problems which are becoming acute. C. Lloyd Egner, in charge of National Broadcasting Co.'s Radio Recording Division, stated this week that his firm is "perfectly willing to financially support such a move," and other waxers indicated strongly that such an organization would meet with their individual approval.

Egner, while expressing his firm's willingness to support a trade organization, stated that problem of organization would be tough and that as yet no one was willing to give up enough time to see the thing thru. Stated it would probably have to be a "professional" organizational job, and that there was no certainty that such a formal organization would function any better than an informal committee.

Idea of setting up a trade org for waxers has been broached before, but was never successful. One of the leading figures in previous attempts stated that move to solidify transcription companies into one group was doomed to failure, owing to fact that companies

may "double-cross each other," and are always mutually "suspicious."

Reasons for broaching revival of trade org idea now are many. These include (1) demands of the American Federation of Radio Artists; (2) election of James Petrillo—enemy of wax—to the presidency of the American Federation of Musicians; (3) move by the West Coast branch of the Radio Writers' Guild to put certain waxers on an unfair list, and (4) collapse of the foreign market.

In addition to above headaches, e. t. firms are now in their slack season, with conditions reportedly not so hot throughout the country, and no important business likely until the fall.

In analyzing general situation, one waxer pointed out that the wax field was filled with a batch of fly-by-night firms, majority of which constantly suffer from money trouble. He predicted a heavy mortality among these "within the next six months."

Foreign market, while never very large, was nevertheless a steady market accounting for an estimated 10 per cent of the gross wax business. According to Harry S. Goodman, e. t. producer, practically every good show could be sold abroad because of shortage of talent. Currently, however, Goodman has money owing to him from programs sold to Holland and French government radio stations; and he doubts very much that he'll ever see this coin. Other e. t. firms which have sold shows to war-torn countries are in the same position. Situation in the British dominions is also tough for American waxers. Since the war, no wax can be sent to Australia and New Zealand, countries which were once the prime dumping ground for cheap American waxes. Canada still accounts for some American business, but present law calls for a duty of 40 per cent of the cost of the disk. In addition, rate of exchange is unfavorable and is expected to become even more unfavorable.

While negotiations with AFRA are going on, and with business in the usual summer slump, some of the waxers have conceived the idea of producing a batch of programs as quickly as possible. The idea is to get some material finished before union scales are jacked up by one or all of the various talent groups. As yet, AFRA situation remains just a threat, and it is hoped that former pres Joseph N. Weber will be able to keep a restraining hand on the new leader from Chicago. Other union execs in New York, however, frankly admit that the e. t. men have cause to be jumpy. Radio Writers' Guild in the East is not going after waxers currently to the same extent as the Coast office—the Eastern division being more concerned at present with working out a contract covering scripts on new work sustaining programs. But the Eastern e. t. field is definitely slated for an overhauling, just as is the Western. As yet, Guild has no contracts.

HOLLYWOOD, June 22.—Peaceful settlement of dispute between Radio Writers' Guild and the Association of Radio Transcription Producers was seen here this week, following combat between attorneys of both groups. RWG had decided to publish names of transcription companies who had not signed up, but wax outfits threatened legal action if such an unfair list were printed. Meeting is to be held first part of the week, at which time it is expected that all difficulties will be ironed out.

NBC Artists' Bookings

NEW YORK, June 22.—NBC Artists' Service has set the following: Return engagement of Gordon Gifford on Musical Americans for June 27; renewal for 62 weeks of Pepper Young's Family with same cast, including Betty Wragge, Curtis Apple and Marion Barney, picking up or option on information phase and Milton Cross, program's regular announcer, for a second year, and setting of Lyle Van on news program for Campbell's soup beginning June 11.

Stewart, its founder and former prez. Jerry Toman, appearing at Zwygryn Casino here, scheduled to return to the airlines in the fall via WGB as emcee of an audience participator tagged How Would You Like To Be An Actor. Joe Dillon back at his WFFC announcing chores after a sledge of stomach aillings. Albert H. Doeray ad agency grabs off the Great China Food Products account. Al Stevens, WFIL newscaster, had a narrow escape, coming out with only scratches after a head-on collision when driving with his wife and children. WFIL Camera Club listeners hunt to West Point and Bear Mountain, N. Y., next Sunday.

FROM ALL AROUND:

Denver Notes: Edgar T. Bell, of the Oklahoma Publishing Co., has announced the promotion of Hugh B. Terry from station manager of the company's KVOR in Colorado Springs to sales manager of KJZ in Denver. Dudley Telenche, sales manager of KVOR, becomes the station's manager. Washburn La Hay returns to KJZ as director of women's activities, a position she held prior to becoming associate editor of the Kansas City Labor Herald. W. M. Harrison Jr., son of the managing editor of The Oklahoma City Times and a member of the WFL news staff, joins the KJZ news staff. This addition to the station's news staff is made necessary by its new 26-hour-a-day operating schedule, which has brought an addition of two newcasts.

Kennywood Park, Pittsburgh, has installed a KDKA television exhibit for three weeks, in co-operation with Boggs & Buhl department store. Pittsburgh NBC engineers and KDKA announcers are operating the exhibition. Director Evelyn Gardiner, of KDKA's Home Forum, has been elected president of the Women's Advertising Club. Betty Washner has been added to the WCAE traffic department and Bill Theman has been promoted from the WCAE traffic department to the continuity staff.

Willard Delano Whitfield, of NBC, New York, called recently on the Nita Mary from San Francisco for Japan to deliver a series of lectures at the Oriental Cultural College in Tokyo. King Harris, formerly with the J. Sterling Getchell Agency, New York, has joined the KFO-KHO sales staff in San Francisco. Ralph O'Grady, formerly associated with Kasper-Gifford, Inc., has replaced Marjorie L. Spriggs as copywriter at WOR, New York. Later has joined the staff of WPZ-WBZA, Boston and Springfield, Mass.

Program Reviews

EDST Unless Otherwise Indicated

"Radio Newsreel"

Reviewed Wednesday, 9:15-9:30 p.m. Style—Transcribed newsreel. Sponsor—Carl Fisher Musical Instrument Co., Inc. Station—WJCA (New York).

Newsreel finally grabbed itself a sponsor. Program's idea is a good one—being to record voices of people in the news. Recordings are taken on the spot of the actual talk, both in the United States and foreign countries.

Wednesday night session last week presented Anthony Eden, speaking in London on the war situation; different airplane experts in the United States talking about problems of American defense, and Harry Hershfield, Constance Bennett and others. In some instances the speaker was quizzed. Program stresses the fact that the voices are not improvisations.

Product plugged is Recordite, a phonograph and radio gadget which makes recording that are usable on any standard phonograph machine. Gimnick is plugged as the "candle camera of sound."

A good tie-up, and should sell. Ackerman.

"What Do You Say?"

Reviewed Wednesday, 12:15-12:30 p.m. CDST. Style—Quiz. Sponsor—Calumet Baking Powder Co. Agency—Young & Rubicam, New York. Station—WGN (Chicago).

The story can be told in one word: snipid. This show is a man-on-the-street dressed up like a quiz. But the questions aren't questions and the \$5 prizes aren't awards for answering skill but just remuneration for gabbing into the mike.

Alan Scott, who presides, puts whatever topic there is in the program. But housewives appearing on the show are told that it doesn't matter what they say as long as they say it. They receive their prize money anyway. Their opinions are asked on such significant questions as "How many steps does a homemaker take in a day?" "How do you go to sleep?" and "Is a woman's place in the home?" Dollar bills are mailed to listeners who propound these philosophical puzzles. Modell.

"Information Desk"

Reviewed Friday, 8:15-8:30 p.m. Style—Questions and answers. Sponsor—Major Oil Co., Philadelphia. Agency—Adrian Bauer, Philadelphia. Station—WIP (Philadelphia).

This is a scholarly, only too scholarly, transcription of the newspaper's question and answer column to the strains. Instead of any quizzing, it's a forthright clearing of all questions submitted by listeners. In short, a punctuated reading of the encyclopedia. And just as exciting.

John Paul Weber, as the "Major" (title in deference to the sponsor), thrice weekly reads off the answers to the question fired by announcer Alan Ford.

Intent of the stanza is worthy, but it's too academic to make for comfortable listening. Advertiser applied in abnormally doses, with the emphasis on the end, any lead from a listener resulting in an all-burner sale rating a \$10 note. Best question of the evening is not off as a "Bell Ringer," which brings the listener a prize of 10 gallons of oil. Oudenker.

"Uncle Jim's Question Bee"

Reviewed Tuesday, 8-8:30 p.m. Style—Quiz. Sponsor—Lever Bros. Product, Rinsol. Agency—Ruthyuff & Ryan, Station—WABC (CBS).

Bidding time until Edward G. Robinson returns to the mike in *My Town* in the fall, Rinsol has dashed up an interesting quiz session as an inexpensive replacement. The program, another version of the old *Uncle Jim's Question Bee*, has several different angles in order not to be a carbon copy of hundreds of other quiz bees bumping into each other.

Set-up has each questioner brought before the mike given a bank of \$10, of which he is entitled to bet up to half

on each question. If he bets the five he has \$15 if the first broadside is answered correctly. He can bet half of the \$15 and so on for four questions. Top money that can be obtained from this program by any contestant is \$60, which includes a \$15 bonus for high man and \$1 for reading a question pulled out of a hat for announcer to struggle with. Contestants on opening program were none too bright, and timid about betting the limit. Result, one participant walked off with \$13, two with \$3 and the last with \$22, which gave him the bonus.

Gimnick at the end has one of the staff blowing a balloon while emcee hurls questions in rapid order. When balloon breaks the question period ends. Each query answered here garners an additional buck.

Quizzes as a rule are a little more difficult than is usual for audience participation shows. Two dollars paid for each question used.

Rinsol gets quite a few plugs, since questions put to announcers are designed to include a commercial. In view of the number of these shots, the product spiel by the announcer in the middle of the program is too long.

Bill Slater does a smart emcee. Fred Utal announces. Heckling from the studio audience advising the participants on how to throw away their banks is good for a few laughs. Cohen.

"What's on Your Mind"

Reviewed Monday, 8:30-9. Style—Audience participation. Sponsor—Planters' Nut and Chocolate Co. Agency—Raymond R. Morgan, Station—KNX (Hollywood, CBS Pacific network).

Here's a show that seems to be doing a good job of peddling peanuts and cooking oil via the question and answer route. Opens with Western Union messengers on motorcycles ready to deliver \$5 money orders to listeners who have had their questions accepted. With this cash bait worked into certain rates, it sets as hook to keep listeners tuned in.

Tom Braunman takes the helm and does a good job of piloting the production. Listeners are told if they have anything on their mind, to write the station. Those who qualify get to the air their views at the mike. Some interesting stuff turned up.

Quiz part of show is handled in routine manner. If participants fail to answer questions sent in, listener gets extra \$5.

What's On Your Mind has a few new angles that take it out of the run-of-the-mill type of question and answer show. Scripting is done by Wain Sutton, with Sam Pierce handling production. Owen.

"Once Upon a Midnight"

Reviewed Tuesday, 9:9:30 p.m. Style—Dramatic. Sustaining over KECA (Los Angeles).

This once-weekly, half-hour series has proven one of the best either draws in this locality, making good listening fare for dramatic show addicts who like their chills undiluted. Each production is adapted from the works of Edgar Allan Poe, and so far each has been about equal in popularity.

Ted Osborn handles the lead, starting the show with straight narration and fading into dramatizations. Osborn makes the most of his ability before the mike.

Show caught. *The Assassination*, was well paced by Glen Hetsch, who handles production. Adaptations are done by Forrest Barnes, who gets the most out of Poe's material. Original music for the series is composed by KECA's musical director, Claude Sweeten. His stuff is strictly on the weird side, and does much to maintain the mood of the story.

Others in the cast were Hans Conrard, Luciene Tuttle, Gale Gordon, Joe Kearns and Frank Nelson. Owen.

"Mabel Cobb's Book Theater"

Reviewed Friday, 8-8:30 p.m. Style—Dramatic. Sustaining on WEVD (New York).

Dramatizing the best sellers among new books is topically sure-fire enter-

tainment if story is competently adapted and acted. And this program is designed also as an opportunity for aspiring actors. With the added purpose of using the spot as a means of acquainting listeners with the new literary works, show starts off under favorable conditions.

At the end of the first half-hour both subject and adaptation had withstood the test, applause going to Mabel Cobb, producer and adapter. F. Van Wyck Mason is author of the original novel. *Stras on the Sea*, which was condensed for this initial broadcast. The program's weakness, tho, lay with its actors, who seemed to hesitate to act, leaving characters undefined.

Script confined itself to just one part of the original novel, but Miss Cobb's skilled condensation was in itself a finished drama rather than a serial teaser or trailer. It revealed a historical plot in the early days of the American Revolution and presented the New England point of view.

If lifted from the "opportunity" and "try-out" category for its cast, and equipped with good performers, program would easily be worth a sponsor.

Wells.

"Strictly Business"

Reviewed Friday, 8-8:30 p.m. Style—Comedy. Sustaining on WJZ (New York, NBC-Blue network).

This new comedy series is both summer fodder, being easy to listen to and requiring a minimum of concentration. Script by Knowles Entrikin and Howard Breslin is breezy, with the production nicely paced.

Program concerns the love life of Hank Shepherd, a publicity man, who is in the enviable position of having a deb and a commercial artist battling for his affections. Shot caught had the embattled females employing an infant, Sylvester, as one of the tactics in the fight to get the No. 1 position with Hank. Plot complications are not too deep, containing just enough gravity to provide a peg for the banter.

Cast is headed by Lawson Zerbe as Hank Shepherd, who meets his dramatic requirements nicely. Joy, of the 400, played by Peggy Conklin, and Mary, the artist, provided the love interest effectively. Maurice Walls delivered a nice character role as a timid clerk, while Ray Collins offered a good drunk scene. Johnny Call, Eugene Audley, Ed Jerome and Ethel Browning give staunch support. The music cues are appropriate. Cohen.

"KYW Spielers Can Read"

PHILADELPHIA, June 28.—If listeners are wondering how radio announcers learn to pronounce the jaw-breaking names of persons and places in the foreign news, the answer—at least at KYW—is that they look upon the wall. For on the walls of the KYW news room Jim Aull has hung 30 by 40-inch cardboard charts containing phonetic spellings of all tough names likely to come up in the dispatches of the day. In all, 43,000 phonetic pronunciations have been filed on the walls since the system was inspired back when Japan invaded China.

A. C. Interests Angle For Trenton Station

TRENTON, N. J., June 27.—A Trent Broadcasting Corp. has been organized here to secure a new radio station for the city, group seeking a 1,000-wattor on 1310 kc. It was disclosed that Atlantic City interests are involved, officers of the new corporation including Richard Endicott, manager of Steel Pier at the resort, and A. Harry Zoog, formerly with WFO in Atlantic City. Endicott is also vice-president of the Neptune Broadcasting Corp., which has been granted permission to establish WFTD in Atlantic City.

Hollway's NAB Post

HOLLYWOOD, June 22.—New director for National Association of Broadcasters is Harrison Hollway, manager of KFI-REDA, succeeding Donald W. Thornburgh, CBS vice-presy, who declined to run after holding job for two years. Thornburgh leaves for New York, where he will attend a joint meeting of the NAB, Broadcast Music and Independent Radio Network Affiliates.

RKO Hurries Kyser Pic

HOLLYWOOD, June 22.—Figuring to cash in on Kay Kyser's popularity while he remains on top, RKO has ditched a feature film in order to give the Kyser flier first call. Kyser has until the latter part of September to face the camera, when he will head east to fulfill band bookings. He wound up his current engagement at Catalina this week.

Comment

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

Easy does continue with material of universal interest, and with delivery which explains the extended run on the air. During installment presented for April 7 p.m. recently on WJZ and the NBC Blue net, the Ace household is in a dither over the failure of Jane to obtain a berth in a legit production which, oddly enough, gave her untalented husband a role and an opportunity to make his theatrical debut. The resulting adverse critical reviews burn him up. Jane reneges them several times, to aggravate his torment. The teasing would have gone far into the night were it not for the introduction of a litigation in which Mr. Ace is named defendant. The 15-minute serial does a good selling job. S. W.

To vary his program for Campbell's Soup, Lanny Ross did a memory lane selection last week. Dressed up the song with the story of the memories it holds for the one submitting the request. On his quarter hour over WABC and the CBS network Tuesday for Franco-American spaghetti he rendered a natural for his type of singing. It was *Scary Hacen's Soul*. The West Point trimmings were himself. Repertoire represented a nice cross-section of musical appeal, including *Her Name Was Rosie*, *Bells of St. Mary* and *How Can I Ever Be Alone?* Ross is dependable for a standard attraction. Commercial, handled by Del Shabazz, reached a new and pleasant high for friendly and good-humored sales talk. S. W.

and definitely below par. It was short of drama and did little by way of chronicling the life and work of the composer. Rather, the program was just a series of Herbert compositions, which was okay in itself. Criticism lay in absence of biography and history. Clark Dennis and Elizabeth Newberger deserved announced credits, along with Don Verbeke Band, for handling the vocals of *Mus No Apem*, *March of the Troop*, *I'm Falling in Love With Someone* and others. Dupont commercial is on high plane. S. W.

PAT STANTON returned his *Book Reviewer* to WDAS, Philadelphia, after an absence of three weeks, on Friday at 4:45 p.m. It's straightforward, enlightening discourse on the would-be best sellers of the day. Stanton dealing in reader interest rather than literary qualifications. As such, his weekly stint holds wide interest to the average listener who might want to read a book. When caught, he warned readers about the "ifs and whens" and "maybes and buts" that serve as a basis for most of the books out today based on the European crisis. His plugs went for *The Man Who Took Trains* and *The Lights Go Down*.

JOHN FACENDA does a masterly job of reading the *War News* edited in intelligent fashion by Eddie Mayer, news chief at WIP, Philadelphia. Caught Wednesday at 8:45-9 p.m., it's a nightly round-up sponsored by Jacob Hecht's Sons, local clothiers. The new digest is edited in times mag fashion, and Facenda's reading is dramatic, but not alarmist. Also handles the commercials with skill. M. H. O.

Radio Talent New York

By JERRY LESSER

BRUNO WICK celebrated this week. He spent 18 years in Europe, in years in show business in America and was married 18 years. . . . **TED SLADE**, NBC sound man, left for a three-week vacation on the Coast. . . . **GIL MARBLE**, NBC engineer, also leaves for a vacation this week. . . . **NELSON CASE** starts as announcer for *Short Short Stories* this week. . . . **PARKER FAMILY** has been handed a renewal for the next six months. . . . **LUIS VANROOTEN** got back from an extended trip to the Coast.

Neurvy Lowell, one of radio's fastest rising directors, seems to have hit the nail right on the head when he said, "A director must FEEL and DO. First, he must feel what the public will like, so that they will feel like buying the product, and second, he must do what they like, so that they will go out and do the buying." Sounds sound to us. . . . **Arnold Moss** and **Ed Castel** are in the new *Johns musical*. . . . **Art Carney**, mimic, has been appointed commercial reader for the "Pot of Gold" program without previous experience as an announcer. . . . The correct answer to last week's jack-pot question on CBS "Take It or Leave It," as to how many is occur in the numbers from 1 to 100, caused so much controversy that more than 150 telephone calls jammed the CBS switchboard. The answer is 30—figure it out for yourself. . . . Originally, **George Hopen**, Mutual's announcer, wanted to become an actor, altho his family wanted him to be a lawyer; so he compromised by becoming an announcer, claiming that microphonics give you a larger audience. . . . **Queen Williams**, NBC's new singing star, is attracting the ears of the major recording companies. . . . **Virginia Verah** will have her fan club reprinted at her wedding in Chi next year. . . . **Juan Albano** is asked almost daily by aspiring actors, "How do I get in

radio?" She tells them, "Stay in your home town and develop yourself there so that you'll have some kind of a record under your belt when you attack the 'big time'."

COCA-COLA has renewed *Singing Sam* for a year thru Wilson, Powell and Hayward. Agency also set **MARGARET DAUN** for summer show sponsored by Stroh beer in Detroit. . . . **LILLIAN OKUN**, director of fair broadcasts for the Johns-Manville theater at the New York World's Fair, is filling in time between regular WMCA commercials with guests from related fields of entertainment, capitalizing on talent making the news pages. Talent costs are met by producer or sponsor who happens to have the performer under regular contract at the time. . . . **PAUL ROSS**, a CBS alumnus, is now a talent representative with Wilson, Powell and Hayward. . . . **Phillips Lord's** summer activities are down to four shows: *Mystery House*, *Mr. District Attorney*, *We the People* and *Skyblazers*. . . . **Mary Foster**, the editor's daughter, a 15-minute o. t. transmitted by World Broadcasting and scripted by Wilson, Powell and Hayward, is in its third year already and will run on indefinitely. Production is limited to the Midwest, and stars **PARKER FENNELLY**. . . . **PATRICIA TRAVERS** will be starred by Paramount in *There's Magic in Music*. . . . *Metropolitan Auditions of the Air* is pretty certain to return in the fall for **Shirley Williams**. . . . **HELEK TRAUDEL** in Chicago auditioning for broadcast with Chicago Women's Symphony Orchestra. . . . **PATRICIA LYNN** is singing and doing dramatic parts for sustainers on NBC. . . . **EUGENE JELESNIK**, violinist, who has his own band at the Monte Carlo night club, has been set to do a *Continental Varieties* show for NBC television Saturday, July 6. He will feature **Charlette Claire** and **Edward Yutan**. . . . **MARCIA HARRIS**, singer-dancer makes her third appearance in an NBC tele show Saturday, July 13.

FCC Talent Probe Hits NBC, CBS Bureaus; Cites Earnings

NEW YORK, June 22.—Detailed analysis of the Federal Communications Commission's investigation of the activities of artists' bureaus of National Broadcasting Co. and Columbia Broadcasting System—which the report charges with controlling the destinies of some 800 top artists—brings out the following claims:

(1) Because of exclusive contracts, nets control availability of talent to competitors, with result that regional nets and stations have not attempted to develop their own talent, but have depended upon NBC and CBS.

(2) CBS and NBC also control the furnishing of non-broadcast concert services throughout the country. Agreed showing that in 1937-38 CBS booked its managed artists to 275 cities and NBC its artists to 77 cities. Claimed that the two artists' bureaus have parceled out the territory, so that cities served by CBS cannot hear in concert the NBC artists without the latter's consent, and vice versa.

(3) Owing to control of talent, talent concentration has been limited to certain centers, and artists are prevented by contract from obtaining employment from other stations. Report adds: "If there were free competition, artists could seek employment and other nets and stations could develop talent centers, thus reducing dependence on CBS and NBC."

Bureaus' Earnings

FCC report claims that in 1938 CBS had a total of 391 artists under contract. Commissions from earnings of 118 radio artists were \$105,336, and from concert artists \$33,245. In addition, CBS was paid \$139,067 by communities in

which the artists appeared. Decca bands paid Columbia "appearance fees" to play on net broadcasts, money from this source totaling \$54,849. Also, hotels and cafes desiring publicity are claimed to have paid CBS \$20,317 as an inducement to use their entertainment as program material.

FCC report claims NBC in 1938 had 319 radio and 87 concert artists under management, and that in 1937 NBC received \$34,036 in radio artists' commissions and \$12,793 from concert artists' commissions. In addition, it received \$71,233 in commissions on earnings of 117 bands, and \$30,000 from hotels and cafes for permitting their entertainment to be aired as part of net sustaining programs (remote wires).

Ciney Musikers, WCKY Squabble

CINCINNATI, June 22.—Station WCKY, Corington, Ky., and with studio offices in Hotel Oibean here, was still without Cincinnati-originated music today as a result of a controversy between the station and Cincinnati Musicians' Association over the number of musicians to be employed by the station. Trouble started Tuesday (13) when station's five staff musicians were advised to stop working by CMA President Oscar F. Hild, who declined to call the action a strike.

Hild said that with the station's increase in power to 50,000 watts, the union felt that it should increase its staff of musicians from five to 16, in negotiating a new contract with the union. WCKY declined to increase its numbers, he said.

A statement issued by the station this week said that "WCKY regrets that it is unable to meet the new demands of the local musicians' union, which are for more men than our present staff. Present orchestra is being used on the air an average of two and one-half hours per week."

In asking for an increase in WCKY's music staff, Hild cited the fact that Station WJW, local 50,000-watter, employs "close to 70 musicians."

Wolf Peddles "Playhouse"

NEW YORK, June 22.—Ed Wolf agency is peddling *Marjorie Playhouse*, a series of dramatic productions, a 15 Lux Theatre, adapted for daytime serials.

Waxed samples include *Dark Victory* with Gertrude Warner, and *Bachelor Brother* with Jimmy Meighan and Alice Blainehart. David Gothard is narrator in a modified Owen Welles manner for the series, which will be made up entirely of adaptations from best sellers among novels and biggest box-office draws in pictures.

The *Blue Beetle*, transcribed children's program, has been renewed for 26 weeks over 65 stations on a Fox Syndicated feature, with WMCA the New York outlet. Produced by Grambach Productions, Inc.

Chicago

By NORMAN MODELL

JEAN MUIR, MOM star, who passed thru Chicago last week, may be featured in a radio show this fall. . . . **TOM POY**, of the WGN continuity department, took over the news bureau. . . . **PERCY FAITH** is new *Carnation* concert conductor. . . . **GARY MOORE** and **FORD FEARSON** teamed for St. Louis Sunday (23) to pick up the Beat the Band broadcast from there. . . . **JOE ANLEY**, radio director of Aubrey Moore & Wallace, has opened an office in the London Guaranty Building. . . . **COBINA WRIGHT JR.** will guest on *FAPA Row Center Friday* (28). . . . At the ball given by Cathedral Guild of Catholic Actors, **HARLEET LINEHAN** announced her coming marriage August 17 to D. E. SKOOSTROM.

Johnny Johnston reentered for Hollywood, both to placate his laryngitis and let the cinemasters give him the once over. . . . **Virginia Clark** will go there too if the picture company which bought the film rights to "Helen Trent" from D-S-II asks her to star. . . . **Janet Logan** has taken **Betty Winkler's** place on "Road of Life" in the role of Helen Gowen. . . . **Ralph Noland** is the new tenor with the "Northstars." . . . **Malcolm Hracham**, former Chicago actor who turned script writer when he hit New York, is back here on a visit. . . . **Dan Suller** is taking **Bob Kelley's** part in "Scattergood Baker" because Bob found the job was conflicting with his duties on "Kitty Keene."

New WGN Artists' Service

CHICAGO, June 21.—WGN has established an Artists' Service, which according to reports, will be headed by Noel Gerson, and guided in large measure by the Hollywood-imported producer, Bill Baehner, who recently accepted an important executive position with The Chicago-Tribune station. New bureau will operate very much like the NBC Artists' Service. Contracts are offered on a freelance basis, with a 10 per cent take for station on all jobs accepted by performers whether thru WGN or not. Among personnel drafted for new set-up are John Bernbaum, former Tribunes advertising man, and **Mervin Wolf**, whose experience in show business adds up to 23 years.

Templeton Replacement

CHICAGO, June 22.—Alka-Seltzer, thru Wade Advertising Agency, has ordered new quizzer, *The Quiz Kids*, as summer replacement for *Alec Templeton Quiz*, which left the air June 17. Show is scheduled to start on NBC-Red June 28. Program will feature five children, ages 7 to 14, who possess unusually high I.Q.'s, competing with each other in answering questions of adult difficulty.

Muzak, 802 Near Pact

NEW YORK, June 22.—Muzak, wired music service, expects to conclude a new contract soon with the musicians' union regarding installations. Company execs have already had talks with Local 802, American Federation of Musicians, and state amicable settlement is in the offing.

Current agreement is that Muzak will not install in spots where musicians might be used. New terms will probably have minor changes.

moonlight is full summer opportunity without kitting from her, so she'd have some "problems" to solve in the fall. . . . **BUCK RASCH**, hillbilly singer on KENT, De Moines, became a father recently. Son is **TERRY DALE**. . . . **TOM AND ED PLEHAL**, harmonica artists over WCCO, Minneapolis, guest on **AL PEARCE** CBS show Monday (24). . . . **BEN FELD**, musical director of KMOX, St. Louis, will wield the baton tonight (23) at the St. Louis Country Club. . . . **ELAINE O. MUSCHANG**, former sax player in Irving Rosen's Band, has been added to the arranging staff at KMOX.

Hollywood

By DEAN OWEN

BILL ORR, steps out of spot in *Meet the People* for a visit to *It Happened in Hollywood*. . . . **RKO Studios** are stretching production limit on **OSBORN WELLS'** first flicker to 104 days. . . . **ROSEMARY LANE** is set for a trio of guest spots on ether, show following completion of *Leader Must Live* for Warders. She goes two on the *Valley* show and one for *Crosby*. . . . **MRS. LEITH STEVENS** heads for Dearborn, Mich., where she'll join **Leith Stevens**, who is starring Ford summer show. Stevens heads for Hollywood in the fall to resume as musical director for *Big Town*. . . . **NORMA YOUNG** of *KH's Happy Homes* program has been selected proxy of the Los Angeles Advertising Women. . . . **EDDIE DUNSTEDTER** is set to get a few national plugs, from fellow mactros on his new tune, *Just a Few Thrills Ago*. . . . **AL PEARCE** reports that 80 per cent of the talent which showed up for his recent audition here insisted on either singing or playing *South of the Border*.

JOHN CONTE plans to head *East* this summer after his wind-up on *It Happened in Hollywood*. He hasn't been back since he was six years old. . . . **FELIX MILES** gets a new ticket as musical director for Woodbury Playhouse summer serial. . . . **DICK WEED**, who has been on the road for Republic Broadcasting, is back in town, mapping production plans for new web. . . . Summer show sponsored by Union Oil Company will feature **NADINE CONNOR** and **LEE SWEETLAND**. **KNOX MANNING** also joins up to act as narrator.

Here and There

LYNELLE GREER, who does advice to the looker stint for Paramount Laundry, on KFOR, Lincoln, Neb., goes off the air July 1 for a two-month vacation. She gave as reason the need to allow the

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BOOKERS ANTICIPATE BOOM

On the AFM Convention Floor

IN RETROSPECT, the American Federation of Musicians' 45th annual convention, held at the Indiana Ballroom, Indianapolis, last week, was relatively free of the fireworks that have been shot off at previous get-togethers. The most important and meaningful event of the week-long sessions—the election of a new president after 40 years, when James C. Petrillo was voted into the place of honor vacated by Joseph M. Weber—was accomplished with absolutely no opposition whatsoever. With no one nominated to run against him, Petrillo, dynamic head of the Chicago Federation of Musicians, was swept into the national office unanimitously.

The nearest approach to really dramatic excitement came with the defense by Chauncey Weaver, member of the executive committee which partly comprises the Federation's executive board, of the alleged indictment of him by Praxy Jack Rosenberg of Local 802 and Robert Sterns, editor of the 802 Journal, on a charge of supposed betrayal of the Federation at last year's AFL convention in Cincinnati. The New York local's monthly publication had attacked Weaver in several issues during the past winter for his allegedly derogatory remarks about the present administration of the country, and it was against these attacks that Weaver attempted to defend himself at last week's convention.

His rather scolding remarks about Local 802 and its leadership brought Rosenberg and Sterns to their feet in protest and brought forth from Weber the rebuke that Weaver was "going too far." The ensuing uproar of the next few moments, despite its dangerous treading on personal integrity and character grounds, was quenched by a good many delegates as a welcome relief from some of the dry speech-making that punctuated the sessions at regular intervals.

THE extent of the good job done in Washington on behalf of the WPA Music Projects by J. W. Parks of the AFM executive board was measured by the enthusiasm of the rising vote of thanks accorded him for his investigation and activities in this field. Parks, in his report to the convention, recommended that a law be passed making it mandatory for every local to file with the international secretary's office the number of the congressional district in which each local is situated.

Harry J. Steeper, chairman of the Union's WPA committee, recommended that the Federation be empowered to continue to keep a representative in Washington to watch over the interests of AFM members on WPA music projects. Parks stated that over \$9,000,000 was paid to WPA musicians last year, and expressed his belief that a few more millions will be appropriated for the same purpose next year.

G-Hat Men

RESOLUTION to add a musician's social security number to his union card, as well as his signature which is now required by AFM law before any engagements may be accepted, brought

Believe It or Not

INDIANAPOLIS, June 22.—Mystery of the absent-minded musician at the AFM convention here last week was solved when the boys from the Detroit local got back home. Edward Werner, formerly leader at the Michigan Theater in the auto city, got so thrilled at the election of James C. Petrillo as AFM proxy that he thought Jack Perentis, president of the Detroit Federation, should know about it right away.

Perentis, Werner wrote out a wire and sent it from the floor of the convention to Perentis, addressed to Detroit. Payoff was that Perentis was standing beside Werner when he sent the wire.

forth a storm of pros and cons, with the matter finally going to the exec board for study and adoption if feasible.

The lengthy debate on something that seemed to a number of delegates to be slightly on the trivial side in the face of so many other important matters on the docket took a lighter turn in the form of opposition from one of the conventioners when he contended that, if a few more detailed, technical rules like this one are imposed on the membership, it will eventually evolve into a case of fingerprinting and photographing members, with the AFM beginning to resemble the FBI.

The analogy got laughs, but the matter still went to the exec board for survey.

On the more serious side was the impassioned and fiery argument put forward by A. A. Tomel and A. Rex Riccardi, press and secretary of Local 77, Philadelphia, in defense of their resolution asking that the Warner Brothers be placed on the national unfair list of the AFM as a result of Local 77's inability to combat locally so large a corporation. Genesis of the resolution was the long-drawn out fight between the Warner theaters and the Philly union over what Tomel and Riccardi call the forcing out of over 140 musicians from these houses in Philly since last December.

AFM executive board had endorsed the strike called against the Warners by Local 77 and had contributed \$7,000 to carry on the battle, but when it came to the drastic action called for by the resolution Praxy Joe Weber balked, claiming that such action would not settle the Philly matter and would only throw more musicians—about 6,000 of them—out of work in other Warner houses all over the country. The proposal, reported unfavorably out of committee, met its Waterloo in the concurrence of the convention with the committee's report.

Kid Competition

EVEN the problem of tough competition from the younger generation—the very younger generation in the guise of high school kids—came up for scrutiny at this 45th convales of union musicians. A resolution clarified the province of professional musicianship and the field of music education and performance and demanded that any school band, its director and even the superintendent of its alma mater, be deemed unfair to the Federation and so held by the local in whose jurisdiction the violation (of treading on the province and the toes of the professional membership) is committed.

The proponents of the measure, Dan H. Brown and D. O. Hughes, of Local 59, Greenville, O., found themselves subtly slapped down by the unfavorable report of the committee, which held that a local should be able to handle such a local school matter by itself, and that, in effect, there was hardly any necessity of bringing the national body into it.

THE thought occurred to many that a resolution attempting to prohibit any employer of music from taking part in AFM conventions was aimed primarily at Jules Stein, head of Music Corp. of America and also a delegate to this and previous conventions as a member of the Waukegan, Ill. local.

Resolution, of course, named no names, but the inference was drawn that Stein's interest—as well as those of any other delegates similarly situated as band bookers or employers—on one side of the fence might conflict with those on the other side. Committee's report on the proposal was unfavorable and the verdict was upheld by the convention.

Canadian Rep

TWO resolutions, worded exactly the same, took up the middle for Western Canada, airing the grievances of members of the AFM in that section to the effect that no Canadian executive officer has visited there in 20 years and that the locals therabouts have suffered as the

result of such a lack of co-operation and close relationship with the Federation. Both proposals asked for the appointment or election of such an officer at the convention, but the request was amended out of committee to appoint an additional traveling representative rather than an exec officer.

Canada also entered the convention picture as regards the allegedly scarce employment opportunities for musicians in radio stations in the majority of large Canadian cities. Hinting at the great use of recorded programs over the Canadian Broadcasting Corp., a resolution demanded the discontinuance of all waxed CBC air shows, but the squelcher was put upon that when Praxy Weber explained that it would be highly unwise to interfere with government controlled radio stations at this time in Canada's war crisis. Not only unwise, explained Weber, but impossible to do.

DELEGATES unanimously endorsed the favorable report of the committee on a measure to assist musicians in sympathy work in getting the benefits of social security. Although wage earners, symphony toolsters are exempt from benefits of the act because the act exempts non-profit-making organizations.

Resolution called for the AFM making every effort to bring within the purview of the social security act all members of classical groups, although the sponsors of the proposal offered no specific plan for the Federation to follow in doing so.

Relatives Taboo

JOE WEBER, as is his wont, pulled off quite a few bon mots in his dryly humorous manner during the six-day convales, but one that got one of the biggest howls from the assemblage came about when he changed the convention's vote from against to for on a particular resolution. Letter desired to stop the solicitation of funds by one local from another, whether by direct request for money, sale of tickets or any other means, since there have been times, according to the resolution, when the worthiness of such solicitation was very much to be doubted.

Although the committee reported unfavorably and the convention voted against the report until Weber's dryly put "reminder" to the "relatives" on the floor got to vote on resolutions. The convention changed its vote to "yes."

ROLLER and ice skating rinks will now come under the "institutions of amusement resorts" subject to the application of the 10 per cent surcharge, as a result of the convention carrying a resolution to that effect. Previously, these rinks had been exempted by the national treasurer's office of the Federation from payment of the 10 per cent tax, but the convention vote changes that. (See ON THE AFM FLOOR on page 14)

Purge AFM Ranks Of Trojan Horses

INDIANAPOLIS, June 22.—In its closing session last Saturday (15) the American Federation of Musicians' membership meeting in convention here, moved to purge the organization's ranks of Nazis, Fascists, Communists or any factions advocating violent overthrow of the government of the United States or Canada. Convention adopted a resolution adding new sections to the by-laws which make it mandatory for each local to purge its membership of all "subversive" elements.

New by-law provides for expulsion of a member, after trial, guilty of assisting or carrying out a program of subversive activity. Known Communists are barred from membership in locals. Advocacy of dual unionism or affiliation with the CIO was defined as proper ground for expulsion.

Hotels Signing Bands for Fall Season Already

NEW YORK, June 22.—While the entertainment industry has taken a sharp slump due to war jitters, the trade car-to-the-ground department in the band booking and hotel entertainment offices reports a boom season as far as bands are concerned at present, and predicts, according to hotel booking plans, that business will boom heavily in the fall because of the money that will be passed out to the public in the defense outlay.

Full bookings of the past few years usually started in late July and August, but, according to some booking offices, hotel managers and owners have already been contacting them for suitable product for the fall, with the feeling that, while pictures and legit have hit a slump, the peak-up will come when nerves become more stable and money is floating around freely, as they expect it will be when the factories begin humming with army materials.

For the past few weeks opinion among the booking offices collided on the effect the war would have on the future of the band business, many hesitating to venture an opinion. Fact remains, they still don't know, but indications point to a prosperous fall season regardless.

Only disadvantageous effect, the war has shown in the hotel situation is that owners are reluctant now to open new rooms and redecorate old ones, because of the heavy cost involved, without knowing what they might be used for, but as for band bookings themselves, agency men feel that bookings will be better and that bands will get better prices, with those holding out until the fall getting still more money.

MCA Dates Set

Mannie Backs, location booker for Music Corp. of America, said that MCA is practically set in its location dates for the fall season, and that hotel owners (See BOOKERS SEE ROOM on page 14)

Pic Studio Strike Strikes Out Again; Resolution Killed

INDIANAPOLIS, June 22.—The problem of increased employment for musicians in motion picture theaters ran into the same old snag on the floor of the AFM convention this year that it hit in Kansas City 12 months ago. Resolution turned down last week added nothing new to the situation, calling once again for a walkout of pic studio toolsters unless producers with theater holdings agree to put pit men back into their shoes.

Joe Weber stated all over again that such action could lead only to restraints of trade suits, with the odds against the Federation, explaining again that the AFM was stymied in any attempt to force pic producers to put music into theaters which they do not own or control. He admitted that a strike might be called against the three studios who own theaters out of the 20 in Hollywood, but little would be accomplished by that. (See PIC STUDIO STRIKE on page 14)

Petrillo NY-Chi Commuter As AFM, Local 10 Leader

CHICAGO, June 22.—James C. Petrillo, newly-elected president of the American Federation of Musicians, will continue as head of Local 10, Chi union, until new elections are held in 1941. Petrillo, who leaves for New York Monday (24) to take over his new duties, indicated he would continue to reside in Chicago, commuting between the two cities.

He refused to make any statement concerning his plans as new AFM proxy. "As I said at the convention," he declared, "the spirit of Joe Weber will live on. Right now I can't even realize I'm president."

Guess-Who?

NEW YORK, June 22.—Gene King, conductor of WEPD's Midnight Jam-bore, pop band recorded program, is currently running a contest along slightly unusual lines. He plays the same song as waxed by two bands during each of his early-morning shows and asks listeners to phone in their votes on which they consider to be the better interpretation of the tune. Diskers needn't name the orks, just a vote for band No. 1 or band No. 2 being sufficient.

After the thing covers a couple of weeks King plans to pit the winners of each night against one another in the same way in an elimination contest, with the final victor—well, what happens then hasn't been decided as yet.

AFM Addenda

Weber Biennial Convention Plan Killed by Committee

INDIANAPOLIS, June 22.—Proposal of Presy Joe Weber that American Federation of Musicians' conventions be held biennially instead of annually was reported unfavorably out of committee, whose report was upheld by the AFM convention here last week. Altho Weber had strongly favored it, he did not protest the committee's report, admitting that he realized the federation wanted to see how it might be governed by a new president before electing him for two years.

Weber's reasons for biennial conventions were mainly concerned with the time spent in preparing for a meet, a similarly lengthy period of adjustment after one, and the short time between September 15 (when new laws take effect) and the following convention in June, insufficient time, in Weber's opinion, for a true test of the value or efficiency of a new ruling.

No Side Work for Orks on Regular Bookings at Fairs

INDIANAPOLIS, June 22.—AFM convention here last week enthusiastically adopted a resolution passed favorably by the law committee that traveling bands playing State, district and county fairs be restricted to their show engagement only and be prevented from playing jobs incidental to the fairs, such as dances, concerts and night clubs.

Resolution was proposed by Clark E. Meeder, president of Local 60, Pittsburgh, on the strength of the stated misunderstanding that exists as to the rights and privileges of traveling orks playing fair dates.

Proposed Increase in AFM Tab Show Scale Defeated

INDIANAPOLIS, June 22.—Resolution sponsored by Clark E. Meeder, president of Local 60, Pittsburgh, to up the scale for musicians working in tabloid stage shows came to grief with the concurrence of the AFM convention, held here last week, in the committee's report of unfavorable. Scale is now \$30 a man, with the proposal having advocated a \$18 increase to \$48, leader \$65.

Fred Birnbach, federation secretary, answered Meeder's query as to why the committee had reported unfavorably on his proposal by stating that no musicians got the \$43-\$60, scale formerly in effect on tab shows, and that AFM representatives have all they can do now to see that musicians are paid the prevailing lower scale without complicating things by raising it.

AFM To Meet With ASCAP To "Settle Differences"

INDIANAPOLIS, June 22.—American Federation of Musicians delegates used the waning moments of their convention here last week to wrangle about the advisability of making war on ASCAP.

Altho the delegate defeated a resolution to "take such steps as may be necessary to do away with the discrepancy, and unjust taxation set forth by ASCAP," presy Joe Weber was authorized to appoint a committee which would meet with the society with a view to settling differences. The resolution was voted down and the recommendation for such a committee made after Weber pointed out to the delegates that ASCAP had a legal right to collect royalties and that to try to oppose this right would get the AFM no place.

Orchestra Notes

By DANIEL RICHMAN

Broadway Band Stand

FRANK SANDS is no longer assistant to Don Haynes, one-night booker at General Amusement Corp. . . . KIRK TORNEY comes over from Stan Zucker's agency to take up the duties relinquished by Sands . . . the ADRIAN ROLLINI TRIO, which has been packing the Piccadilly Circus Bar for the past number of months, steps out of the room June 23 to take in a pair of weeks out at the World's Fair, Ballantine Inn, to be specific . . . LARRY CLINTON gets an extension in the Terrace Room of the Hotel New Yorker which takes him up to July 31 . . . originally the old dipy doodler was scheduled to pull out the beginning of next month . . . however, the band has to step out of the spot for the June 27-July 4 week, due to a date, set prior to its opening at the New Yorker, at the Oriental Theater in Chicago . . . during the week's absence from town JOE VENUTI takes over the Terrace room stand, with Kay Starr featured on the vocals . . . CLYDE HURLEY finds a trumpet seat for himself with Tommy Dorsey . . . the ex-Glenn Miller tooling star replaces LEON DUBROW in the Dorsey contingent . . . BOBBY MARTIN brings his new ork into the Jiggs Restaurant for his Broadway debut.

Midwestern Murmurs

STUFF SMITH has been set by Phil Brown, of the Cleveland Consolidated Radio Artists' office, to open at Cincinnati's Old Vienna Restaurant July 1 . . . BLUE HARRON hits the road when he winds up at Chicago's Blackhawk shortly . . . LOUIS PANICO gets his second return engagement at the Tuna Town Ballroom, St. Louis . . . EMIL FLINDT has left the Windy City's Paradise Ballroom after a lengthy stay, JIMMY JACKSON taking his place . . . the two week starting July 8 at the Buena Vista Hotel, Biloxi, Miss., go to LARRY PUNK . . . SYLVIA RHODES, WLW singer, is back at her nightly duties singing with Gardner Benedetto's Ork in the Restaurant Continental of the Netherland Plaza Hotel, Cincinnati, after a week on the shelf due to vocal exhaustion . . . she has eight daytime programs a week over WLT . . . ERNIE PALMQUIST, now winding up at the English Village, Tulsa, Okla., takes his lads into the Trocadero Club, Wichita, Kan., July 15 for an indefinite return engagement . . . another Trocadero, in Henderson, Ky., gets WILL OSBORNE for a run, starting August 11.

On the Eastern Front

AL JAHNS opens Riley's Lakehouse, Saratoga Springs, N. Y., in mid-July, remaining until the end of August . . . the spot is under the new management of GIRARD KING . . . THE FRESHMEN, cocktail combo, signed for another Saratoga spot, Matty Duma's Meadowbrook, until the end of the season . . . JERRY WALD signed a management pact with Frederick Brothers' Music Corp., and takes his first stand at Ye Old Tavern, West Brookfield, Mass., June 30, for weeks . . . GEORGE DAMEREL makes it a summer at the Club Fordham Ballroom, Budd Lake, N. J. . . . RUBY NEWMAN set BANNY DALE, fiddle player, at the head of a nine-piece band at the exclusive Dons Club, Newport, R. I., ork opening on the 29th . . . another Norman outfit, fronted by AL MILLER, starts its second season the day before at the Hotel Prescott, Swampscott, Mass. . . . KEMP READ winds up nine consecutive months at the Stone Bridge Inn, Tyrerton, R. I., and goes into the Old Mill House at Hyannis, Mass., June 22 until Labor Day . . . MCA takes LEW LADDER rumba band out of the Essex Hotel in Boston to put him into a spot in Maryland for the summer . . . SANDY TAYLOR opened at Pan and Bill's, Olens Falls, N. Y., for the summer . . . DEAN HUDSON makes it the Paris Beach Club, Virginia Beach, Va., for two weeks starting June 29 . . . EDDIE PEYTON returns from Florida to locate at the Club Seville, Johnstown, Pa. . . . FRANK MITCHELL and the "Town Hall Trio" are setting a record for length of stay at the Silver Dollar Bar, Baltimore . . . in their eighth month now.

Atlantic Whisperings

BERT ESTLOW gets a WBAB wire from the Hotel Ambassador, Atlantic City . . . At the same South Jersey resort Chas Fated opens this week with

JOHNNY MACE for the dance compulations and CHARLEY FOX answers the Turkey Ranch call . . . GUS ARGARI carries on for the summer at Jack & Jill Cafe, Norristown, Pa. . . . JOHNNY WATSON, who used to do the shuffle arrangements for JAN SAVITT, has been engaged in the same capacity for VAUGHN MONROE in Boston, which dispels the lingering rumors that this ace sax-arranger was starting a band of his own . . . JACK BINGHAM gets the bid at Al Taricchi's Casino Room in Washington, Ford Inn, Bridgeport, Pa. . . . SLIM HOWARD harmonics swing out at Irene Cafe, Philadelphia . . . And in the same Quaker City CHARLIE GAINES gets a summer holdover at Lexington Casino and CHARLES SUDDY gets set at Di Pietro's Cafe . . . JIMMY COSTA gets the call at the Little Hat Grail near Camden, N. J. . . . DANNY GOODMAN given the nod at Pat Patterson's Black Bear near Reading, Pa. . . . BILLY HAYE holds over at Philadelphia's Open Door for another month.

Of Maestri and Men

JIMMIE LUNCEPORD journeys back to the Coast for a six-week booking at the Casa Mañana, in Culter City, Calif., beginning August 15 . . . JOHNNY KOVACI takes on a new personal manager in JOHN CLARK . . . JACK MEARIN and PATRICIA NORMAN exit with their new band from the Van Cleve in Dayton, O., on the 26th to play a week-end at Castle Farm, Cincinnati, June 29-30 before opening July 3 at the Surf Beach Club, Virginia Beach, Va. . . . TOMMY CARLEN returns to Doc Perkins Buckeye Lake, O., for two weeks the first day of next month . . . MIKE RILEY may linger at Fontaine Ferry Park, Louisville, for at least five months . . . JACK EVERETTE draws a holdover at Baken Park, Black Hills, S. D., which takes him up to August 10 . . . also way out West, WAYNE HARRIS is in dot at the Buffalo Club, Boulder, Colo. . . . EDDIE WHALEN'S Ork locates at Oakland Park, Me., for the fifth successive summer season . . . MEL MARVIN and EDDIE CAMDEN switched jobs on the 21st, the former going into Reid's Lake, Niles, Mich., and Camden taking over Barlett's Beach, Jackson, Mich. . . . TED TRAVERS opened the Blue Lantern Ballroom at Brighton, Mich., in for the hot months . . . IRVING FIELDS starts a run July 3 at Froust's Neck Yacht Club in Scarborough, Me. . . . Fields added a harp to his instrumental set-up.

Will Glahe, "Beer Barrel" Roller, Missing Abroad

NEW YORK, June 22.—Will Glahe, who more than anyone else is responsible for the popularity of Beer Barrel Polka, is missing in war-torn Europe. All efforts to locate him have resulted in failure. RCA-Victor, which has been releasing his records, is attempting to line-up other European band leaders, now in this country, to fill the schedule which would have gone to Glahe. Among first to be signed is Rene Mussette, whose band recorded Winedini Talle on the Victor label.

Miller and Calloway Give Knoxville a Hot Evening

KNOXVILLE, Tenn., June 22.—Approximately 7,500 paid admissions were checked up for Glenn Miller and Cab Calloway in four appearances altogether June 6 in the swingeat five hours this city ever experienced. Miller, playing in University of Tennessee Auditorium, drew 2,000 at \$3 a couple dancers and \$1.50 for spectators. Calloway played to 800 (white and colored) in a "swing concert" at the Lyric Theater, and afterwards at the Auditorium, colored ballroom, where a capacity sale of 1,500 tickets left several hundred standing outside.

Kenney Poor in Regina

REGINA, Sask., Can., June 22.—Second solo stand of Mart Kenney here in less than two weeks drew only a slim 100 couples at \$2.75 a pair. Band played the Hotel Saskatchewan June 1 under Kinsman Club auspices. Poorest crowd for any Kenney appearance here, lack of en-

First Arbitration On Kickback Row in Local 802 History

NEW YORK, June 22.—Threatened legal action which Local 802 was preparing against the Hotel St. Moritz here for alleged kickback of more than \$1,000 was dropped this week, and the matter will be arbitrated. This marks the first arbitration on an alleged kickback in the history of the local.

Arbitration decision was at the suggestion of B. Gregory Taylor, managing director of the hotel under fire, after the union threatened that it would pull out Eddie Varow's band, now playing on the St. Moritz Roof. Wage dispute is in behalf of Juan Makula's Ork.

Local 802 agreed to the arbitration proceedings and appointed Harry Sacher, its attorney, to represent it. John Stephaniak, attorney for Taylor, will represent the hotel. Union suggested that a neutral arbiter be drawn from panels submitted to by either the State Labor Mediation Board or the American Arbitration Association.

Date of the hearing will be set when the umpire is appointed. Sacher explained that this arbitration is not going to set a precedent, however, and that future wage dispute settlements would still be disposed of by the trial board. "Exceptional circumstances," however, Sacher said, paved the way for arbitration in this case.

Chastism blamed on booking at the hotel rather than at the Trianon Ballroom, where the band usually appears, and consequent upping of price.

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

YOU WILL NEVER HEAR 1. THE LOVELIEST SONG IN THE WORLD 2. (Don't Ask My Dear) "LEWNE GUYA HERE" (This is Where I Gave It) 3. "THAT CRAZY THING" (Crasy, Crasy, Crasy, Crasy) 4. "NONE" 5. "NOBODY" (Wants My Love) 6. "NOGGINITY" (Because they are unpublished and probably never will be unless someone is willing to help a struggling author who'd do (almost) anything for a "break". Copies of these songs are available to any interested people. First demand that any audience in giving these people a start will be heartily compensated for in more ways than one. Or two.) T. NORMAN TEMPLE, 1222 E. Kildare Ave., CHICAGO, Ill.

Music Items

Publishers and People
IRWIN DASH, recently returned from his duties with Connelly Music in England, joined Santly-Joy as professional manager.

Paul Coo takes over the professional task for the Nat Shikret Music Co.

After operating for 20 years as an independent music firm, the Joe McDaniel Music Co. was admitted into ASCAP. Number one plug tune for the firm now is *The Porcain Scream*.

Clarence Williams, veteran writer and publisher, wrote a new tune last week *I Found A Great (My Kiss) Right Under My Baby's Nose*. Being published by the house which bears his name.

Audrey Collins, contact woman for the past 11 years with Chappel, resigned from the firm this week.

Music Publishers Contact Employees
 Union last week accepted George Mello's resignation from the presidency of the union and elected Bob Miller, secretary-treasurer, in his place. Miller will also keep the secretary-treasurer post. Other new officers include Jack McCoy (Santly-Joy) as vice-president, with Frank Hennings and Lon Mooney elected to the executive board.

Dection to the Professional Music Men's Association produced the following officers: Rocco Vocco, president; Joe Santly, first v.-p.; Charles Wilson, second v.-p.; Solly Cohen, third v.-p.; Irving Taux, treasurer; Michael Schless, financial secretary; Louis Schwartz, recording secretary; Dave Kent, sergeant at arms.

Songs and Such

Band leader Paul Page collaborated with Mark Prekonin and Harold Kent on *Woman Spoons* *Comes In A Hurry* for Lane, Joe McDaniel publishing.

Irving Siegel has a new tune, *Star Trek*, which has been released by Popular Music. R. H. Glover and Joe Sid-

Any Ideas?

PHILADELPHIA, June 23.—Considering what "swing and sway" meant to Sammy Kaye and other tag lines for other name bands of the day, Benedict Gimbel Jr., president of WIP, started a contest to choose an identifying name for WIP staff orchestra conducted by Joe Frassetto. A \$10 note goes to the best suggestion for a title that will immediately identify the orchestra to WIP listeners. Marks the first time here that a station's listening audience has been permitted to name a staff orchestra.

lik are co-authors.

Clarence Stout, prolific penster from Vincennes, Ind., informs that he and Mel Force joined forces on a swing novelty, *Old Mother Hubbard*, Southern Music publishing. Force also placed *I'd Like To Be Your Shadow in the Moonlight* with Leeds and *Little Patch of Dixie* with American Academy of Music.

Warren Johnson just completed *Stardust in My Heart*, which he is also publishing.

The chon-choo influence in modern music is still around, with Al Bernard penning the latest opus glorifying the rite. It's called *Engineering Blues*.

Florimonte Takes Over Mgmt of Pa. Ballroom

SCRANTON, Pa., June 22.—Vito Florimonte, local dance promoter and manager of the Variety Boys Club, has taken over the management of the Rocky Glen Dance Palace, near here. Cost of renovations totaled \$30,000.

Spot has been running dances Tuesday and Sunday nights, with local bands drawing houses of 1,000. Plans call for name bands when the season gets under way. Capacity of the ballroom is 2,000.

One-Night Bookings Threatened As Armories Are Ordered Shut

NEW YORK, June 22.—A serious development in the one-night band booking field as an off-shoot of the United States defense program has cropped up in the closing of all armories

throughout the country as public gathering places. One-night bookers and promoters are now looking for suitable halls and auditoriums to take care of the shortage—or else one-night bookings in the band field are apt to take a dive, according to the one-night men in the New York agencies.

Untried Territorial Band A Hit With \$568 in Akron

AKRON, June 22.—Playing Summit Beach Park Ballroom for the first time, and now in dancers in this territory, Daran Elliott's Ork, which hails from Pittsburgh, clicked the turnstiles to the tune of 1,421 patrons at 40 cents each for a gross of \$568.40 Saturday (15), according to Law Platt, managing director of the ballroom.

The park pavilion records show, has been doing top Saturday night business consistently since the opening of the new season.

In the past couple of weeks agencies already received several cancellations of dates because of the sudden order that public promotions can no longer be held in armories, and that the latter are to be used strictly for military purposes until other orders are issued by the War Department.

The area most likely to be affected is the South, where many cities running profitable dance promotions with name and local bands have had as their only public gathering places the local armories. Towns where there are a limited number of halls and auditoriums, it is felt, will also be affected, because of the many dances that were run in competition, with the "armory" being used to hold the top capacity house.

Busse and Carlsen Battle To 5,000 House in Denver

DENVER, June 22.—A battle of bands at the Trocadero Ballroom at Elitch Gardens here June 19 between Henry Busse and Bill Carlsen drew 5,000 admissions to the park, with 2,000 dancing admissions. Prices were not upped, gentlemen admissions remaining at 40 cents for the evening with a 20-cent admission for the girls.

Busse made the one-nighter on his way to the Coast.

It was the first time his band appeared in Denver. Alho he hyped the night's business, the take fell somewhat short of expectations.

Name Affected

Most likely to be affected in the immediate future are name bands, which when playing small towns, had to play in armories to get the capacity to justify the large salaries demanded and received. Territorial and local bands won't be struck too hard, as they will be able to play in small hotel rooms and high school auditoriums and still make a profit for the promoter.

A one-night booker also intimated that agencies which booked local festivals and civic holidays are being notified that they will have to use cheaper bands than in past years because the armories would no longer be available to them.



NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The Billboard COMPREHENSIVE GUIDE TO SONG POPULARITY

FOR WEEK ENDING FRIDAY, JUNE 21

SONGS WITH MOST RADIO PLUGS

INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST		Position Last Wk.	Title	Publisher	Repl.	Plugs
1	1. THE WOODPECKER SONG	1	1. Imagination	1	1. The Woodpecker Song	1	1. I CAN'T LOVE YOU ANY MORE	Golan	31	8
2	2. PLAYMATES	2	2. Make Believe Island	2	2. Imagination	7	2. DEVIL MAY CARE	Witmark	28	24
3	3. IMAGINATION	3	3. Where Was It?	3	3. Playmates	1	3. MAKE BELIEVE ISLAND	Miller	25	17
4	4. MAKE BELIEVE ISLAND	4	4. Playmates	4	4. Make Believe Island	7	3. YOUR LONELY AND I'M LONELY (M)	Bella	25	5
5	5. THE SINGING HILLS	5	5. The Woodpecker Song	5	5. Say It	4	4. WHERE WAS IT?	Reack	24	22
6	6. SAY IT	6	6. Say It	6	6. The Singing Hills	4	5. IMAGINATION	ASC	23	21
7	7. WHERE WAS IT?	7	7. Blue Lovelied	7	7. Shake Down the Stars	10	6. FOOLS RUSH IN	Bregman, V. & C.	22	16
8	8. SHAKE DOWN THE STARS	8	8. The Singing Hills	8	8. The Breeze and I	4	6. THE WOODPECKER SONG	Marks	22	15
9	9. BLUE LOVIED	9	9. Shake Down the Stars	9	9. Wind and the Rain in Your Hair	7	7. YOURS IS MY HEART ALONE (M)	Robbins	22	9
10	10. I CAN'T LOVE YOU ANY MORE THAN I DO	10	10. God Bless America	10	10. Little Curly Hair in a High Chair	3	8. BLUE LOVERBIRDS (M)	Harnes	20	22
11	11. GOD BLESS AMERICA	11	11. The Breeze and I	11	11. Blue Lovelied	9	8. BLUE LOVERBIRDS (M)	Fehl	19	18
12	12. WIND AND THE RAIN IN YOUR HAIR	12	12. I Can't Love You Any More Than I Do	12	12. When You Wish Upon a Star	5	8. TIERRA SUE	Shapiro, Bernstein	19	9
13	13. LITTLE CURLY HAIR IN A HIGH CHAIR	13	13. It's A Wonderful World	13	13. You Romantic	2	9. SAY IT (F)	Famous	18	13
14	14. ALICE BLUE DOWN	14	14. Too Romantic	14	14. A Lover's Lullaby	3	10. HEAR MY SONG, VIOLETTA	Crawford	17	14
15	15. THE BREEZE AND I	15	15. Devil May Care	15	15. Alice Blue Down	10	11. PLAYMATES	Santly, J. & S.	15	25
							12. SHAKE DOWN THE STARS	Bregman, V. & C.	14	23
							13. MEET THE SUN HALF WAY (F)	Santly, J. & S.	14	13
							14. NEARNESS OF YOU	Famous	14	8
							15. MADAME LA ZONGA	Bregman, V. & C.	14	7
							16. YOU CAN'T BRUSH ME OFF (M)	Bella	14	2
							17. I'M STEPPING OUT WITH A MEMORY	Robbins	13	9
							18. IT'S A WONDERFUL WORLD	Robbins	13	14
							19. WHERE DO I GO FROM YOU?	Merico	12	14
							20. I'M HOBBODY'S BABY (F)	Fehl	12	10
							21. MY, MY (F)	Famous	12	6
							22. BOOG IT	Rigent	12	3
							23. I'LL NEVER SMILE AGAIN	Sun	11	14
							24. HOW CAN I EVER BE ALONE? (M)	Chappell	11	6
							25. TENNESSEE FISH FRY (M)	Chappell	11	5
							26. HER NAME WAS ROSITA	Shapiro, Bernstein	11	8
							27. DANNY, BOY	American	10	0

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m., week days and 8 a.m.-1 a.m., Sundays, for the week ending Friday, June 21. Independent plugs are those recorded on WOR, WNEW, WMCA and WJLN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

On the Records

By DANIEL RICHMAN

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

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

JIMMIE LIVINGSTON (Varsity)

Noah—FT; VC. Gullah Chant—FT, VC.

I'm Gonna Sit at the Lord's Table—FT; VC. I Look Down the Road—FT; VC.

An especially interesting and listenable pair of records from a band whose lack of name strength will unfortunately keep the disks from enjoying very much of a retail sale. Sides are rhythmic Negro spirituals, with weird melodic and harmonic patterns and effective beats, played capably if not brilliantly in a prize-worthy attempt to do something a little off the beaten track. Three disks may have good music machine possibilities in colored locations, particularly down South, the home of the spiritual.

INK SPOTS (Decca)

When the Swallows Come Back to Capistrano—V. What Can I Do?—V.

The combination of this popular vocal group and a tune (Capistrano) that is attracting some attention around the country in music machines may result in a disk record of *If I Didn't Care* proportions. Both sides are done differently than previous recordings of the Ink Spots, a well played piano chorus occupying the middle of the arrangements instead of the recitative style of yore. The change is a decided improvement for the better. Excellent commercial prospects in this couplet.

TOMMY DORSEY (Victor)

It's Never Smiles Again—PT; VC. Marcheta—PT.

Here is perhaps the most unusual recording of the week, in that Dorsey does an uncommon thing for a name band on wax—he allows almost the entire disk of the A side to be taken up by a vocal, with very little instrumental work. And the net result is one of the finest records Tommy has turned out in some time. Tempo is extremely slow, with Frank Sinatra and the Pied Pipers (vocal quartet) singing a prettier-than-average melody beautifully. Joe Bushkin's celeste work in the background is likewise excellent. A different, arresting record, and one with great commercial as well as artistic appeal. *Marcheta* is not so different—a series of instrumental get-offs in typical swing style.

EDDIE LEBARON (Vassily)

Perfidia—Rumba; V. Congojota—Conga

With this couplet LeBaron comes down from the lofty heights of the 75-cent Royal label to debut on United States Record's cheaper Varsity disks. Although the tunes selected for the occasion are both well suited to LeBaron's Latin American style, they succeed in sounding only ordinary. The availability of quite a few well done records of *Perfidia* creates strong competition for this version, and LeBaron doesn't do it differently enough or even well enough to have his pressing mean anything in the face of all the opposition. The songs is also second-rate stuff.

JIMMY DORSEY (Decca)

Contrasts—PT. Tonight (Perfidia)—PT.

Retail sales among Jimmy Dorsey followers should be particularly large on this disk, because on it the maestro has cut his theme song, which is an especially appreciated item among J. Dorsey fans. Featuring Jimmy's superior reed work almost throughout, in the familiar style of his radio broadcast signature, there should be no trouble selling this disk. *Perfidia* comes up again on the reverse, done well in a solid sweet-swing arrangement.

(See ON THE RECORD on page 106)

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Al Donahue

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- PHOENIX: 11th & Olive
- PORTLAND: 11th & Olive
- SEATTLE: 11th & Olive
- SPRINGFIELD: 11th & Olive
- WINDSOR, ONTARIO: 11th & Olive



GREYHOUND Lines

On the Stand

Don Bestor

(Reviewed at Hotel Muchlebach, Kansas City, Mo.)

BESTOR has improved considerably since his last appearance here in February. Still an amiable front for his crew, possessing geniality and sincerity, he at last seems to have forgotten his former connection with the Jack Benny radio show, which association used to be mentioned too often in his spots.

As a result, both music and patter are freer and more acceptable than before. The combo possesses one violin to solo against a small brass section, with the reed section of standard size. Hence some clever arranging is needed to keep the band balanced. Rarely does the outfit jump, playing moodily amidst which goes over oth with the crowd at this swing dance spot.

Bestor himself occasionally takes melodies on the console vibraphone. Johnny Russell and Penny Lee share the vocals. Miss Lee is an attractive chirper, possessing youth and good looks but lacks volume in her voice. She takes lyrics of the Bonnie Baker type, while Russell concentrates on the ballads. *Locks*.

Blue Barron

(Reviewed at the Blackhawk Cafe, Chicago)

COMING into a spot noted for its C. swingeroos, Barron brated the cold shoulder from the jazz-oriented patrons with music that is all on the strappy side. But instead of drawing a goop-egg, he received a contract renewal of four weeks.

Instrumentation is four brass, four reed and three rhythm. Numbers have a clearly defined pattern, first chorus by the sax section, next by the trumpets, then vocal, and finally ensemble. Arrangements, by Ivan Lane, and pianist Carl Ladra, are designed to carry out the band's motif of "Music of Yesterday and Today," with old and a new song in succession, so that their titles, when read together, make sense.

Vocalists are a major feature of the band. Russ Carlyle renders the ballads in the romantic mood—a good crooner who blends with the band's style. Sax man Allen Holmes takes an occasional turn at the vocals with a pleasing tenor voice. Also plays 10 different instruments. Charlie Fisher, trombonist, sings the rhythm numbers. Trio called the Three Blue Notes is made up of Russ, Charlie and Ronnie Snyder. Snyder is featured as a throat whistler, whistling (with the muscles of his throat) without touching his lips, and does a good job of selling himself and the band. *Model*.

Clem Williams

(Reviewed at the Anchorage, Philadelphia)

A CHOSEN member of the select set in the snooty Philadelphia suburbs, by virtue of family and financial position, Williams is a renegade among the blue-bloods who find keener delight in making the more common clay happy via the rhythm route. Band is framed to hazard the needs of ballroom barnstorming, and as such fits fine in supplying peppery potions for steppin' under the stars at this struttin' boat club.

Physical environs of the spot make for the romancy setting, and Williams fits the formula to woo 'em out on the floor. Band is steeped in heavy rhythm to make for the swingy setting for all the songs, which run the gamut of tunes old and new.

Williams is youthful and engaging out

On the Air

By SOL ZATT

Tommy Reynolds

(Playland Casino Restaurant, Reno, N. Y., Mutual Network, Sunday (16), 1:35-2 a.m.)

MAESTRO REYNOLDS doesn't go too far with his air possibilities, especially when he has such a clear field, with only one opposition band on the networks at that hour of the morning. Remote is devoid of showmanship, presentation ideas, novelty and comedy appeal. Just straight announcements and a plethora of tunes. To top that the announcer sounded as tho he had not mashed potatoes in his mouth, because the mouthings (particularly the names of the supporting artists) were almost unintelligible.

One thing that can be said for Reynolds is his clear playing and song selection, both excellent but meaning almost nothing in the absence of salesmanship devices to sell the band. Sully Richards and Gene Sanders handle the vocals.

front, and his set-up takes in four saxes, three trumpets, two trombones and a piano-bow-drums rhythm department. While the arrangements are all swingy, they wily eschew the screwy fabrications, making it thoroughly danceable throughout.

Ballad workage is capably voiced in the baritone of Ermer Hoffmann. Since caught Peggy Morgan has been added for the fem dooz and ditty-singing.

Overdancer.

Low Holden

(Ambassador East Hotel, Chicago, NBC Red and Blue Networks, Sunday (16), 1-1:30 a.m.)

HOLDEN is one of the few band leaders swinging around the country whose particular forte is in the voice and not in the instrument. In his own quiet way—and the program is of the subdued variety—Holden is worthy of attention because the show has simple elegance. Tho not put across with punch, it registers well with the listening audiences.

Tube selection varies from pop ballads to novelty, oldies and swingeroos. Holden taking the lead on selling the songs, aided capably by Virginia Hayes. Nothing sensational, but good programming and listening.

Jimmy Lunceford

(Fiesta Danterella, New York City, Mutual Network, Tuesday (16), 1-1:30 a.m.)

LUNCEFORD'S School of Jazzocracy (as he calls it on the air) certainly lives up to all of its claims with a nocturnal remote of solid fire that combines all of the elements of good music and at the same time is aimed at pleasing the masses of radio listeners with a well-thought-out and balanced list.

The colored maestro's efforts, at best stuff not only include the standard jazz classics, but also reveals a good POP, oldie and show tunes with an unusual jazz tinge, presented in a showmanly way and spaced apart with not too much of one or the other in a solid dose. Tho remote has very decided ear appeal, with Dan Griffin's vocals lending a softer touch.

Bands on Tour

Advance Dates

GEORGE HALL: Tunetown Ballroom, St. Louis, June 27-30.
GEORGE OLSEN: Orpheum Theater, Madison, Wis., June 27; Meadow Acres Ballroom, Topeka, Kan., 30; Peony Park, Okma, Okla., July 1; English Village, Tulsa, Okla., 2.
RAY NOBLE: White City Ballroom, Ogden, Utah, June 28; Cedar Point Ballroom, Sandusky, O., August 30-September 2.
ELIM GAILLARD: Summer Gardens, Post Dover, Ont., June 28-July 1; Riverside Beach Park, Charleston, S. C., July 4.
SAMMY KAYE: Fox Theater, Detroit, June 28 (week).
JOHNNY GREEN: Municipal Hangar, Syracuse (N. Y.) Airport (Junior Chamber of Commerce), June 29.
DUKE ELLINGTON: Casino, Bemus Point, N. Y., June 29; Joyland Park, Lexington, Ky., July 10; Rayshores Pavilion, Buckroe Beach, Va., 12; Frazier Park, Auburn, Ala., 15.
PINKY TOMLIN: Tunetown Ballroom, St. Louis, July 2-7; Meadow Acres Ballroom, Topeka, Kan., 28.
TONY MARTIN (fronting Bob Zurke's band): Hershey (Pa.) Park, July 4; Solara Point (N. J.) Casino, 5; Dorsey Park, Allentown, Pa., 6; Hamid's Million-Dollar Pier, Atlantic City, 7; Waldemore Park, Erie, Pa., 8; Old Orchard Beach (Me.) Pier, 12; Westview Park, Pittsburgh, 15; George F. Pavillon, Johnson City, N. Y., 19; Casino, Bemus Point, N. Y., 20; Crystal Beach, Lorain, O., 21; Palace Theater, South Bend, Ind., 22; Coronado Theater, Rockford, Ill., 27; Madison (Wis.) Theater, 24; Electric Park, Waterloo, Ia., 26; Forest Park Highlands, St. Louis, 27; English Village, Tulsa, Okla., 30; Trocadero, Wichita, Kan., August 1; Modernistic Ballroom, Milwaukee, 4.

ASCAP Turns Against Song Bootleggers in Detroit

DETROIT, June 22.—ASCAP has now extended its drive against song racketeers to this territory. Drive is directed particularly against cigar stores and confectioneries which have been selling 5 and 10-cent song sheets, using copyright-protected numbers without authorization.
 Two such suits have been started, Joseph A. Burak, attorney for the society, said, and one has been settled; a number of others are to be started to clean up the local situation.

PIC STUDIO STRIKE

(Continued from page 10)

and any universal studio strike against non-theater owners would only mean trouble for the union.
 Committee's report on the resolution was unfavorable, which was concurred in by the convention after Weber's re-outlining of the proposition, and following an important point made by AFM secretary Fred Birnbach. Letter warned that enough sound track is lying on studio shelves, legally owned by the companies, to supply their films for the next 20 years without employing a single musician. Birnbach advised the delegates that that could very easily happen if the AFM tried to pull anything on the studios and it didn't work.
 In answer to insinuations of a "do nothing" attitude from adherents of the resolution Weber mentioned again the three confabs that the AFM exec board has held with motion picture biggies, each one of which came to naught, but that no lack of trying. He also pointed out the success of the negotiations with the studios in the matter of dubbed music on sound tracks, whereby that practice was banned, resulting in approximately a \$200,000 pay roll increase to studio musicians.

And She's Not Kidding

PHILADELPHIA, June 27.—A persuasive sales technique landed Peggy Morgan the job as vocalist with Glen Williams at the Anchoage here. Russ Morgan's niece, she figured it was time to leave her job in a local hat shop and strike out for a singing career. Cornering Williams, she explained confidently, "Anybody who can put across this year's versions of mule-dry headwear should have no trouble with a song."

Osborne, Carter Do OK in Celeron Park

JAMESTOWN, N. Y., June 22.—The second one-nighter of the season at Celeron's Pier Ballroom here showed a considerably brighter picture than the initial venture to Owner-Manager J. O. Campbell, with Will Osborne on the stand June 8. Nine hundred persons made a satisfactory draw.
 Duets were sealed at \$1.65 per couple in advance and \$2 at the door, early gross amounting to \$289.175 couple buying the bargain way. Box office had 775 customers and registered a gross \$350. Total take was a profitable \$339, also no record-setter.
 Same evening Campbell used Benny Carter colored band in his giant Skateland roller rink, also in Celeron Park, and results were highly gratifying. With admission at the usual 40 cents per, he drew 3,000, who obviously enjoyed the idea of skating to a band. Gross take was a fine \$4,200. Since the venture went over so well, Campbell is planning to use more name bands for skating here.

A. C. Clubs Getting Break on Licenses

ATLANTIC CITY, June 27.—Resort spots employing live musicians will get a tax break this season, city commissioners lowering the license fees, effective July 1. Employment of a solo musician, usually a pianist or accordionist, calls for only a \$25 license; combo of two or three, \$50, and \$100 for more than three live musicians on the band stand.
 Fees are standard for every type of spot. Musicians' union has been campaigning for lower-license taxes.

Atlantic City Spot Shifts Ork Biz From CRA to MCA

ATLANTIC CITY, June 22.—In spite of the fact that he had already advertised the coming of Don Bestor on Saturday (29) to start a Consolidated Radio Artists' band parade at his restaurant's Tavern, Frank Palumbo canceled the parade for a line-up of Music Corp. of America bands. Set thru Manie Secks, of MCA, Ira Ray Innton took off in place of Bestor, with forthrightly follows in Eddie LeBaron, Dick Stanlis, Mitchell Ayres, Everett Hoagland and George Duffey.
 CRA was set to follow Bestor with Reggie Childs, Little Jack Little and Sonny James. Marks the first for a name band parade at Palumbo's ritzy, which in previous seasons depended upon the floor show for the draw.

Miller Sets Utica Record

UTICA, N. Y., June 22.—Jack Collins, manager of Daneland at Syran Beach here, reports that Glenn Miller broke all records at the dancey May 26 with an attendance of 3,500 at \$1.30 a copy. Jan Savitt, however, didn't do so well the week following, June 2, with a slim attendance of 700.
 Spot has been using name bands one night a week, sandwiched between local outfits. Next name duo is Orrin Tucker, appearing June 30.

BOOKERS SEE BOOM

(Continued from page 10)
 with whom he has discussed the situation are only concerned with what might happen after this inflationary period stops. MCA is one of the offices that has been booking bands into hotels far ahead of time.
 "Another opinion, ventured by Fred Williamson, of Frederick Bros., is that some quarters of the music name have already started to profit by the material boom, and that people employed in the centers of airplane production are as a rule good spenders. Too, he said, with the amount of travel that goes on at a time like this, a free spending spirit is generated.
 A general boom in the business was also admitted by Bill Burnham, location booker for Consolidated Radio Artists, who said that hotel owners whom he has contacted feel that business will be much better than it has been in years, and that consequently they will be able to spend more money for bands particularly and entertainment generally.
 On the gloomy side of the picture, several band bookers have met with a different reaction and feel that the industry will be taken for a ride as the war in Europe progresses.

Prisoner's Song—No. 2

NEW YORK, June 22.—Song III, Guild's amateur contest among unknown songwriters produced "I'm on the Verge of a Merge" (With an Angel), which was written by Dwight Clear and John D. Hawkins—both inmates of San Quentin Prison, in California.
 Boys, who won \$300 for the composition, now feel it would have been more appropriate to entitle the song, "I'm on the Verge of a Merge—With Freedom"—Clear having been released last week and Hawkins coming up for a parole in September.

802 Making Billy Rose Pay Sissle Rehearsal Money

NEW YORK, June 22.—Local 802, American Federation of Musicians, presented Billy Rose with a bill for \$1,065, allegedly due Noble Sissle for rehearsing the last two shows at Rose's Diamond Horseshoe. Sissle, now in his second year at the spot, claims he failed to receive the rehearsal minimums either for the first revue, which ran for 17 months, or for the current production, now in its second month. According to Max Aron, chairman of Local 802 Trial Board, the musicians from both the Horseshoe and Rose's Aqueduct at the World's Fair will be pulled unless the bill is settled "in the next few days."
 This action marks Rose's third collision with the union this year. He is also being sued for a run-of-the-show contract he signed with Abe Lyman, who opened Rose's Barbary Coast at the Fair. The venture proved a flop, and after closing it for 36 hours Rose turned its operation over to Nicky Blair and Paul Lloyd, Rose employees, who are now running it with only a couple of entertainers.

Union demands full payment, amounting to some \$38,000. Rose posted a certified check for \$10,000, pending his appeal to the national board of the AFM.
 A claim by Jack Donny's men for rehearsal salaries from the old Casa Manana days is still pending.

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 A claim by Jack Donny's men for rehearsal salaries from the old Casa Manana days is still pending.

Tale of a Title—Or Why Songwriters Hear Bells

NEW YORK, June 22.—"Blackout" seeming like a provocative idea, songwriter Clay Boland got the inspiration to write Blackout. Here Comes Love. But along came Bickley Reicher, who does Boland's lyrics, deciding Blackout, Hold Me Tight was a better fit. With Gray Gordon set to introduce it on the networks, NBC blue-penciled Blackout because of its war connotations.

Ever obliging, the writers changed lyrics and title to Light Out, Hold Me Tight, which was fine until publishers Shapiro, Bernstein pointed out that Lights Out might be an infringement on a year-earlier hit of that title which they published. To save trouble, Boland let it go as Hold Me Tight, but because of the Hold Tight hit, collaborator Reicher changed it to Step It, Hold Me Tight.

"What the devil?" said Boland finally, in desperation. "I'm a dentist (he is) and why should Iicker with a lone this way?" And so, in adding it to the score of 8th Year Papers, a topical revue which opened in Philadelphia this week, Blackout or no blackout, it became Blackout, Here Comes Love.

Turnpike Finally Turns a Profit With Kemp's \$980

LINCOLN, Neb., June 23.—Feet of profit money, the first time for R. H. Insley at the Turnpike Casino here since April 26 and Doris Nelson, came as result of Hal Kemp's booking (14). Take was \$980, at \$1.10 per person advance and \$1.35 at the door, comfortably in the black. Next date for the spot is Dick Jurgens (23), with Glenn Miller following in with a pre-holiday shot (2).
 Vic Thomas, at King's Ballroom (15), at 26 cents "beat-the-clock" and 25-40 cents on late comers, got \$178; Gene Pieper, Pla-Mor (18-16), two-bits straight, took in \$910, oked. Weather has been too hot for dancing in most cases.

Shaw Cuts Down to Normal Working Ork

NEW YORK, June 22.—Artie Shaw, by way of the comeback trail, is propelling the musicians in his old, old band (circa 1930) to rejoin him for his Burns and Allen radio commercial, beginning July 1, and a Hollywood location date in the middle of July. Despite reports that Shaw would open at the Ambassador Hotel, Andrew Weinberger, Shaw's mentor, stated that he would not open there.
 New Shaw set-up will be a 25-piece band, with the regular instrumentation of his old ork (14 pieces) plus an additional string section of eight. According to Weinberger, seven men from the old band have already given Shaw the nod that they will go back. Shaw has been recording for Victor with a 31-piece crew for the past couple of months.

Hallett \$749 at Bridgeport

BRIDGEPORT, Conn., June 22.—Mal Hallett, in his first visit here in a long time, did well on a one-nighter at Pleasure Beach Ballroom last Sunday (16), when 1,202 dance enthusiasts passed thru the turnstiles to gross \$749. Admission was shaved to the lowest price of the season so far, 55 cents. Tomorrow (23) Will Hudson does the honors.

ON THE AFM FLOOR

(Continued from page 10)

with this spot now placed in the same category as other places using music.

If field representatives of the AFM had any hopes that they might be permitted to enjoy the "holiday" of an unusual convention, those hopes were dashed against the unfavorable committee report and the equally unfavorable reaction of the delegates. In short, a resolution pertaining to same was killed off in quick order.

Despite the plea that the field reps perform great service to the AFM, and that they might be of invaluable aid during convention discussions, they still don't get a trip each year to wherever the conclusion is held. Perhaps it was the part of the resolution that stipulated their receiving "their usual compensation plus necessary expenses" that the conventioners couldn't see.

Anti Anti-Trust

THE Anti-trust Division of the Department of Justice came in for sharp censuring at the hands of a resolution proposed by Jack Rosenberg, Robert Sterne and Harry Sabor, officials of Local 802, New York. Claiming that the institution of many criminal proceedings against trade unions and leaders for alleged violation of the Federal anti-trust laws is an assault upon the rights of labor and "a perversion of justice which threatens to destroy organized trade labor unions in our country," the resolution asked that such "prosecutions" be condemned and that the efforts of the AFL to defeat such attacks be approved.
 The delegates didn't have to ponder long to return a vote of unanimous approval.

FIELD of arranging and orchestrating contains a group of AFM members banded together as the American Society of Music Arrangers, which organization has, according to a resolution aimed at endorsement of the outfit, improved conditions in its field materially within the past three years.

Proposal to endorse and approve the work of the ASMA was adopted by the convention, altho the boys drew the line at the further request that all members and locals should co-operate with the arrangers in carrying out their program of bettering conditions.

Time Limit

ALTHO the convention got off to a good start early in the week as regarded business being disposed of in record time, putting the meet a number of hours ahead of the corresponding second day at Kansas City last year, numerous uncheduled speeches by presidents and members of other unions and labor control boards slowed things up to the point where extra sessions at the end of the week (on Sunday) were threatened.
 However, the delegates were warned that the convention must run past its scheduled closing time of 8:45 Sunday afternoon, with the result that the remaining business was tossed off, but quick.

(Dates are for current week unless otherwise shown.)

Abb. Vic. (Hayes) Buffalo, N. Y.
Abb. Hill: (Embassy Club) Detroit, Mich.
Alexander, Vani: (Savoy Club) Bloomfield, N. J., 20.

All, Harold: (Paradise Club) Atlantic City, N. J.
Alpert, Mickey: (Coveaux Club) Boston, Mass.
Alpert, Ed: (Lido Club) Los Angeles, Calif.
Alpert, Al: (Lido Club) Toledo, O.

Alpert, Don: (Lido Club) Atlantic City, N. J.
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Orchestra Routes

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

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

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EXPERIMENTAL OKEH NEAR

Equity and Dram Guild Agree on Co-Op Tryouts; One Point Argued

NEW YORK, June 22.—Actors' Equity-Dramatists' Guild plan for experimental theaters is just one point away from completion, and that one problem, the important, is not a statement. Program is so far advanced that four of the five members to comprise the joint board which is to govern the operation of the plan have been designated. Committees expect to iron out the one remaining issue within the next week or two as that is promised, the plan will be ready for operation in the early fall.

The one factor still to be settled is the question of control of rights of plays used by the experimental groups. Equity's committee had proposed that the Guild draw up an agency contract form which would assign the rights of the play to the joint Equity-Guild governing board, to prevent "showing signs at the expense of the actors involved." The Guild, however, is reluctant to intrust author rights to anyone but the playwright. If the Guild can devise a different measure which would afford the acting group the same protection, Equity will be satisfied. The Guild committee is working on the point this week and is expected to present a suggestion to the Equity committee.

Golden's Proposed Legit League Rival Looks Like Turkey

NEW YORK, June 22.—John Golden's plan to establish a new producers' association, minus theater owners, seems destined for at least temporary shelving despite a tentative nod from the Dramatists' Guild. Reactions of the League of New York Theaters, to which it would be a rival, and Actors' Equity Association, which has a stake in the League thru its basic agreement and theater ticket code, are highly unfavorable. Equity reaction is particularly significant.

Golden had not brought his plan to the League officially before making it public, but he had had informal discussions with Martin Beck and Marcus Helman, board members of the League. At a League meeting yesterday, the proposition was summarily nixed.

Not a member of the League, Golden shared in the benefits of the theater ticket code because his productions were in Schubert houses. He made no attempt to buck or violate the ticket plan.

Paul Dulzeli, executive secretary of Equity, looked upon the plan as "a Golden annual typical of his unco-operative attitude." He pointed out that if Golden sincerely wanted improvement over League conditions the best way to get it would be to join the League immediately and try to put thru whatever reforms he may have in mind.

Mexico City's English Season

MEXICO CITY, June 22.—Pan-American Theater, under the direction of Fernando Wagner, opens its third season here July 1 with *Yes, My Darling Daughter* in the Palace of Fine Arts Theater. Wagner says that he will probably produce at least five other English-speaking plays before the season's wind-up in the last week of August. *Handicapped*, a new play by Celestina Gorostiza, and *Manana Is Another Day*, a comedy on tourists in Mexico, are two of the other vehicles to be used. Leads will be handled by Jennie Washburne, Annabel Morgan, Ted Stoyke and others.

Despite much adverse propaganda over Mexico's closing election, Wagner says he believes the summer tourist season here will still surpass that of past years.

The biggest of the original points of disagreement between the Guild and Equity, that of giving to the co-op acting group a percentage of the gross or profits from the Broadway runs of plays tried out in experimental productions has been settled. Equity had asked that the original company be guaranteed either 2 per cent of the gross receipts (including picture and radio rights) or 15 per cent of the profits. Guild pro-

ferred the first, on grounds that computing profits would entail complicated bookkeeping and additional expense. Equity was just as pleased with the gross alternative.

Question on how much supervision the joint board is to exercise over the weeding out of manuscripts is being left up to the board to work out.

On the joint board Equity will be represented by Winifred Lenihan, who has been chairman of the union's committee and who practically formulated the plan now being agreed to, and Ben Lackland, member of her committee. Guild's representatives are Robert E. Sherwood and Clifford Goldsmith. These four are to meet to elect a fifth member.

OUT-OF-TOWN OPENING

"Goodbye to Love"

(Gravy Theater)
SAN FRANCISCO

A raw, racy comedy with plenty of lusty burlesque gags and Joak Bondell as its star. Author Sheldon Davis must have taken his course in playwrighting from a dealer in French postcards. Show was greeted by half of the audience with unrestrained applause, while the other half sat in comparative silence.

The plot is less than nothing—about a chorus girl who has lived in the lush atmosphere of diamonds and minks provided by a wealthy corset manufacturer so that her brother can get thru medical school.

Miss Bondell is all right as a light comedienne, and there was nothing in her performance to change that impression. The young lady who took the play, however, was Gloria Clayton. She displayed comic talent fully equal to that of the star.

Expertly directed by John Hayden, it provided some of the inmates of a full house into the type of laugh that is usually reserved for the locker room.

Good performances were turned in by Patric Knowles, Hattie Noel, Esther Muir and Charles Gray. Show is set for two weeks.

Edward Murphy.

From Out Front

By EUGENE BURR

THE long succession of European actors and directors coming here during the past few years, ever since their free theatrical expression was hampered by the dictates of totalitarianism, has brought this corner to a somewhat startling conclusion—that the cultural provincialism of the United States is so great that we're even afraid to admit our own pre-eminence. We're afraid to say we're good, even when we are—and even when our modesty forces us to the extreme of dollying an outmoded, stale technique that we took in our own stride many years ago.

In other words, the influx of much-heralded foreign directors and actors has convinced me that the hysterically idolized stage of Reinhardt and Stanislavski and Komisarjevsky was in all probability a stage steeped in the sort of phony theatricalism that is inescapable on the basis of the visitors' local efforts. For those efforts, taken as a whole, are a line of painfully self-conscious, embarrassingly over-accentuated, ridiculously stylized, brutally theory-bound and fantastically ineffective productions and performances.

THE European stage that received our worshipful but enthusiastic kudos was a stage that was crisscrossed by the prosecution with theories—theories of acting, direction, scenic designing, theater architecture and, for all I know, ticket-selling. The theories covered every phase of production, and they oscillated madly in every possible direction, from primitive naturalism to active-constructionist confusion.

This corner has always been (and will always be) extremely skeptical of all theatrical theories except one. That one is simple. It is to bring out as effectively as possible the viewpoint and the meaning of the playwright. It covers actors, directors, scene designers and all other theatrical workers, and it leaves no room for departures based on a desire to express individual egos or to push favorite theories. It summarizes the director's, the actor's, the scene designer's and the manager's only reason for being.

And to follow it one must have no specific preconceived theories of acting, direction or anything else. One play can be most effectively expressed by one method, another by a method entirely different. It seems a bit silly to try to use the same theory of presentation for both *Hamlet* and *The Front Page*; it seems silly to approach from the same viewpoint the characters in *Anna Christie* and those in *A Midsummer Night's Dream*.

BUT, entirely aside from the insincerity of blanket theories of direction and universal approaches to acting, we have the evidence inherent in those products of the much-glorified European theater who have come over here. Their general efforts, in other words, have looked like the meller revivals of the American Music Hall—overblown, pretentious flappoodle that the American stage discarded along with its diapers.

Some of the visitors, it is true, did really good jobs—Mady Christians (who has been here a good deal longer than most of the others), Hans Jary, Maria Abba (from Italy), Eugenia Leonovich (another long-time resident), Eugen Schutte-Briden (whose direction of *Solfogey* was a beautifully imaginative and brutally unvarnished job), Otto Preminger (for his direction of *Ofsted Round* at any rate), John Banner (in *Pastoral*) and various others. But they were a small minority. It may also be true that many of those coming over were second and third-raters who cashed in on the well-known fact that all Americans swoon at the cultural sound of a foreign name. But there were among them many whose reputations had preceded them, many who had been the appointed gods whom the American theater worshipped—but whom, fortunately, it failed to ape.

Elizabeth Bergner, for example, had been internationally acclaimed before she came here to offer a performance so over-blown, so crisscrossed with determined charm, so utterly unconcerned with the demands of the balance of the play that it was practically an insult to the playwright. Max Reinhardt's self-conscious, neo-craved directorial stylization made a pseudo-artistic jumble of what might have been a deeply moving, simple and poignantly touching racial pageant, *The Street Road*. Fritz Koerner, actor and director, took a simple play like *Another Sun* and crammed it with the heked directorial tricks that stages of vaudeville acts discarded as too corny back in 1910. The comic-opera impudence, the pitifully hilarious "serious" staging of so famed a director as Theodore Komisarjevsky is still fresh in mind. And the production of *The Possessed* offered by Michael Chekhov, hailed as a great teacher of acting both here and abroad, was a complete compilation of what never to do on a stage. Many others, performers and directors, come to mind offhand—Andrus Jilinsky (*The Bridal Crown*), Ita Mottyleff (*Empress of Destiny*), Ellen Schwannke (*A Case of Youth*), Frances Onal (*The Woman Brown*) and others. Even the charming Viennese group of singers and dancers who gave us two shows had to change their technique completely between their first and second revues in order to achieve the smart precision of their second effort.

On the screen, of course, there are many more examples—imported glamour boys and girls who, as actors, make even native-born Hollywooders look good.

ALL of which leads to the hunch originally mentioned—that America, which has looked with awe, wonder and worshipful envy upon the theaters of middle and eastern Europe, has really been ahead of them by about 30 or 40 years. It would also explain, incidentally, the failure of those American groups which have sold themselves down the river to European theories. A great many people feel the Group Theater is likely to hurt its own productions because of the self-consciousness of its performing, the stylization of its direction, and a general disregard for the particular problems of each individual play. To me the Group has almost always seemed self-conscious and ineffective in its acting and direction despite the excellence of individual performances. Perhaps the real trouble is the incoherence that must inevitably come when you try to fit stale and outmoded European theories into the modern American theater, which outdistanced them long ago.

Guild Seeks Stop On "Fifth Column" Used in Pic Title

NEW YORK, June 22.—On behalf of Benjamin F. Glazer, Ernest Hemingway and the Theater Guild, Maurice J. Spizer instituted suit in the Supreme Court of New York County, Wednesday (19) against the Film Alliance of the United States, Inc., and the Midtown Theater Corp. for an injunction to restrain their use of the title *Fifth Column Squad* in connection with exploitation of a picture. Preliminary hearing before trial is set for Monday (24).

Plaintiffs argue that use of "fifth column" expression in connection with a picture or play is an infringement on the Hemingway book and play, *The Fifth Column*, which the Theater Guild produced the past season on Broadway, and constitutes a disturbing factor at this time when producer and authors are negotiating for the sale of the play's picture rights.

Fifth Column Squad is an English picture produced in 1939 and originally called *Spies of the Air*. Film Alliance is the distributing company. Midtown is operator of the Broadway Rialto Theater, where picture is scheduled to run.

Dramatist Pact Up Again

NEW YORK, June 22.—The League of New York Theaters' basic agreement with the Dramatists' Guild has until March 1, 1941, to run, both organizations have begun drawing up tentative revisions and clarifications so that, if possible, the new contract will be completed ahead of schedule.

In drawing up its recommendations for changes, the League is giving consideration also to the special picture-backing contract which has been lying fallow for months; after film producers and legit men turned their backs on the proposal, League claims there was no point going any further on the pact when the picture producers denied approving the Guild draft.

BROADWAY RUNS		Performance to June 22, including	
Dramatic		Opened Perf.	
<i>Letter to Three Wives</i> (Mill)	Mar. 26	103	
<i>Life with Father</i> (Fidelity)	Mar. 26	702	
<i>Miss Marmelade</i> (Theatre)	Mar. 26	191	
<i>Man Who Came to Dinner</i>			
<i>The (Good) News</i>	Mar. 26	264	
<i>Secrets of Sweden</i> (Fidelity)	Mar. 26	193	
<i>Three Men on a Horse</i> (Mill)			
<i>The (Good) News</i>	Apr. 29	61	
<i>Polacco Red</i> (Fidelity)	Apr. 29	4,357	2701
Musical Comedy			
<i>Du Barry Was a Lady</i>	Apr. 29	220	
<i>Keep Off the Grass</i> (Fidelity)	Apr. 29	84	
<i>Jonathan Winters</i> (University)	Apr. 29	51	
<i>New Broadway</i> (Theatre)	Apr. 29	221	
<i>Handicapped</i>	Apr. 29	1101	
<i>File and Forget</i> (Fidelity)	Apr. 29	1101	
<i>Walk With Me</i> (Theatre)	Apr. 29	23	

More Cowbarns Than Last Year; Actor-Managers Are Numerous

NEW YORK, June 22.—The *Billboard's* annual round-up of bonded summer theaters is two weeks earlier than last year, the Equity list is already four over the 63 reported in July, 1939. By the end of the week, three other companies will have posted security, to bring the early score to 70. Union anticipates signing at least a half-dozen more before the season is in full swing.

The increase in number of bonded companies is, however, still under the 66 record of 1938, but includes 20 new companies. Some of last year's, of course, have fallen by the wayside. In

the accompanying official Equity list there are 57 Class A theaters, six Class B, four B-Modified and three Specials.

Further survey of the list indicates what may be a new trend in summer theater production, with more actors organizing and getting backing for their own theaters. In most such cases, several actors have pooled assets and are running the summer projects jointly. Equity views the trend as an unexpected hope for aiding employment.

Accompanying box lists all bonded companies.

Cowbarn Notes

Pleanty Names Set

BOSTON, June 22.—Summer theaters operating throughout New England have names attractions listed for at least 90 per cent of the spots. Altho the season generally gets under way about June 24, at least one theater has been operating for three weeks already, with various others going for one week.

Among the theaters are: Westboro, Mass., Red Barn Theater; Louise Galloway, directing; opened June 15; resident company. Holyoke, Mass., Mount Park Casino; resident company opened 17th; Pioneer Valley Drama Festival, Fitchburg, Mass., Lake Wholom Theater; Guy Merrill Palmerston, manager; Ethel Barrymore, Sinclair Lewis and Glenda Farrell scheduled to appear; opens June 24; Palmerston will continue to run Portland, Me., Civic Theater.

Dennis, Mass., Cape Playhouse; Gertrude Lawrence, Arthur Treacher; opens June 24; new management. Amherst, Mass., first professional company in the new \$250,000 college playhouse; Sylvia Sidney and Luther Adler booked for June 24 opening. Weston, Vt., Weston Playhouse; fourth season opening June 28; direction, Harlan Grant. Oak Bluffs, Mass., Ribs Playhouse; this year under management of Charles Cook, Phyllis Rice having retired; Sinclair Lewis scheduled to appear during season; opens July 1. Tamworth, N. H., the Barnstormers, touring Tamworth, Laconia, North Conway and Wolfeboro, N. H.; opens July 1.

Marblehead, Mass., North Shore Players' second season at Marblehead High School; Philip Moriyak, Gladys Cooper, Helen Claire and Libby Holman all pledged to; opens July 1. Gloucester, Mass., Bass Rocks Theater, formerly Mercury Theater Group; now under Martin Manulis, Henry Levin and Harold A. Van Kirk; opens July 1. Provincetown, Mass., Old Wharf Playhouse was destroyed but New England Repertory company from Boston will appear in Arlins Playhouse starting July 1. Cohasset, Mass., South Shore Players opening July 1; Constance Collier, Lenora Ulric, Arthur Treacher, Violet Hemling and John Lodge scheduled to appear.

Whitefield, N. H., Chase Barn Playhouse; now managed by Torrey T. McKenney; nine-week season begins July 1. Rye Beach, N. H., Farragut Players; Berilla Kerr and Sydney Carter co-managing for season which begins July 2. Cambridge, Mass., new company begins eight-week season at Brattle Hall July 8; Miriam Batista announced as member of resident company.

Westboro, Mass., Town Hall Playhouse

new company; plans on start; season begins July 8. Keene, N. H., summer theater resident company beginning July 8. Stockbridge, Mass., Berkshire Playhouse, July 8. Newport, R. I., Japs Cowi; already announced; seven-week season beginning July 16.

Many other theaters are getting ready to open, and most will bring in name attractions at least once during the season. An estimated \$100,000 will be spent on name attractions, according to present plans for the summer season in New England.

Names in Maine, Too

PORTLAND, Me., June 22.—Maine summer theater patrons are due for a lot of celebrities this season if announcements come true.

Helen Twelvetrees is just started at the Civic Theater, Portland, this week, and will be followed by Horton to *Springtime for Henry*.

Jimmy Bax is to open the Ogunquit season Monday. Miriam Hopkins will open Deputies at Harrison the week of July 1. Lakewood has Harry Carey booked for July 22 in *Ah! Wilderness*. Vincent Price and Edith Barrett will be co-starred there in the former's new play, *Poor's Corner*.

Others booked for the Civic Theater are Ruth Chatterton, Joe E. Brown and Sinclair Lewis. Arthur Treacher is said to be booked at the Civic and at Harrison and Ogunquit as well.

Laurette Taylor is to appear at Ogunquit in *Outward Bound*. This production failed at Lakewood when revived there prior to the Broadway revival success and was a flop at the Civic Theater when done recently.

Michael Strange, Bramwell Fletcher, Francesca Braggiotti and John Lodge are to appear in *Amphitryon 3* during the week of August 5 at Ogunquit.

Lakewood has booked Henry Hull for the new Phil Dunning show, *Dollars and Sense*; Ethel Barrymore for *The School for Scandal*; Frankie Thomas in *Concert Four*; and Joyce Arling and Albert Brackett in *Mr. and Mrs. North*.

Notes

The Bellport Summer Theater (Bellport, L. I.) will try out a new comedy, *May Day*, co-authored by the theater's director, HAROLD L. ANDERSON, and ALBU DYER. For the rest of the 10-week season festivals will be used. The permanent company includes JOHANNA HILL, KNELE MORGAN, JANE DENNETT, DWIGHT MARFIELD, NATALIE THOMAS and WILLIAM E. IVERSON.

The Greenbush Summer Theater (Blauvelt, N. Y.), which will play Wednesdays thru Saturdays, will open June 29 with JACK WILLIS, PHYRNE HAMDEN and SAM HACKES in *Shadow and Substance*.

Seven new plays will be tried out during the season by the Sussex Playhouse (Culver Lake, N. J.), under the management of EDGAR LUM COOK and VIRGINIA ROYT COOK. The 10-play season will start June 29 with *Imat Toller's No More Peace*. JOHN TIMEN will direct all the shows.

GUY PALMERSTON, in order to provide work for his regular Portland (Me.) Civic Theater company during the week that EDWARD EVERETT HORTON and his guest company will play there, has changed the opening bill for his Lake Wholom Theater (Fitchburg, Mass.) from *The Royal Family to Counselor-at-Law*. Counselor's larger cast will use the Portland regulars.

Cowbarn Casting List

The following is a list of summer theaters operating under direct supervision and approval of Actors' Equity. Class "A" companies operate in a competitive area which is within 40 miles of another stock company and produce new and old plays; Class "B" companies are in non-competitive areas and produce only revivals; Class "Bm" includes leading arrangements in return for reduction in minimum cash salary; Class "S" is a special dispensation whereby company uses Equity principals and local extras. "E" indicates security required; "T" means exempt from posting bond.

- S A Amherst Drama Festival... Amherst, Mass., Harold J. Kennedy, \$1,500.
- B A Bucks County Playhouse... New Hope, Pa., Kayson Nicholson and Theron Bamberger, \$1,500 checks.
- S A Berkshire Playhouse... Stockbridge, Mass., William Miles, bond.
- S A Bass Rocks Theater... Gloucester, Mass., Martin F. Manulis and Henry Levin, \$1,713 checks.
- E A Cape Playhouse... Dennis, Mass., Richard Aldrich, \$1,172.
- S A Chapel Playhouse Players, Inc. ... Guilford, Conn., Justus J. Adias, \$1,500 certified checks.
- S A Cambridge Summer Theater, Inc. (Brattle Hall)... Cambridge, Mass., John Huntington and Miriam Ballela, \$1,300 check.
- S A Country Playhouse... Westport, Conn., John Haggott and John Cornell, letter of guarantee.
- S A Clinton... Clinton, Conn., Alexander Kirkland, \$1,000 check.
- S A Cape Theater... Cape May, N. J., T. C. Upham, \$700 check.
- S A County Theater Summer Co. ... Suffern, N. Y., Walter Armistead, \$1,000 check.
- S A Casino Civic Theater Assn. ... Newport, R. I., Nancy Rogers, \$1,000 check.
- S A Chapel Theater Players... Great Neck, L. I., Dennis Hoey and William Thornton, \$675 check.
- S A Cedar Productions, Inc. ... Cedarhurst, L. I., Proctor Jones, \$1,300 check.
- S A Chase Barn Playhouse... Whitefield, N. H., Torrey McKenney, \$707 check.
- S B Cragsmoor Players... Cragsmoor, N. Y., Hugh Neville, \$254 check.
- S A Drama Festival... Ann Arbor, Mich., Valentine Windi, \$1,000.
- S A Deerlick Theater... Harrison, Me., Bela Blau, \$3,000 check.
- E BM Deerlick Players... Deerlick, Pa., John Kanley, \$685.
- E A Edith's Gardens... Denver, Arnold Quertler.
- S A Farragut Players... Rye Beach, N. H., Herrilla Kerr, check.
- S BM Hilltop Theater... Stillpoint City, Md., Don Swann Jr., check.
- S A Hunterdon Hills Playhouse... Jutland, N. J., Inna Hutains and Lowell King, \$435 check.
- S A Harvey's Lake Players... Harvey's Lake, Pa., Edward R. Downie, \$523 negotiable security.
- E A Ivoryton... Ivoryton, Conn., Milton Stiefel, \$714 check.
- E A Lakewood Players... Essexhogan, Me., Melville Burke.
- S A Litchfield Hills Theater... Litchfield, Conn., Randolph Preston, \$700 savings account and check.
- S A Lake Wholom... Fitchburg, Mass., Guy Palmerston, \$2,500 (covers also Maine Civic Theater).
- E SP Lyric Theater... Richmond, Va., Hal Shelton.
- E A Municipal Opera Co. ... St. Louis, Mo., Richard Berger.
- S A Montowee Playhouse Co. ... Indian Neck, Branford, Conn., Lydia B. Hobbs, \$780 check.
- E SP Memphis Open Air... Memphis, Tenn., Joseph Cortese, check.
- E A Mountain Playhouse, Inc. ... Jenkinstown, Pa., Fredrick Walker, \$380 certified check.
- S A Marblehead Summer Co. ... Marblehead, Mass., Ellis Bard and William M. Judd, \$1,850 check.
- E A Mohawk Drama Festival... Schenectady, N. Y., Charles Coburn.
- S A McCarter Theater... Princeton, N. J., Warren Munell Jr., letter of guarantee.
- S A Maplewood Theater... Maplewood, N. J., Cheryl Crawford, \$1,000 check.
- E A Mt. Gretna Players... Mt. Gretna, Pa., A. E. Scott and Margaret Mansfield.
- S B Mountain Theater... Bradnock Hill, Md., Haskell Coffin Jr., \$400 check.
- S A Maine Civic Theater... Portland, Me., Guy Palmerston (covered in Lake Wholom bond).
- S A Michiana Shores Theater Colony, Inc. ... Michiana Shores, Ind., John McMahon Jr., check.
- S A Monomoy Theater, Inc. ... Chatham, Mass., Mary B. Winslow and Elizabeth Shuy, check.
- S A Marion Theater... Marion, Mass., J. Bennett Soutard, \$270.
- S A New England Playhouse... Ridgefield, Conn., Phillip Carr, Charles Atkin and Klara Holt, check.
- S B Nantucket Players... Nantucket, Mass., Morgan Paris, bond.
- S B Nantuxig Players... Nantuxig, Pa., Royal Stout, cash.
- E SP Operetta Festival, Inc. ... Louisville, Ky., J. J. Shubert.
- S B Oak Bluffs Summer Co. ... Martha's Vineyard, Mass., Charles Erasmus Cooke, \$450 check.
- E A Ogunquit Playhouse... Ogunquit, Me., Walter Hartwig.
- S A Pioneer Valley Drama Festival... Holyoke, Mass., Norman Thomson, \$1,000 check.
- X A Royal Alexandria Theater Stock... Toronto, Ont., Frank McCoy.
- E BM Robinhood Theater... Arden, Del., Robert C. Schnitzer.
- S A Ridgeway Theater Players... White Plains, N. Y., Julian Cline, \$1,000 check.
- S A Skaneateles Summer Theater... Skaneateles, N. Y., Virginia L. E. Franke and W. Davis, \$750 negotiable bond.
- S A Summer Stock, Inc. ... Spring Lake, N. J., Watson Barratt and P. Victor Payne Jennings, \$2,500 cash and negotiable security.
- S A Starlight Theater... Pawling, N. Y., Maryverne Jones, \$733 check.
- S A South Shore Players... Cohasset, Mass., Mrs. Alex Dean and Frederick Burleigh, negotiable bond.
- S A Salisbury Summer Theater... Salisbury, Conn., Greg Mooney, \$620 check.
- S A Saratoga Players, Inc. ... Saratoga Springs, N. Y., Hopo Lawder, \$500 check.
- S A Stony Creek Players... Stony Creek, Conn., Leonard T. Vetter and Ronald T. Hammond, \$700 certified check.
- S A Stamford Community Playhouse... Stamford, Conn., Monte Proser, Nathan Stern and Walter Betscher-Productions, Inc., \$1,000 check.
- S A Tamsræx Players... Lake Pleasant, N. Y., Malcolm Atterbury, \$700 check.
- S A Theater By-the-Sea... Matunuck, R. I., Richard Wilson, \$1,000 check.
- S BM Town Hall Playhouse... Westboro, Mass., Alan Gray Holmes, \$750 check.
- S A Theater-in-the-Dale, Inc. ... Marblehead, Conn., Louis T. Toussaint Jr., \$630 check.
- E A Winstchester Playhouse, Inc. ... Mt. Kisco, N. Y., Richard Skinner.
- S A Woodstock Players... Woodstock, N. Y., Robert Elwyn, \$1,500 check.

The following theaters have been negotiating with Equity and have been classified, but at press time had not yet completed the deal by posting bond.

- S B Bandbox Theater... Suffield, Conn., Mary Ann Dentler.
- S A Montclair Theater... Montclair, N. J., Martin S. Meyer, D. J. Walper.
- S A Red Barn Theater Co. ... Locust Valley, L. I., N. Y., Stewart Cheney and Arthur Hanna.

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 CARNEGIE HALL NEW YORK

Cantor, Crosby, Ray Top Draw In Stanley, Pittsburgh, Season

(Continued from page 5)
lancers took in. But when they present weak acts and make little effort, such as Edmund Lowe's turn, we're not very enthusiastic. Most picture actors aren't particularly well liked by the fans who patronize the city's only vaude house, maintains Eagle, who entered show business at the age of 11.

Most consistent draws have been orchestras with radio reputations. Following Crosby, Kemp, Healy, Miller and Lewis were Wayne King, Orrin Tucker, Shop Fields with the Ink Spots, Sammy Kaye, Gray Gordon with the "Dead End Kids," Guy Lombardo, Ted Weems, Clyde McCoy with Morton Downey, Jimmy Dorsey, George Hall with Henry Armetta, and Edmund Lowe, Kiddy Duchin, Phil Spitalny, Jan Savitt, Glen Gray, Benny Goodman and Buddy Rogers.

Of the three syndicated columnist troupes, packed with Hollywood starlets, Louella Parsons was first and best grosser, followed by Ed Sullivan and Jimmy Fidler.

In order of cash value to the Stanley, the variety units ranked Eddie Cantor, Martha Raye, Folies Parisiennes unit, Johnny Davis with the Three Stooges, Cliff Edwards and Gloria Dickson, Parsons (with Ronald Reagan, Jane Bryan, Joy Hodges, June Preisler, Arlen Whelan and Susan Hayward), Benny Meroff's Funnies unit, Sullivan (with Bela Lugosi, Arthur Treacher, Betty Jaynes, Douglas MacPhail, Mary Weaver, Helen Parrish and Vinton Payl), Fidler (with Michael Whalen, Mary Healy, Peter Lord Hayes, Edith Pillsbury, Helen Mack, Olympic Brudna, Andy Devine and five other acts), Major Bowser's amateurs, Benny Davis' Stardust unit, a bill comprising Tommy Ricketts, Vilma and Buddy Ebsen, Beverly Roberts and Jack Durand, and Maurice Spitalny with Dixie Dunbar and Johnny Perkins.

All name band bookings also included at least two variety acts. Every show also included Max Adkins' house orchestra from the pit when a traveling act was the bill, otherwise from stage as well as pit, except for the columnist shows.

Value of the in-person attractions to the Stanley gross was brightened in comparison with the picture-only weeks, when four of the year's most highly publicized films, all musicals, averaged exactly \$7,000 less than the screen-stage combinations. Added nut for footlights bookings is estimated to be slightly less than \$7,000 weekly, although some weeks cost much more. Biggest pay check was drawn by Eddie Cantor, who worked on percentage.

About 53 per cent of the pictures were considered a help to the stage attraction, says Eagle. Alho the Stanley is a Warner property, Metro-Goldwyn-Mayer led in product screened, with 10 pictures. Warner book nine, Paramount six, United Artists five and RKO four.

Significant to vaude-bookers and theater-owning interests was that few attempts to feature stage bills elsewhere locally were profit-makers. An announced policy of vaude for the Harris-owned Senator downtown "for an indefinite period" ended after three weeks. One-nighters and week-enders in neighborhood and suburban theaters were occasionally profitable due to raised admission prices.

Warner-operated houses are still booking units and name bands spasmodically, while a few independently owned theaters likewise book occasional bills, mostly thru Joe Miller, Ed Blake or the William Morris agency.

The weekly grosses of stage attractions, with the film booking and contingent circumstances, follow:

- Week of September 29, Eddie Cantor unit, *Three Glamour Girls* (MGM), \$34,000. First cash booking after a summer of pictures only.
- Week of October 6, Major Bowser's 5th Anniversary Revue, *Explosion Agent* (WB), \$13,800. Lowest Bowser gross since inauguration of amateur troupe traveling.
- Week of October 13, George Hall's Orchestra with Henry Armetta, *Winter Carnival* (UA), \$10,800. Helped by extra-heavy build-up.
- Week of October 20, Ted Weems' Orchestra, *Dancing Co-Ed* (MGM), \$10,000. Heavy competition from *Edna in Arms* at Lowe's Penn.
- Week of October 27, Glenn Miller's Orchestra, *They Shall Have Music* (UA), \$7,000. Halloween included.
- Weeks of November 3 and 10, pictures only.

Week of November 17, Hal Kemp's Orchestra with Rude Davis, *Dress Parade* (WB), \$23,700. Thanksgiving included.

Week of November 24, Shop Fields' Orchestra with the Ink Spots, *Nurse Edith Cerrell* (RKO), \$20,000.

Week of December 1, Louella Parsons' unit, *Intermezzo* (UA), \$19,000.

Week of December 8, Jimmy Dorsey's Orchestra with Betty Bruno, *Disputed Passage* (Para), \$17,800.

Week of December 15, Gray Gordon's Orchestra with Dead End Kids, *Cat and the Canary* (Para), \$17,500. Best pre-Christmas week in years.

Week of December 22, Martha Raye unit, *That's Right, You're Wrong* (RKO), \$27,000. Christmas included. Picture big help. (Week also included four-day vaudeville headed by Barry Wood at Senator, with *Blondie and Baby*, \$24,000.)

Week of December 29, Bob Crosby's Orchestra, *Judge Hardy and Son* (MGM), \$23,400. Included *New Year's Eve*, \$1 top. (Senator full week vaude headed by Rinace, on screen *Circus Kid and the Lady* (10th-10th), \$4,000.)

Week of January 5, Ted Lewis' Orchestra, *Fiery Yanks* (UA), \$21,900. Sub-freezing weather. (Senator third and last vaude week, featuring Will Osborne's Orchestra; on screen *Little Accident* (Uni), \$4,100.)

Week of January 12, Folies Parisiennes unit, *Remember* (MGM), \$21,300.

Week of January 19, Eddy Duchin's Orchestra, *Jarvis* (WB), \$18,000. Lower than Duchin's usual gross.

Week of January 26, Johnny Davis' Orchestra, *Three Stooges*, Cliff Edwards and Gloria Dickson, *Brother Rat and a Goby* (WB), \$21,300. (Same week as *Gone With Wind* opening at Warner.)

Week of February 2, Andy Devine, *Shop Around the Corner* (MGM), \$14,800.

Week of February 9, Benny Goodman's Orchestra, *Birth of the Stars* (Para), \$14,400. Lowest Goodman gross here.

Week of February 16, Benny Davis'



W. G. VAN SCHMUS, managing director and president of the Radio City Music Hall Corp., New York, and who has just been elected a member of the board of directors of Rockefeller Center, Inc. A former book publisher, department store executive, advertising man and industrial engineer, Van Schmus became director of the Music Hall several years ago.

Stardust Revue, *Light That Failed* (Para), \$12,800.

Week of February 23, Jimmy Fidler's *Hollywood Revue*, *Rent of Chicago* (MGM), \$10,300.

Week of March 3, Clyde McCoy's Orchestra and Edmund Lowe, *Vigil in the Night* (RKO), \$10,000.

Week of March 10, Maurice Spitalny's Orchestra, *Carlie on the Hudson* (WB), \$10,400.

Week of March 17, Buddy Rogers' Orchestra, *Men From Dakota* (MGM), \$12,700. Holy Week.

Week of March 24 and 29, pictures only.

Week of April 5, Ed Sullivan's unit,

If All Come True (WB), \$15,700. Drew best reviews of three columnists' units. Weather unfavorable.

Week of April 12, Horace Heidt's Orchestra, *Sevensen* (Para), \$24,900.

Week of April 19, Phil Spitalny's Orchestra, *House Across the Bay* (UA), \$13,800. Constant rain.

Week of April 26, Guy Lombardo's Orchestra, *Two Girls on Broadway* (MGM), \$10,200.

Week of May 3, Wayne King's Orchestra, *29 Mute From* (MGM), \$21,250. Manastro's first appearance here in two years.

Week of May 10, variety including Tommy Riggs, Beverly Roberts, Vilma and Buddy Ebsen, Jack Durand, Dr. Cyclops (Para), \$10,000.

Week of May 17, Glen Gray's Orchestra, *Saturday's Children* (WB), \$14,000. Under expectations.

Week of May 24, Jan Savitt's Orchestra, *Forty Little Mothers* (MGM), \$15,100. Good Decoration Day business.

Week of May 31, Benny Meroff's *Funnies*, Irene (RKO), \$17,150. One-night personal appearance of Anne Nagle and Herbert Wilcox doubled that day's business.

Week of June 7, Sammy Kaye's Orchestra, *Brother Orchid* (WB), \$19,900.

Week of June 14, Orrin Tucker's Orchestra with Bonnie Baker, *Biscuit Eater* (Para), \$21,000.

Sally Rand Tops Bowery, Detroit; Roy Atwell Poor

DETROIT, June 22.—Startling up and down business in recent weeks at the Bowery Cafe shows that names alone won't make a draw even for this spot unless the name is backed by some real showmanship.

Sophie Tucker two weeks ago set a new house record of 16,000 admissions for the week, 1,000 more than the record of the week before set by Harry Richmond. The next week the spot slumped to a mere 4,000 with Roy Atwell, the lowest figure since it was enlarged to its present size and the name policy adopted. blame for the drop was placed by the management largely upon the accumulation that Atwell failed to build a following and gave "very little show" in a spot whose customers are accustomed to two and a half hours of steady show.

To cap the record, Sally Rand and her Revue, opening last week, came right around the Sophie Tucker figure, which is house capacity. Tuesday proved the biggest night, and was reported by the auditor as the club's biggest single night.

The Rand show is a well produced revue. Word of this got around quickly, particularly thru favorable newspaper publicity, and the result was the first hold-over at the Bowery since Phil D'Orsay was held a second week last winter.

Name Bands Sat. Nites at Gateway

ATLANTIC CITY, June 21.—The opening bill tonight at the Gateway Casino will consist of Joan Monn, Tondelejo and Lopez, Carol Dexter and Van Alexander's Band doing a single night's stand. The house band is Michael Page.

The Rand show is a well-produced band Saturday nights. Tony Martin, fronting an orchestra, and Larry Clinton are already set, according to Sol Tepper, booking the spot for International Attractions, Inc. The club will have a flac of 16 Bobby Sanford girls.

War Disrupts Shows

LONDON, June 15.—Authority having decreed that there shall be a gap of 20 minutes between performances to avoid congestion in streets and subways, West End vaude and legit theaters running twice-nightly policy are now starting the second performance at a later hour.

New Montgomery Theater

MONTGOMERY, Ala., June 23.—Plans are being made to erect a movie and vaude house also suitable for legit on the site of the old Southern Hotel here. Razing of the hotel is expected to begin in July. Charles T. Rook, of Oklahoma City, has taken a long-term lease on the property.

The Broadway Beat

By GEORGE SPELVIN

CHARLIE WASHBURN, the p. m., was showing a friend around his offices in the Paramount Building, and at the same time expatiating—with schmalz—that press spending is fundamentally nothing but a con game. "You see all these things," said Washburn, waving his arm around, "this receptionist, these secretaries, all these typewriters. They're useless. Just give me three shells and I'm set!"

El Chico has installed above the band stand a thing called a "color meter"—a gadget that shows the impact of sound. Benito Collada, impresario of the spot, is a gadget-lover. One of his pets is a small noise machine that is put on when things get too quiet in the club. He believes that a night spot mustn't sound too dead. . . . Literati crack overhead in the lobby of the recently closed *Lover's Old Street Song*. "Saroyan is just the poor man's James Joyce." . . . Ork leader Glenn Garr now has a hit parade of his own—but with balls and bats. His lady hasn't lost a game until they bowed somewhat sentimentally to Johnny Mesner's crew by a score of 16-15. The song pluggers can't get near Garr now, until the defect is strung. . . . This sounds too typical to be on the level, but it's reliably reported. All agent was burning over one of his acts, and ended an impassioned oration by shouting, "I work my fingers to the bone—and that burn takes 90 per cent of my salary!"

THE Hotel Sutton's little theater, which has been vacant for many seasons, is getting itself dusted out for a very arty group due in the fall, replete with topknot people in all departments, according to the reports. . . . St. Clair McKelway (whose New Yorker "Profile" of Whinnell, in six parts, is creating something of a sensation) recently did a biography of Dick Mahey for *American Magazine*. It didn't appear for months, and finally Mahey called the mag. "Blank, blank, blank," he growled into a startled ear, "what's happened to my life and Jimmy's? The story has been paid for, so there's no doubt some day it will actually appear. . . . Triants of the RKO Building in Radio City won't be able to have air conditioning until the management decides to pipe in the synthetic chill from the RGA Building. They can't even put in units of their own, because the building's contract with the window cleaners' union has a clause forbidding air conditioning vents, even when they're flush with the walls. . . . Accent-on-accent Dept.: When NBC picked up Elsa Harris, who a year ago was singing in small night spots around Chicago, it changed her name to Yvette and urged her to adopt a French accent. She did—and now she's paying off dividends. She has a spot on a Sammy Kaye commercial radio program, landed a Victor recording contract, is scheduled to open at Ben Marden's Riviera next month, and is dickering with Paramount for a screen contract. . . . Ted Oliver, ork leader at the Hotel Pierre, should at least wait until he starts before he turns in his notice. Ten minutes before he mounted the podium at the opening of Felix Perry's Roof Pierre he gave notice that he was leaving June 23 to open at Ross Fenton Farms.

THE two-floor Daneteria has air-conditioning on the lower floor but none on the upper, so during the summer they cool the upper floor by removing the windows and sliding back the roof. . . . The name of the 32d street lane is rapidly turning from Swing to Ching. Lum Fung's restaurant recently established itself on the thoroughfare, and the Chow Mein Inn will occupy the site formerly held by the Royal Box. . . . Hobby Sanford was advised last week that the cream-colored sedan he had ordered has very little chance of being delivered, because the firm (so he was told) is shutting down on private orders temporarily to ramp up its set-up for the manufacture of tanks. . . . Mystery on the Midway: Bowling trails have been disappearing from the alleys at the Fair, and one can figure out how. . . . A pal, thinking to kid a prominent member of the 47th Street Turf and Skedawk Office Association, asked him what *The Racing Form* thought of the international situation. "They claim," said the lad without raising his eyes from his dope sheet, "that Blamey's a Trojan horse."

Earl Carroll's Hollywood

Talent policy: Show in two acts, 9:30 and midnight; dance and show band; rumba combination. Management: Earl Carroll, producer; Jean Lefevy, co-manager and secretary; Dorcas Cochran and Charles Ross, lyrics and music; Larry Cahalan and Dave Bennett, emcees; Irving Parker, publicity. Prices: Dinner and show, \$2.50; admission minus food, \$1; drinks from 50 cents.

Earl Carroll's second edition of The World of Pleasure is the best thing he's done here since his theater-restaurant opened a year ago last Christmas. For the first time the highly publicized "Most Beautiful Girls in the World" don't have to carry the whole show. This time they have Bert Wheeler, whose brand of comedy manages to give the spot that intimate touch so lacking in other productions here.

Show opened with clever bit of patter between girls and Carroll, whose voice came off stage over the loud speaker. Girls insisted Carroll sing the opening number and, after some more gag, the show got under way, with William Brady singing Three Three Portals, Brady's voice and personality fit the spot. The Steiner Sisters came on for some precision acrobatic tepping that was tops. Lolita and Ardo did a class ballroom routine in a scene, Moonlight Sonata.

Bob Bromley and his lifelike puppets turned out to be real laugh-getters. The opening bit with Pinocchio failed to garner much applause, but his heavy-chested soprano, the long-haired swing pianist and YDR were tops. Bromley uses a line of chatter while working his puppets, making them apparently respond to his voice.

Bert Wheeler working with Hank Ladd, used a smoke gag, thruout the show, with Ladd passing himself off as Earl Carroll's assistant. Their informal brand of comedy kept the crowd howling. Ladd, working dead pan, is a perfect foil for Wheeler. They turned out the best brand of comedy Hollywood has seen in many years. Francette Malloy stooges nicely in a couple of spots.

Robert Williams with his dog, Red Dust, is back again and, with his "He Didn't Do It, Did He?", manages to deliver an act that is above the average. Act is built around Williams trying to get his pooch to do tricks.

The Slate Brothers' brand of comedy hasn't been seen around here since the Ritz Brothers worked night clubs. Their screwball antics kept the crowd howling. For one of their stooges they use blood pay Carroll, who also warbles very effectively. Their best bit was a striptease burlesque with Mary Peterbeck. They wind up with a dummy, which they throw all over the place.

Frankon, magician, assisted by Lois Platten, does some mystifying tricks. He's pulling lighted cigarettes out of the air still gone strong. Best trick was making a radio disappear while it was tuned to a station.

Best production number was Legend of the Lake, featuring the outstanding team of Jean Francis and Jerry Gray. Against a background of Carroll girls doing a serpent dance, Francis and Gray do a routine that, for sheer beauty of motion, was not topped in the entire show.

Another girl number which garnered plenty of applause was the Time Strip routine. Wheeler appears as one of the cheerleaders, going over big.

Miller and Reading's knockabout comedy act has them dressed as sailors. The boys throw each other all over the stage, winding up with some good hand balancing stuff.

Pretty Jean Tighe delivered her share of vocals during the show. She has looks and handled her role okeh.

All in all, Carroll has whipped up a show here that should be good for many months. With the comedy atmosphere prevailing, it was a good indication that night club patrons are tiring of stuffy productions overburdened with eye-filling beauties. The gals are all right as a decorative feature, but without a lineup of comedy acts such as this edition, the show would have been just another production.

As it is, the production should keep the customers heading for Carroll's all summer. Dean Owen.

Hotel Pierre, Cafe Pierre, New York

Talent policy: Dance band and floor entertainment at 12:30 a.m. Management: Gustav Von Lowenfeld, managing director; Felix (Felix) Perry, manager and host; Mary Anita Loos and Marian

Night Club Reviews

Strater, press agents. Prices: Cocktail dancing minimum \$1.50; supper, minimum \$2.50; dinner from \$1.50; drinks from 50 cents.

An addition to the society safe picture that is marked for success because it is in the hands of people who know this trade from A to Z. It is located in one of the most exclusive hotels on the East Side. Pete (Felix Perry) is a top name among managers of swanky spots. He moved over here after closing his Monte Carlo for the season, bringing with him the entire staff and his army of followers. Not the least important on the staff is the press agent machinery handled by Miss Loos. She breaks the spot into the society pages and mags without the aid of advertising, working in the many social celebs who patronize the room.

One of the hotel's dining rooms may introduce an entertainment policy in the fall, introducing an atmosphere of greater informality.

Part of the main floor is used for this cafe lounge, decorated tastefully and artistically by Franklin Hughes. Lucite lighting fixtures are a striking innovation, as well as the murals of light-green metal spirals on biscuit beige. A bar of antique bonded leather and copper is near the entrance.

Entertainment policy calls for a dance band and a single-floor personality, featured at a single performance after midnight. The initial attraction is Carol Bruce, a gorgeous brunette with a ringing contralto voice who was singled out as a coming star in the "Possibilities" column of The Billboard two years ago. She is currently doubling from Louisiana Purchase, legit musical. She sings with a warmth and color that combine to produce show-stopping results. Her set included imagination, Louisiana Purchase and All the Things You Are, among others. There's little gambly in predicting starring honors for Miss Bruce.

Sweet and swing dance music is furnished by Eddie Oliver's entertaining seven-piece combination. The basic instrumentation of three rhythm and four sax affords plenty of room for sugary stuff and comparatively mellow tone versions of the swing pops.

Food and service excellent. Sam Rosenberg.

Club Bali, Philadelphia

Talent policy: Dance and show band, rumba relief bands, acts and Latin-American line; floor show at 7:30 p.m. and 7:30 a.m., also Saturday matinee. Management: Kallner brothers (Max, Joe, Ed), proprietors; Ben Lewicki, manager. Prices: Dinners from \$1; Saturday luncheons from 75 cents; drinks from 50 cents; \$1 minimum supper week days; \$1.50 Fridays, Saturdays and holidays; no cover.

Having settled down to its normal run, now that the inaugural fanfare are finished, Club Bali offers a venue that is the best yet. Spot has pruned the embellishments and is spending more on attractions.

Biggest excitement is the appearance of Jerry Lester, first time in this city, and it is certain that the memory of his madcap doings will linger on for long. Lester's lunacy makes more than adequate refreshment on desert sands. Slightly daffy and slap-happy, his offering is an Olsen-Johnson Melba variety wrapped in one. His imitations and mugging spare none, no songs are sacred to his parodies, but most important, he never exceeds the bounds of propriety. Seems to have limitless material, which is fresh and bright for the most part, with his best being a devastating Harry Richman and a more serious Ted Lewis. This is a star in the making if there ever was one.

Dixie Dunbar and her Dancing Rhythmatres (four maids) are a tap-dancing delight. Paced by her twinkling toes, troupe tees off with a rhythmic tap. Miss Dunbar solos with her Comes Love routine from the Yodel Boy show, and the boys join her for a conga tap turn that brings rousing returns.

Dr. Giovanni holds over from the previous show and is still a show-stopper with his pocket pecking. Johnny and George, septet team, were on the sidelines due to leg injury to one of the members. La Comparsa Dancers, three mixed teams, open the show with a rumba delight and close with a conga.

Alan Fielding Band (9) provides delightful dance persuasions, maestro also rating a nod for his handling of the show music. Don Rensold (5) adds the exciting rumba relief rhythm.

M. H. Grodenker.

Harry's New Yorker, Chicago

Talent policy: Show and dance band; floor shows at 8:30, 11:30 and 3 a.m. Management: Charley Mepp, manager; Dave Bransford, producer; Fred Joyce, publicity. Prices: Dinner from \$1.25; drinks from 50 cents.

The new Crazy Show, featuring the Four Whitson Brothers, is excellent summer entertainment, with the Whitson boys and Larry Vincent, emcee, furnishing the crazy portion for plenty of laughs. There's sock entertainment, too, in the straight portion of the show and it has sufficient variety to please all tastes. The Winkle Lover Girl, temporarily under direction of Winkle's sister Audrey, continues to please with their clever, flashy dance routines. Vincent does a first-rate job of emceeing, his dull patter, comedy songs and piano thumping going

over nicely. The Whitson Brothers, for years known as the Lucky Boys, are a standard acrobatic act that has played the principal spots in this country and abroad. They are marvelous risley artists, doing their difficult flips, balancing and tumbling with amazing speed and ease. They inject much clever comedy and their efforts are rewarded with thunderous applause. Especially good is their comedy in the late show, when they enter clad in night shirts and with Larry Vincent stage some very funny antics.

Gene Fields, young mimic, gives some fairly authentic impressions of well-known characters, such as Fred Allen, Charles Boyer, Charlie McCarthy and others, and gets a good hand. Margaret Reynolds, blonde tap dancer, makes a favorable impression with a fast season of graceful taps and whiffs. The Bertiny Sisters score with some colorful acrobatic, nicely executed.

Joanne Jordan, swing singer and balladist, is back for a return engagement by popular request. Extremely attractive



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and possessed of a dynamic personality. She has a voice of excellent range and she sings her songs magnificently. Alice Blue Gown, Only a Rose and several numbers in fast tempo won her a big hand.

Finale is a beautiful military number by the Winnie Hoveler Girls, with perfect timing and winning generous applause. In the latter show the girls in a picturesque ladder number titled A Day at the Circus, which is sure-fire.

Intermission entertainment is furnished by Dorothy Johnson, vocalist, and the Mark Talent Trio, instrumentalists. Mel Cole's Orchestra furnishes excellent dance and show music. *Net Green.*

Chez Parce, Denver

Talent Policy: Dance and show band; floor shows at 9:30, 11:30 and 1:30. Management: Tom Remola, operator; Jack Blue, booker. Prices: No admission or cover charge.

With the recent two-week engagement of Nick Lucas proving that customers patronize a good flesh presentation, Manager Tom Remola is following thru with steady floor shows and the spot, open less than two months, has enjoyed a steady increase of business.

Willie Hartzell and his orchestra, who started when Remola took over, have proved a consistent good draw, and now that dancing is permitted, they have changed from a novelty band to a balanced novelty and dance crew.

THE 4 COPELANDS
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Again playing Best Laid Time after 2 successful years in Europe and South America.

Shavo Sherman heads the show and does an outstanding job. In rapid succession he impersonates Durante, Ted Lewis, Hugh Herbert, Laurel and Hardy and Groucho Marx, and the applause he gets increases with each impersonation. Sherman not only does voice but also facial mimicry with a distinct variance in each character that is uncanny. Between impersonations Sherman carries on with a knock 'em down type of comedy that keeps the customers laughing.

Dotty Long, vocalist, follows a straight style of presentation. Has a pretty face and figure, and her voice is pleasing, but her selling is strictly on the hatchery side. Lovett Villa and Their Rhythm Queens, sops stoppers, have plenty of flash, good routines and appealing costumes. The quartet does everything from a military routine to a Harlem dash, and their tep tactics get plenty of attention and applause. *Herb Trackman.*

Jack Dempsey's Broadway Bar, New York

Talent Policy: Entertainment at 11:30 and 1:30; dance and show band. Management: Jack Dempsey. Prices: No cover or minimum; dinner from 85 cents; drinks from 40 cents.

Dempsey's restaurant on Broadway is enjoying a good summer, principally due to the visitors who are attracted by his name. Occasionally they will find Dempsey around and nab him for an autograph.

While the room has always had a small dance combination, floor talent is a recently added feature. Current policy is to present a comparatively good name after theater hours. Gus Van, the

veteran singing and talking dialectician, followed Phil D'Orsay, and is appearing twice nightly with a series of his familiar character songs. Van still holds his own among his veteran followers, and even the younger set will find entertainment in his accomplished and pleasant method selling pop and original songs.

Murray Miller's combination occupies the small band stand during cocktail and supper hours. The boys play well and not too loud, giving the customers a chance to converse.

A novel feature Wednesday evening (19) was the preview showing of films on the new Phonovision movie machines. Celebs were on hand for the occasion and, before actual show, Dempsey made a brief appearance and introduced Rust McLean who, in turn, started the proceedings (McLean, incidentally, follows Van here in two weeks). *Sam Hontzberg.*

Dels Casino, N. Syracuse, New York

Talent Policy: Band for show and dancing; six-girl line. Management: Tommy Del Vecchio. Prices: No cover, no minimum.

Since Del Vecchio took over the Palm Gardens a couple of months ago and renamed it Dels Casino, the new management is enjoying success.

Instead of cutting his show, as several other night club owners have done in this section, Del Vecchio is keeping it going all summer.

The show boasts a six-girl line, Whirlwind Steppers, who open the entertainment with a clever routine that the crowd liked.

The show features Kay Costello, who does a beautiful smooze job. Her songs and pratice keep the spectators going. Gladys Daines offers a smart toe and rhythm combination. Was brought back for an encore and could have had another.

Dale Hartz and his acrobatics and gags had the crowd roaring and he nearly stopped the show before they finally let him go. Madelyn Bents does a Hawaiian dance, followed by some clever taps before the Six Whirlwinds come on for their closing session.

Some fine support is given to show by George Wilmer and his music. *Robert B. Taber.*

Battle House Roof, Mobile, Alabama

Talent policy: Dance band. Management: T. S. Wynnen, manager.

After being dark for 23 years, this roof garden of one of the oldest hotels in the South opened June 1 with dance music. Marshall Van Pool and band, who held forth at the Legion night spot at the Fairhope Single Tax Colony for several months, is featured.

Crowds filled the roof opening night. Martha Ann Cooper, soprano vocalist with the band, drew much favorable comment and applause with her rendition of ballads and torch numbers. Ork offered sweet stuff that met with approval. One of the pleasing numbers was a sax solo by Tom Chalfont.

Business was so brisk on the third night of the reopening that Manager Wyman had to enlarge his dance floor. Van Pool leads his orchestra with the clarinet and he knows his stuff. Other men are Roy Choate, Tom Chalfont, Bob Crane, sax; Bill Leening, trumpet; J. T. Roberts, trombone; Charles McLean, piano; Bob Hall, bass; Bill Kaymes, drums.

The band broadcasts over WMOB, with Byron Jenkins at the mike.

Van Pool's orchestra departed June 9 for Charleston, S. C., to play a week at Isle of Palms. Billy Dunn, vocalist, will join this orchestra later.

Gerry Gerard and his Lazy River Rhythm band took over June 9. Gerard lost three nights due to rain. He features Grace White, "China Boy" Sheppard and Al Oliver, vocalist.

Manager Wyman says he may use a floor show soon. *G. J. Flournoy.*

Biltmore Hotel, Biltmore Roof, New York

Talent Policy: Dance and show band; shows at 8 and 12. Management: David B. Mulligan, president; William H. Horke, manager; Paul, maître d'hôtel; Mary Galsen, press agent. Prices: \$1 cover week-nights, \$1.50 Saturdays; drinks from 50 cents.

A beautiful and airy room, decorated with palms, ferns and sparkling fountains alongside the band stand. Hotel's entertainment policy is centered here for the summer, after the Bowman Room, downtown, closes its season.

The market is open only to bands

bands that can furnish a show. The initial buy is Alvino Rey, the electric guitar craftsman who left the Horace Heidt organization to front his own band. Co-featured with the band, and rightly so, are the four King Sisters, a quartet of bounding personalities who sell their songs with an abundance of showmanship.

The band itself is stronger at show time than during the dance sets. From the standpoint of musicianship, the outfit, as a group, is still in its infancy. It lacks the projection of the better name bands and can only acquire it, naturally, by filling a few more lengthy engagements. Alvino attempts to display his talents by way of his familiar string instrument and succeeds nobly, playing it with a deftness that few of his competitors possess.

The band plays sweet and swing and attains a note of individuality when Rey's whining guitar predominates. Fortunately, this step is not taken too frequently and hence it is more welcome when employed.

The boys put on a very entertaining show. Some of them have clever specialties and the group novelties are exceedingly well done. At show caught, Donna Kay, the only blond of the singing quartet, opened with a good arrangement of *Playmates*. Rey next brings to front his guitar for *St. Louis Blues*, producing talking effects, and Alyce King, saucy brunette, follows with *Daddy Boy* and *You're in My Heart Alone*, the latter in company with the outfit's tenor, Allan Shellyby. Both have strong voices. Skeets Herfurt and Dick Morgan, the comedians in the Rey family, kill a few minutes with some nonsense.

Highspot in the show is the aggregate floor work of the King Sisters. They are a cock singing team, swinging in a different manner. The kids went big in the Mood and Ravel's *Rotero*, and join the entire group in the new *Boop II* dance. A good laugh in the routine is furnished by the heavyweight bass player and tiny drummer. An impressive arrangement of *Parnell Blues* winds up the bill.

Joop Elnko, attractive handwriting analyst, works at tables. A few of the Rey boys double in the intermission dance sets, playing, chiefly, Latin tunes. And the King Sisters take individual turns at the mike.

Joak, do Babary and His Ooppy oek play here daily for luncheon and cocktails and Sunday evenings. *Sam Hontzberg.*



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CHARLIE HUNTER SHOW, La Plata, Md.

Vaudeville Reviews

Paramount, New York

(Reviewed Wednesday Evening, June 29)
A lengthy bill, draggy in spots, but generally entertaining. For top honors there are Red Skelton, who is fast becoming an institution in this house, and Rochester, Jack Benny's sidekick, who is quite all right on his own. Rounding out the line-up are the McFarland Twins and orchestra, Judy Starr and Jimmie Rae.

The McFarland Twins, in themselves, are a novel attraction. They have a sweet band behind them, which acquits itself nobly on the sugary stuff and which throws in a couple of novelties between the acts. The boys open with a ditty labeled McFarland Band, which is a personal plug but nicely done. Next, the smooth warbling of Burt Ennis and the glea club is featured in *Home*, composed by Jeff Clarkson, one of the two pianists. Later on, the ark is spotted in *Baby's Asleep and Belle of St. Mary's*, featuring Ennis again.

Skelton offers a new batch of silly characterizations, ranging from a lesson in baby care to odd drug-store customers. There is a constancy about his pleasant sales technique, milking responses even when a bit is weak. Fana Stillwell is his attractive assistant.

Rochester, in closing spot, presents a production of his own. He has three Eastern entertainers with him, but the customers wouldn't let him off until several of his own dance numbers exhausted him. Added are an interpretative miso who struts in bare feet to something called *The Jabs*, a comedy woman who pairs up with Rochester in some hilarious stepping, and a male stooge. It all adds up to a show-stopping act.

Judy Starr, swing vocalist, had a cold and suffered thru *You Can't Brush Me Off*, did a little better with *Three Little Fishes* and *I Can't Give You Anything But Love* because of cute mannerisms, and wound up with the McFarland Twins and Ennis vocalizing *Pisgah*. Because of her winning personality and neat selling tricks she can get by with less trouble than most pop warblers.

Jimmie Rae, rock acrobatic dancer, scored strongly early in the bill with a pleasant tap and acro routine and back somersault with full and double twists. Flashy stage work.

Business was good first evening show opening day. On screen, Douglas Fairbanks Jr. and Madeline Carroll in *Safari* (Paramount). Sam Honigberg.

Chicago, Chicago

(Reviewed Friday Afternoon, June 21)
The H. & K. see house has a solid entertainment bill this week, both on stage and screen. *The Ghost Breakers* is far from a great picture but it's good entertainment and the Bob Hope fans should turn out in force. On the stage, Buddy Ebsen and his sister, Vilma, are the standouts, presenting a splendid comedy act.

Six Hodgkins open the show with a spectacular juggling act that could hold its own in any spot. Three men and three women, nicely dressed, present a fast and intricate session of club, hat and hoop juggling, working with remark-

able precision. A spectacular stunt is extinguishing three candles with a whirling bolo, two candles held in girl's hands and one in her mouth. Another is two men on ladders supporting two other members of the company on their shoulders and all doing a club juggling routine. Close with some fast tumbling. Received a tremendous hand.

Shirley Dickinson, young Music Festival winner, held over from last week, is a real singing find. Her clear soprano voice is of excellent quality and her two numbers won a big hand.

Fenwick and Cook offer a pleasing comedy acrobatic routine, comedy bike bit, and a burlesque on the step dance from *White Horse Inn*.

Buddy Ebsen, screen favorite, has a delicious sense of humor and sells his stuff smartly. Opens singing *Banjo On My Knee* and follows with an entertaining eccentric dance session. Then he and his sister, Vilma, offer a clever dance routine spiced with comedy and close with a modernized cakewalk, to rounds of applause.

Peter Lind Hayes carps a substantial hand for his clever imitating of well-knowns. Is weak on a few, but most of them are very good.

The Dorothy Hill line presents two production numbers, one a garish Spanish number, the other a beautiful dance fantasy. Ned Greco.

Carman, Philadelphia

(Reviewed Friday Evening, June 21)

Variety bill finds Louie Baal bringing his band out of the pit to make the musical and physical back drop on the stage. Makes a smart production setting for the *Digitance*, mixed dance duo, first on, who please with three ballroom turns.

Jean Carroll doubles from her spot as emcee, doing an efficient job on the introductions interspersed with a sprinkling of chuckle yarns. Brings out the Three Ryans, male stiletto trio stepped in the Fitz five fashion, winding up their feet and furious knockabout tendencies with a rhythm tap. Generous in their laugh-provoking, altho stepping into the blue once or twice, audience was general in its response.

They spot shows show-stopping Jess Alt Miller making his bow there as a vaude turn. Alt Miller is from local ranks, his antics at the drum accessories featured with the Fox Theater pit orchestra for a dozen years, and after a warmer-upper on nitery floors, takes his place on the variety stage with an ace musical novelty. First selection finds him banging at whiskey bottles for the bell notes. Then brings out a fiddle prop carrying cocktail glasses and plays the musical tipping glasses with the violin bow. Next has a clothesline stretched across a chair stand, making music with lingle bells concealed in the bloomers and sundry undies. Combines a bit of magic with his finale cicker, pulling a set of alarm clocks out a top hat and then playing the clocks in xylophone fashion, called back to repeat his familiar window-shade ripping routine, all done in tempo.

Next-to-shut, Miss Carroll carries the slot with Buddy Rowe. Reverses the procedure. Howe is the male foil and she makes the jokes. Finishes with the regulation song and tap dance routine and goes over great all the way.

The Virginians, six males in full dress, are a catch in the closing with their rich harmonizing in musical comedy style, for *Dumky Serenade*, *The Glory Road* spiritual, a smart medley of show songs, and a rousing finish in *You're in God's Country*. Show runs smoothly with all the ingredients to make for a well-rounded variety bill. Stage gets swell support from

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CHICAGO

Management: General Amusement Corporation New York - Chicago - Hollywood

Johnny Apollo on the screen. His good when caught at late supper show. M. H. Ordenker.

Tower, Kansas City, Mo.

Review of Tower performance, mentioning George White Scovel's unit.

paced, dragging only in one or two spots.

Show opens with house ork playing Happy Birthday to You. Kismet Klavin Dowsing first waves on George Grant who tap dances and keeps time with sax drum sticks.

Doris Melabish, juve tapster, presents a specialty to tune Whispering and then taps with a rope to Scatterbrain.

playing I Love You Truly, with neat comedy effects on a set of Swiss bells. Then offered Mrs. Doris Polka on harmonica, following with a jazzy Blue Prelude. Encored with Rhythm on Whazee, in which they imitate train effects.

Enelyn Clair offers a straight vocal of Chihuahua, which proved okeh.

Patricia Holton, assisted by her father in a mental act, stops the show for a few minutes with her skill in identifying objects held by members of the audience and calling forth their names.

Strawberry Russell, who has been seen here before as a professional, is the only septa member of the cast. He plays Merry Had a Little Lamb on a one-string, cigar-box violin, succeeded by Roses of Picardy in both sweet and hot styles.

The Mimicking Melodiers provide imitations of Wayne King, Bob Crosby, Clyde McCoy, Shep Fields, Henry Busse and Tommy Dorsey. The combo measures violin, accordion, trumpet and clarinet, with the fiddle doubling bass.

The accompanying pie, Gwacho Serenade. First night's big line. Audience reception, spotty. Bob Locke.

State, New York

Review of Thursday Evening, June 20

Horace Heldt made several changes in his show for the second and last week of his run. Whether this will mean anything at the box office is problematical.

Art Carney, clever mimic who was out of the show last week, is back with his Shock Impressions of Al Smith and the President. He pairs up with Ollie O'Toole, another impersonator, taking turns at take-offs on various celebs.

Jenn Farney, cute vocalist, replaced Josette Romay. She has a sweet voice

"Imagination" Real Click

NEW YORK, June 22.—Imagination is chalking up a far more imaginary hit on the phonograph machines around the country, the ballad continuing to climb until it's just short this week of the blue-ribbon class.

For further details on this song and others current in the music boxes, turn to page 104 and the Record Buying Guide in this issue of The Billboard.

and pleasant delivery and some such tunes as Gimme a Little Kiss and a Merry Ma ditty, in which Heldt joins.

Bobby Hackett, ace trumpeter who is leaving Heldt after the current engagement to go on his own, pleased the pit-bugs with Tuxedo Junction. Red Farrington, comedy cut-up, was spotted alone in his familiar and heavy laugh-song.

The band featured new specialties. The holdover line-up included Larry Cotton, tenor; Le Ann Sisters, harmony quartet; Ruth Davies, soprano; Frankie Carlo, terrific pianist who stopped the show; and Fred Lowery, whistler.

The Treasure Chest cash feature is retained, and this time the messenger boy who delivers the money to the lucky names picked from the telephone books remains to do a dance with Heldt.

Business poor last show. Sam Hanfberg.

Archie Loveland Switches

SEATTLE, June 22.—Archie Loveland, director of entertainment of Hotel Olympic, closed his long engagement at that hostelry last week, along with his orchestra, to go to Cal-Neva Lodge, Lake Tahoe, Calif.

LLOYD AND WILLIS, recently returned from a South American tour booked by Herman Pliskoff, open Monday (17) at the Hildebrecht Hotel, Tronton, N. J.

Routes are for current week when no dates are given.

- Acas, The Two (Morris) Chi, h. Allen, Betty (Park Central) NYC, h. Allen, Cliff (Hobart Hotel) NYC, h. Allison, Carole & George (Palms) Cleveland, c. Amos, Bill (White) NYC, h. Amos & Aron (Mirrors) Fort Lee, N. J., h. Anders & Lulata (Casinos) San Francisco, h. Andrews, Larry (Hambock) NYC, h. Ardell Bros. (Village Barn) NYC, h. Arden's, Don. Artists Models (Luskoff House) Covington, Ky, h. Armando & Lita (Hafers) Erie, Pa., h. Arthur, Debra (Algonquin) NYC, h. Astini & Cozzello (Biltmore) NYC, h.

Advertisement for 'Acts-Units-Attractions Routes' with 'TRADE SERVICE FEATURE' logo and 'EXPLANATIONS OF SYMBOLS'.

What the Critics say about CAPPELLA and BEATRICE

Review of Capella and Beatrice performance, mentioning their 'most sensational ballroom idea to play this year'.

- Acas, The Two (Morris) Chi, h. Allen, Betty (Park Central) NYC, h. Allen, Cliff (Hobart Hotel) NYC, h. Allison, Carole & George (Palms) Cleveland, c. Amos, Bill (White) NYC, h. Amos & Aron (Mirrors) Fort Lee, N. J., h. Anders & Lulata (Casinos) San Francisco, h. Andrews, Larry (Hambock) NYC, h. Ardell Bros. (Village Barn) NYC, h. Arden's, Don. Artists Models (Luskoff House) Covington, Ky, h. Armando & Lita (Hafers) Erie, Pa., h. Arthur, Debra (Algonquin) NYC, h. Astini & Cozzello (Biltmore) NYC, h. Bower, Major, Show (Tower) Kansas City, Mo. Bowell, Elinor (Gangplank) NYC, h. Brady, Bill (East Carroll) Hollywood, h. Brandon, Ann (Colombia) Chi, h. Brent, Harriet (Brown Derby) NYC, h. Broadway Passing Show (Lyric) Indianapolis, Ind., h. Brock, Lew (Show Post Seattle) Seattle, Wash. Brooks, Jane (Lodoot House) Covington, Ky, h. Brown, Fred (Tourist Club) San Antonio, h. Brown, Mary Jane (Berliozette) NYC, h. Brown, Krays (Summit) Uniontown, Pa., h. Bruce, Carol (Harris) NYC, h. Bruce, Ted & Linda (Babette's) Atlantic City, N. J., h. Bryant, Betty (Coo House) NYC, h. Burkmaster, John (Algonquin) NYC, h. Burke, Martha (Cocoanut Grove) Boston, h. Burke, Larry (St. George) NYC, h. Burns, Doris (800) Chi, h. Calypso Singers (Vanguard) NYC, h. Camp, Arden (President) Atlantic City, h. Campbell Sisters (Main Street East) Detroit, Mich., h. Canastota Troops (Villa Moderna) Chi, h. Carline of Shanghai (Goo Rouse) NYC, h. Carol & Shored (Chad Fares) Chi, h. Carby Sisters (Embassy) Phila, h. Carpenter, Imogene (Weylin) NYC, h. Carr, Billy (800) Chi, h. Carroll, Nelson (Lexington) NYC, h. Carroll Sisters (Mother Kelly's) Miami, Fla., h. Carroll, Jo Ann (800) Chi, h. Carter & Boyce (Dollans) NYC, h. Carter, Len (White) NYC, h. Casade, Billy (Christiana) NYC, h. Cesar & Maciota (Walkers-Atlets) NYC, h. Chappa, Beth (1131) Phila, h. Chappel, Carol (800) Chi, h. Charles, Pierre & Renee (Biltmore) Los Angeles, h. Charles & Barbara (Henry Brady) Atlanta, h. Chocollaters (Southland) Boston, h. Clair, Marcelle (Whispering Top) NYC, h. Clarkson, Crystal (Candelaria) NYC, h.

After 4 Weeks at the Roosevelt Hotel, New Orleans, We Open the 29th of June at HOLLYWOOD CLUB, GALVESTON, TEXAS.

Duchan, Don (Soleit's) Ballet's Lend...
Dufon, Bob (Palmers House) Chi. h.
Dunlap, Diana (Club 13) Phila. no.

E
Edmet, Wally (Gay 7th) NYC, no.
Earl & Josephine (Lexington Casino) Phila. no.
Edlinbrook & Ferrar (Queen Mary) NYC, no.

F
Fay, Francis (Hi-Hit) Chi. no.
Fay, Francis (Palazzo Door) NYC, no.
Fisher, Lillian (Macombpassano) NYC, no.

G
Gale, Yola (Stannah Room) NYC, no.
Gaulther, Paul (Blue Room) Phila. no.
Gardner, Helen (Little Rialto) Phila. no.

H
Haddy, Jane, Danvers (Pittsburgh) Chi. h.
Hall, Cliff (Embassy Club) Phila. no.
Hamilton, Ruth (Hollands) NYC, no.

I
Iverson, Constance (Queen Mary) NYC, no.
Iverson, Constance (Queen Mary) NYC, no.
Iverson, Constance (Queen Mary) NYC, no.

J
Jax, Fred, Charlie (Cruz Favel) Chi. h.
Jax, Dale (Blackstone) Chi. h.
Jax, Steve (Don-Air) Chi. no.

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Jay, Anna (Markovitz's Reception) NYC, no.
Jed & Annette (Loon & Eddie's) NYC, no.

K
Karn & Crowell (The Oasis) Seattle, no.
Karin, Dan (Broadway) Buffalo, no.
Karin, Dan (Broadway) Buffalo, no.

L
La Mar, Jean (Loon & Eddie's) NYC, no.
Lafayette, Fred (Diamond Horseshoe) NYC, no.

M
McCauley, Jimmie (La Martinique) NYC, no.
McGovern, Mary (Old Heidelberg) Chi. h.

N
Nagrette, George (La Coura) NYC, no.
Nagrette, George (La Coura) NYC, no.

O
O'Brien & Evans (Franco) Kokomo, Ind. h.
O'Connell, Helen (Broadway) NYC, no.

P
Page, Ed (Columbo's) Chi. no.
Page & Parker (Wentworths) Boston, no.

QUELLE DAME MILLBILLY CIRCUS
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Murphy Sisters, 'Four' (Lexington Casino) Phila. no.
Murray, Arthur, Danvers (Dance House) NYC, no.

N
Negrette, George (La Coura) NYC, no.
Negrette, George (La Coura) NYC, no.

O
O'Brien & Evans (Franco) Kokomo, Ind. h.
O'Connell, Helen (Broadway) NYC, no.

P
Page, Ed (Columbo's) Chi. no.
Page & Parker (Wentworths) Boston, no.

R
Rahner, Charles (Date Society) NYC, no.
Rahner, Charles (Date Society) NYC, no.

S
Sadeg, A. Donna (185) Chi. no.
Sal, Clair, Byrle (Rohan Hall) NYC, no.

T
Tanner Sisters, Three (Royale) Detroit, no.
Tanner Sisters, Three (Royale) Detroit, no.

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

Spreer & Foreman (Cocoanut Grove) Boston, no.
Spreer & Foreman (Cocoanut Grove) Boston, no.

T
Tanner Sisters, Three (Royale) Detroit, no.
Tanner Sisters, Three (Royale) Detroit, no.

V
Valdy & Lyrene (Columbia) Oklawaha, Fla. no.
Vander, Jerry (Loon & Eddie's) NYC, no.

W
Wade, Bill & Betty (Black-Gullies) Detroit, h.
Wagner, Tex (Clay & Fiddle) Cincinnati, no.

WALTON JACK (Huron Derby) NYC, no.
Walters, Dabe (Southland) Boston, no.
Walton, Ted (Martini Dancers) N. Y. h.

REPORTE-TENT SHOWS
Bythe, Billy, Fayette Glover, Va. 24-25.
Carter Dramatic Co. Leavenworth, Mich. 24-25.

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MISCELLANEOUS
California Condens, Carnival of Fun: Cassidia, Va. 27; Berrien, N. C. 28.
Campbell Bros. & Stenard Circus (paired) 11.

Vaudefilm Grosses

J. Dorsey Still Pulling; Roxy, MH Okeh; Heidt in Surprise Dive, 19G

NEW YORK.—Adding to the worries of vaudefilm house operators is the fact that week-end business has been falling off. However, the Music Hall and the Roxy pulled enough business to warrant boldness.

The Paramount did a desolate \$17,000 for the second week ended Tuesday (18); with stage bill consisting of Hattie McDaniel, the Eburna, Peter Lind Hayes, the Harry James Band, and the pic, *The Way of All Flesh*. The first week of this layout grossed a meager \$20,000. New bill Wednesday (19) with Rochester, McFarland Twins' Band, Red Skelton and Judy Starr is expected to pull up to \$30,000. Pic, *Safari*, was received none too cordially by the critics.

The saddest story on Broadway is at Loew's State, where Horace Heidt and his Pot o' Gold radio show, was bought for \$11,000 for the first week ended Wednesday (19) and \$10,000 for the second. This show brought a brutal \$10,000. The film was *Strange Cargo*. Film was changed the second week to *Buck Benny Rides Again*, which already spent itself with four weeks at the Paramount. Some minor changes were made in the stage bill, the band doing a new set of routines. No more than \$16,000 is anticipated. (Previous week's program with Think-a-Drink Hoffman, Stuart Morgan, Dantera and Rebecca on the screen did \$22,000.)

The Music Hall for week ended Wednesday (19) drew \$22,000 for the first week of *Our Town* and *Cover and Jeanne* and the Calgary Brothers on stage. While not rushing as high as advance expectations, the layout is building and hopes for the second week to run up to \$70,000. (Prior to current layout, two weeks of *My Favorite Wife* totaled a beautiful \$167,000.)

The Strand did nicely for week ended Thursday (20) with the second week of Jimmy Dorsey's Band and Marie Rosenbloom, along with *Brother Othello* on the screen. Take amounted to \$28,000. First week of this layout pulled a big \$42,000.

(Previous to this current program three weeks of Sammy Kaye's Band and Torrid Zone totaled \$87,000. Take for third week of Dorsey should be around \$31,000.)

The Roxy, with a \$35,000 gross for week ended Thursday (20), had a hard time deciding if the layout with Nick Lucas, Paul and Eva Reyes, a Ben Yost singing group, Bellet and English Brothers and Sunny Rice should hold over. They decided on the second week at the last moment. Should do approximately \$27,000. The Doctor Takes a Wife on the screen. (Previous layout with Madras Gee, Ed Roocker, Gaumnitz Brothers and Tommy Wonder, with pic, *Four Sons*, registered a fair \$28,000.)

"Scandals" \$12,000 6-Day Mark in K. C.

KANSAS CITY, Mo.—George White Scandals unit, starring Ben Blue, at Barney Joffe's Tower Theater here, grossed a record \$12,000 for a six-day stand for the week ended June 20. Show played at 30-cent top, and take is a 12-month high. Accompanying pic, *I Don't Give You Anything But Love, Baby*.

Week ended June 14, Art Kassel and Maroon Holmes plus *Bomb* over London pic grossed previous season record, \$50.

Springfield Bill Okeh

SPRINGFIELD, Mass.—The slight drop in box office last week at the Court Square Theater was attributed to the exceptionally hot weather and competing activities during the three days ended Saturday (18). The bill consisted of six acts plus *Oniida the Three-Mile Limit* on the screen.

Bobbe Carbone, emcee, James Skelton, Page and Jewett, the Mia Miles review, Bruce Santry and Taylor and Lorraine comprised the show.

Waters Poor 27G at Chi; Ozzie Nelson Oke at S-L; Oriental Good, Holds Over

CHICAGO.—While inclement weather and war news combined to cut attendance at the three Loop houses last week, the Chicago was the only house that really took a brodie. Combo of Ozzie Nelson's Ork and a good gang picture brought very good crowds to the No. 2 State street house, which hit a little above its expected 150s, a highly satisfactory figure. The Oriental had a good week, although not as big as had been hoped, with the pic *My Favorite Wife*, which, being strictly adult, probably cut attendance of the youngsters. Registered an okeh \$22,000. Picture and stage show.

with Bill Bardo's Ork, also being held over. The Chicago, with Ethel Waters and the film *World's End*, had one of the most disappointing bills in months and attendance was likewise. Dropped to an extremely poor \$20,500.

For the current week prospects are much better, although rain on Saturday kept the crowds out of the Loop. Houses opened to fair biz. With schools closed the kids are expected to up attendance. Oriental expects a satisfactory week with its holdover bill. Chicago Theater has an excellent stage bill and a good Bob Hope picture, *The Ghost Breakers*, and looks good for at least \$33,000. At the State-Lake a Major Bowes unit and pic, *Fight Angels*, should do a satisfactory 14Gs or better.

Buffalo Grosses Still OK Despite Meager Vaude Fare

BUFFALO.—Considering the summer situation, grosses are still very much on the sunny side here. The Buffalo opened week of June 21 to healthy attendance with the picture, *The Ghost Breakers*. This, due to Bob Hope's popularity here, should be good for an average take. Stage layout is slightly so-so, and has D'Artega and the house band, Gertrude Lutzi, the Three Harmonettes (in second week) plus the featured Charles Newman, harmonica player. Gross is anticipated at about \$12,000.

For the week ended June 20 the house did fairly well with the much-publicized celluloid fare, *Susan and God*, garnering \$11,700. Average is \$12,500. Stage bill was helped by the Magic Blipper contests, which ran three weeks. Sponsored by The Buffalo Evening News and the World's Fair Civic Center, the contest received much newspaper publicity, which helped the Buffalo's draw considerably. Acts were D'Artega and band, Gertrude Lutzi and the Three Harmonettes.

The Century, interesting its vaude bills with double features, this week (started June 21) has *Women in War* and *Grandpa Goes to Town* on the screen. Show is expected to do \$7,500. Next name bill is scheduled for July 5 week with Little Jack Little and his band and a vaude show.

Old Satchmo didn't disappoint Century's manager, Richard Kemper, for week ended June 20, bringing in a healthy \$12,300, considered fine for this time of year. The Louis Armstrong Band plus an all-colored vaude bill of Big-Time Grip, Midge Williams, Stump and Stumpy and Gandy and Pepper, went over well with Buffalonians. Promotion for this stand was solid, and included playing of Armstrong recordings on an automatic phonograph in theater lobby for two weeks preceding the date and during Satchmo's appearance. Pic was *The Crooked Road*. Manager Kemper expects to continue the vaude policy throughout the summer.

Milwaukee Bill Pulls Fair 66C

MILWAUKEE.—Just a fair \$6,600 was turned in by Borrah Mineevich's Harmonica Rasicals at the Riverside Theater for the week ended June 20.

Promotion in connection with their appearance included free harmonica to all kids under 12 attending the Saturday matinee performance and a harmonica contest on Tuesday night, with a trophy cup and theater passes as prizes.

The bill also included Trizie, Ford Marshall and Fio, Bob Hopkins and Dave Schooler. Pic, *Men Without Souls* (Col.).

Radio Unit a New Low for Spokane

SPOKANE, Wash.—The Post Street, which has been playing vaude three days a week since September 1, skipped the circuit shows last week to try Captain Dobbie and His Radio Gang, and is regretting the move.

Manager Bill Evans reported the radio show grossed a new low for the year. He said there was an entirely new audience, mostly old ladies, the vaude followers staying away, and that the new audience didn't like the show, which was padded with "amateur musicians."

Captain Dobbie broadcasts out of Beattie and Spokane for Centennial Skills.

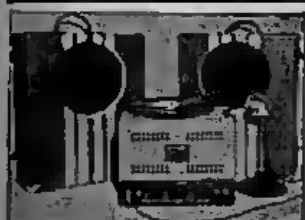
Tucker, Baker Pull In DC; Expect 26G

WASHINGTON.—Ottie Tucker and Bonnie Baker are packing Loew's Capitol with enthusiastic audiences for week ending 27, with expected business to run to \$20,000. In addition to the band Tucker has Wally and Verdyn Slaughter and the Lee Ghezzi. On screen is the *MON Florian*. Last week Clyde McCoy, with comedy Turnabout, did \$19,000. At Warner's Earl increased business made management happy, with Bob Hope's *Ghost Breakers* and vaudeville for week ending 27th. Expected to do \$19,000. On stage, Jack Lavier, Rita and Ed Ochman, Pansy the Horse, Sue Ryan and the Rockettes. Previous week, with comedy mystery, *Slightly Honorable*, did \$13,000.

Philly Carmen Hits Low 32C for 6 Days

PHILADELPHIA.—Falling to get any screen support from *Blonde on a Budget* (Col.) and running into high temperature degrees, the Carmen Theater hit the season's low with a weak \$3,200 for six days ended Wednesday (19).

Bill included Dick and Dottie Remy, Loretta Gray, the Hoffmans, the Evans, Valentine Vox and Ruth Dunning with "Buttons" and Louis Brail's house ork. Pic was so weak that Johnny Apollo, current, was rushed in for a Wednesday opening, new stage show following on Thursday (20). With a better run of pictures on the book, House Manager Frank O. Ackley will definitely carry thru the summer with stage shows.



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By BILL SACHS

(Communications to Cincinnati Office)

JACK OWYNE and CO. were forced to forge the BAM and ISM magic coplars when they were handed a six-week extension on their contract at the Elmhurst Hotel of the Baltimore Hotel, Los Angeles. They played eight weeks of Coast time before anchoring at the L. A. spot. Under date of June 13, Jack typewrote: "Like it a lot and may end up staying out here. Harry Blackstone is in town on vacation. Ade Duval will be here this week on his way to Australia. Will watch for Nicola when he gets here. Great bunch of magi out here and never a dull moment." ... TUCKER KEY, after a fortnight's engagement at Cafe De L'Opera, New Orleans, has begun a three-week theater tour of one-nighters in that territory. ... JUDITH JOHNSON, mentalist, and partner, Harold Laughon, back in the States after six weeks in Canadian theaters, are set at Rogers Night Club, Buffalo, for an indefinite stay. ... DUKE MONTAGUE, while playing recently at Montrose, Colo., had some of his magic paraphernalia lifted by several small boys who mysteriously gained access back-stage. At this writing, the stu's still missing. Ralph R. Collins is plotting Montague. ... DAOMAR THE MAGICIAN, recently at the Mount Royal Hotel, Montreal, is winding up a two-weeker at the Glenlea Country Club, Mill, Que. He returns to the Normande Roof, Montreal, in the fall. ... BERNARD ZUPALL, the mental magician, shows up his booklets No. 3 and No. 4, the former outlining his method for memorizing the calendar, and the latter explaining his systems of memorizing cards. They're a pair of nifties for those who like mental mysteries. ... L. O. GUNN, West Coast conjuror, recently worked four days at the Universal Studio, teaching magic to one of the actors in the picture, The Mummy's Hand, to be released soon. "Four days at a studio means more money than four weeks work from a Los Angeles booker," writes GINN. ... LOS MAGIROS, Los Angeles magic club, gathered Monday (24) at the home of Edgar Bergen in Hollywood, with Ade Duval, who last week played the Orpheum, Los Angeles, as special guest. Bergen is an ardent magic enthusiast.

JOHN BOOTH, the handsome Canadian, who tomed aside his magic several months ago to enter the military, was admitted to University Hospital, Chicago, June 17, to go under the surgeon's knife. Upon his release, he will resume his ministerial studies at the University there for the summer. He already has finished his first term, with almost three years still to go. Booth lectured on "Behind the Scenes With a Magician" at St. Paul's Congregational Church, Chicago, June 13, and on the 15th appeared on the BAM Headliner's Show at the Civic Theater in the Windy City. ... CAPT. T. JONES was to have opened recently at the Milton-Dollar Theater, Los Angeles. The opening day, while arranging his act, he stepped into a fire-foot concrete pit back-stage and broke the heel of his right foot. He is at Cedars of Lebanon Hospital, Hollywood, and it may be months before he will be able to walk again. The irony of the thing was that three bookers were in the audience to catch his act for possible Midwestern bookings. ... LORINO AND KATHARINE CAMPBELL, who has been recalcitrant at their Burbank, Calif., home the past month, leave for the Middle West and East into this week to resume their bookings. ... FLORETTA AND BOYETTE opened Monday (24) at the Continental Club, Chesapeake, O., for two weeks, their second stop there in six months. ... MAURICE P. RAYMOND (The Great Raymond) was a two-

Picketing Looms For N. Y. Burles

NEW YORK, June 23.—Picketing may begin at the three local burlesque houses. Notices have been posted backstage of the Gaiety, Republic and Eltinge theaters, notifying stagehands, projectionists and musicians that their services will terminate this week. After that the theaters will remain open and the pit, stage and booth will be manned by members of unions that are rivals of the IATSE stagehands, Locals 1 and 306, and musicians' local 802.

According to I. H. Herk, operator of the Gaiety and spokesman for the group, the house operators appealed to the unions for a lowering of backstage expenses over the summer months until September 1. He says Local 1 showed willingness to cooperate, but that it said it could do nothing without the consent of the other unions involved. So far no reply satisfactory to the theaters has been made.

Herk said the houses are willing to withstand picketing if necessary.

Burly for Mendon, Mass.

MENDON, Mass., June 23.—Mendon Theater here has added burly, changing from straight films. The house is operated by Charley Breat.

Team Jumps From Chi to N. Y.; But Misses Show

NEW YORK, June 23.—There's no understanding on the rehearsal date. Joel and Anette, set for the current Leon and Eddie's show, did not open. Team came in from Chicago on day of opening, but, according to management, were due in preceding night when the musicians are usually on hand for rehearsal.

Joel and Anette claim they were not told of the club's rehearsal policy. Act was booked by Sammy Clark, thru the local Eddie Smith office, which claims that it wired Clark definite rehearsal information.

Team returned to Chicago and may come in for the next Leon and Eddie's show. They were not replaced on the current bill.

"Eccency" Burly Tie-Up

DETROIT, June 23.—Carrying out a policy of modern exploitation for burlesque, H. K. Minsky of the National made a tie in with Eccency, the movie which has been a local record money maker, this week. Show at the National was published as a production of Eccency in Person, featuring Hooty Dee Kellar.

Ex-Burly House Opens With Vaude, Film, Dance Music

NEW ORLEANS, June 23.—The House of Variety opened with Morris Nelson as emcee and Mike Lusso as operator. Club uses seven acts and combines a single motion picture, with dancing on a floor surrounded by tables and cushioned metal chairs.

Shows are continuous from 12 noon to 2 a. m., with a matinee admission of 10 and 20 cents for balcony and main floor, respectively, and 10, 20 and 41 cents at night, all prices including the 2 per cent amusement tax. House ok. 10 pieces, plays on stage.

Vaude week of June 16 includes the Great Glyndon, tight wire; Kramer and Louise, black-and-tan; George Dunn; apex; Vera Curtis, tap; Marion Schmidt, acrobat; Loraine Shaphard, fast tap; Sunny Lee, singer, and Sanna Miller, Russian dancer. Pony line is the Rockets. On the screen, Gangs of Chicago.

Once the site of the old Dauphine Theater, long a burlesque house, Lusso at first planned a burlesque-night club combo, but changed to vaude just before opening.

Ann Corio Wins Suit

HARTFORD, Conn., June 22.—Ann Corio's flying trip in from the San Francisco Fair won a court suit over her mother's will this week. Miss Corio, who insisted that attorneys call her by her marriage name, Mrs. Ann Corio Callahan, is executrix of the will. Her brother and sister appealed from the probate of the will when they were left only one dollar each, claiming that she had exerted undue influence. Superior Court Judge Patrick H. O'Bullivan instructed the jury to return a verdict upholding the will.

Atlanta Adds Burly

ATLANTA, June 22.—Jesse Cox, manager of the neighborhood Liberty Theater, is putting in burlesque shows weekly beginning this week.

Childs' Driver Crash Victim

PINE PRAIRIE, La., June 22.—Erroy Manuel, truck driver with George Childs' French Follies, was instantly killed recently when the show's truck was struck by a train while en route here from Waterloo, Ia., where the Childs unit recently closed its season.

Show's scenery and equipment were badly damaged. Childs' Hon act is playing for the Sun office in Michigan, handled by Capt. Billy Reid. Childs, now vacationing at his summer home here, will resume with his French Follies early in September.

Talent Agencies

HERMAN CITRON, New York agent, out of the hospital after a minor operation.

RAY S. KNEELAND, Buffalo, lost his mother-in-law in an auto accident and has rushed to Ohio with Mrs. Kneeland for the burial. Last year he himself was seriously injured in an auto crash and early this spring Mrs. Kneeland was hurt in a collision. Kneeland has added the Van Beuren Ind. Dunkirk, N. Y., to his bookings for week-end. 115-act floor shows. ... FRANK J. DUBICK, of Napier, Vaudeville, Eschango, Buffalo, reports bookings for Hogan's Alley (four people); Transit Valley Country Club once-weekly floor show; a show at South Shore Country Club.

MAJ. O. HOUPPE, of the Houpe Booking Agency, Valdese, N. C., is handling several of the WGM Grand Old Opry acts that have appeared in Republic pic. He is also booking the Staging Cowboy unit.

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Burlesque Notes

(Communications to New York Office)

NEW YORK

ALLEN OILBERT started number producing at the Republic June 18. Replaced Beverly Carr, who went home to La Crosse, Wis., to take care of a sick ma. ... BOBBY MORRIS, comic, back after an Australian tour, has opened at the Casino, Toronto. ... THELMA SANDLER, here on a visit from Knoxville, Tenn., helped Mother Hane, customer and her ma, celebrate a birthday June 18 at the Planders Hotel. ... SCARLET KELLY exited from the Republic June 20 to open July 1 at the 405 Club, Chicago. ... SAM GOULD, singer, goes to the Catskills for the summer, after five weeks of vacation in Miami Beach and Key West. ... HARRY (HELLO JACK) FIELDS replaced Manny King at the Eltinge June 21. King left to vacation in Lake Hopatcong. ... ARLEN STEWART held over for a third week at the Casino, Toronto. Opens at the Eltinge June 28.

PATSY GINGER JOHNSTONE is singing and emceeing at A. De Luca's Paradise Garden, Norwood, N. J., thru the summer. ... DUBBLE YVONNE was fettered a champagne party at the Claridge Hotel on her birthday June 12 following a strip engagement at the Club Gancho for a gathering of medicos, about which Dorothy Kilgallen commented in the Journal-American the day after. "A letter of well wishes came from her dad, A. C. Joseph, Flight Sergeant of the Royal Canadian Air Force in Toronto. ... SALLY KEITH opens July 1 at Rivero Beach, Mass., for three weeks, after her close at the 405 Club, Chicago. ... LUCILLE WRAY, back from a vacation at her home in Omaha, is now a specialty dancer at the White Way Casino, World's Fair, where Rosita Joyce is featured. ... MARLANE recovering from a sprained ankle which forced a layoff during her last week at the Republic. ... JEAN CARTER celebrated a birthday June 13 at the Eltinge.

BESSIE MOORE, comic, left the Republic June 20 for his home in Mapleton, Ill., to help care for Lucy (Mrs. Moore) Baxter, recovering from an operation. Has signed for the Hink Olivetti

for next season. Replacing him at the Republic was Bert Carr. Jerry Dean was a last-minute booking at the Republic June 14 week. ... MAO DENNISON, comic, started June 6 at the Strand as a foil for Marie Rosenblum. ... DAVID ROSEN'S Streamlined Follies, Cobby Island, is featuring Tirta and Her Wine Bath, in opposition to Dorothy Henry and Her Milk Bath at the Star Follies in Luna.

PALMER O. COTE, straight man, writes from San Francisco that Hughie Mack and his son are at the fair; also Billy Pitzer on the Sally Rand road and Bob Sandberg, novelty and perfume concessionaire. Bob's son is on the front of the Little Horsts, and James Frances Jr. out front of Artists and Models with Frank Penny and Harry Cornell. "Just closed 21 weeks at the Palais, Los Angeles, for the Daltons," adds Palmer. "Cart there now includes Marian Morgan, Ginger Britton, Nazario Fallo, Jean Hendry, Mary Murray, Bob Ferguson, Al Rio, Billy Reed, Bill Hayes Jr., Jack Murray and Leon Murray. Producer is Paul Locks. Just closed, Lou Devine, Gun Schilling, Betty Rowland and Jack Romig. Last named went to the Liberty, San Francisco, which operates under a new policy of comedy, strips and songs, with no line of girls. Jack Hayes is doing straight. At the Capitol here are Bumps Mack, Little Jack Little, Johnny Barker and Renee and Hayward. Jewel Sothorn is with Spectra of Paris nitery. Jeane Kwoide is producing at the Capitol, with Eddie Skolak, manager, and Bill Peterson, assistant. Bob Freeman left the Follies, Los Angeles, for White Cargo, legit play which opens next week at the Beau Arts, Hollywood. Ginger Britton just finished in indie pictures in a story based on ANN CORIO'S life. They used Follies house at night for making shots. Russell Trent is laying off to play papa to his baby. Bob Freeman, too, is daddy of a girl, and I became the father of a seven-pound boy. Tyrrell Paler Cote, April 4. Ma Evelyn (Bookie) Mason was formerly a chorine at the Avenue, Detroit."

FROM ALL AROUND:

BOB CARNEY, comic, will share headline honors with his recent bride, Mary Joyce, in the new show next week at the Troc, Philadelphia. ... LENORA ROTH, chorus girl at the Troc, Philadelphia, leaving the line to be married next week. ... EVERETT LAWSON has replaced Smokey Burns as producing comic at the Roxy, Knoxville. Spot has returned to a girl-show policy, using a six-girl line. ... A. G. (BOZO) BAUGH, who got his start in burlesque under "Rags" Murphy, is now second man for Danny Goodman at the Hollywood Ball Park, where both work for Jacob Brothers, concessioners. ... NELL KELLY, formerly Nellie Blum, of burlesque and tab, is now the spark in Tony Brill's theatrical agency, Los Angeles.

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Success of Old-Time Movies Is Attributed to Showmanship

Ye Old-Time Movies in third season at Coney Island, N. Y., as local newsreel is added—superimposed gag titles create repeat business, Jack Stern, operator, says

CONEY ISLAND, N. Y., June 22.—Showmanship is accountable for the success of Ye Old Time Movies, which have been operating in Feitman's Arcade for three seasons. Competing with dozens of other attractions on the island, the old-time movies have taken a share of Coney's receipts. While it was expected that a year would be necessary to establish these shows, the open-air spot, operated by Jack Stern, was a success from the start. Business has increased to such a point that this season more seats were installed and a larger screen put into use. The operator says that his shows continue to draw day in and day out, because he gives a program that is different.

In putting on his shows Stern works all the angles he has come to know in his 36 years in show business. The first thing in halting his show is to attract people to the spot by using easel displays and window cards placed at spots where the largest number of Coney visitors pass. Interest is further promoted by a flashy front. To do this, hundreds of photo-

graphs are used. Signs are used around the box office. If a Western is playing, Stern has someone dressed as an Indian to walk up and down in front of his spot to attract attention. He has also used Chinamen, Chaplins and other characters. When it's a general show and there isn't a character to promote, the grinder wears a frock coat and top hat as part of the flash. Patrons who want the following week's program mailed them on a penny postal can secure this service. Registrations are not solicited.



AT YE OLDE TIME MOVIES.
 Photo shows some of the numerous photographs used to flash up the front.

graphs in addition to signs are used around the box office. If a Western is playing, Stern has someone dressed as an Indian to walk up and down in front of his spot to attract attention. He has also used Chinamen, Chaplins and other characters. When it's a general show and there isn't a character to promote, the grinder wears a frock coat and top hat as part of the flash. Patrons who want the following week's program mailed them on a penny postal can secure this service. Registrations are not solicited.

Aims at Repeat Biz

With the people once inside the show the next thing is to give them a program that will create repeat business. To do this Stern has worked his plan down to a fine point. He shows only old-time movies, but they are all edited before

Local Newsreel Featured

Feature of this season's shows is the "See Yourself in the Movies" newsreel. At Stern, veteran operator, shoots about 400 feet of film each week-end, taking as many groups as possible and making it a point to let them know they're being filmed. When they see the placards on the local film, a large percentage of them become patrons of this movie spot. Movies shot on Saturday and Sunday play for a week, starting on Monday.

On Saturday a midnight show is given. As programs are changed this day, no double-feature or now show is offered. The spot generally sells out for these shows. An extra subject is always carried on hand and sometimes this is shown to make the program run a few minutes longer. However, the extra reel is never billed.

Stern is using a 14x18 screen. Projection is 85 feet, with a two-inch lens and 1,000-watt bulb. Last year an 8x10 screen and a 30-foot throw with a one-inch lens were used.

Amateur Night Planned

Plans are under way for a "get-together" amateur show on Mondays. With the island's Tuesday fireworks schedule starting after the Fourth of July, Stern feels this is needed to boost his Monday take.

Stern recently opened an old-time movie in the White City Stadium at New Haven, Conn. He divides his time between this new location and here. Last winter he showed old-time movies at Miami. The venture was profitable and he is planning to operate at other

SHOWMEN

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winter resorts next season. Old-time movies are growing in popularity, Stern says, and the roadshowman through the nation is offered an opportunity to cash in on this trend. The main thing, he adds, is to have a well-rounded bill and to promote it in a showmanly manner.

Movies advertised to be shown at Stern's include John Gilbert in *The Big Parade*; Rudolph Valentino, *Four Horsemen of the Apocalypse*; Sarah Bernhardt, *Queen Elizabeth*; Theda Bara, *The Queen of Sheba*; Mary Carr, *Over the Hill*, and Emil Jennings, *Metropolis*.

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NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I. May 11 to Oct. 27

4 Best Middle Week-Days Aid 623,329 Total

NEW YORK, June 22.—The week produced four record middle days for the Forty Fair—Monday, Tuesday, Thursday and yesterday, Wednesday, a second best, came within 5,000 of the June 12 kid-day mark. This despite violent storms and winds. Week's total of 623,329 was third best of the six-week run. Thursday, May 30, is not counted as a routine week-day in the figuring, of course. Daily average is still crowding the 90,000 mark and promises to take a healthy up beginning on July 4.

A big bingo layout, labeled Tally Ball, is understood to be set for operation in Johnny Johnson's roller rink, scheduled for conversion. If opened, Johnson will be associated with Harry A. Illinois in the venture. Another revamping is due next week when Phil Plant's Hawaiian Show exits to make way for an elaborate John Krimsky De-Bunk-Her spot, supplementing his throwing-the-girl-out-of-the-stand on the Jakoside. Now in his fourth week, DDK has been climbing to rich (See Best Middle Days on opposite page).

52 Attractions Gross \$596,514 In 25-Day Period

NEW YORK, June 22.—Fifty-two attraction turntikes, taking in 20 shows-a-spot, 18 rides and 4 villages, had a gross revenue of \$596,514 at the World's Fair during the opening 25-day period, May 11 to June 4. The games, art and weight guessing, galleries, arcades, etc., brought in approximately \$48,000. Vending machines drew \$32,844. Last year 38 attractions (19 shows, 15 rides and 4 villages) accounted for about \$478,000 during the corresponding period last one day, April 30-May 23, but more sources of revenue have been made available this year than last, current figures appear (See Attractions' Gross on opposite page).

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, June 22.—It may be of more immediate importance to discuss box office in this space, but in these troubled times comment on a lingering comedy situation is, we hope, not out of place. This is, of course, the midway majority campaign, a healthy travesty, possible in few, if any, countries in the world today. The screw planks, promiscuous and phlegmatic have added zest to the fun stretch and a refreshing kind of insipid to the people working there.

Ead and forlorn is his former majesty, Yusef (Rondaron) Rogers, who resigned add then ran for office again. Happy and ecstatic is Harold "Wandering" (Mouthie) Smith, Winter Wonderland Village ballyhooist, who, it is claimed, gained 717 votes against Yusef's 572. One single solitary ballot was cast for orange-utan Jigg, mayor of Frank Buck's Jungleland and (See FLUSHING FRONT on page 34)

Additional Expo News

Dopt. Page
General News ("Talent Mint")— 4
Cup Machine ("Cig Vendors at World's Fairs")— 88

Paid Attendance

(Sixth Week)	
Saturday, June 15	192,842
Sunday, June 16	165,328
Monday, June 17	67,833
Tuesday, June 18	60,722
Wednesday, June 19	71,614
Thursday, June 20	71,925
Friday, June 21	83,507
Total	623,329
Previously reported	3,125,833
Grand total, first 6 weeks	3,748,953
First 6 weeks, 1939	4,913,490
1940 decrease	1,164,538
1940 daily average	89,251

WORLD'S FAIR GROSSES 25 Days—May 11-June 4

Shows and Spees (\$350,803)	Rides (\$317,998)
Aquascade	\$138,722
Streets of Paris	41,799
Frank Buck's Jungleland	17,210
Ripley Odditorium	15,234
Railroads on Parade	10,280
Living Magazine Covers, 89,094; Gardens on Parade, 87,718; Why Do, 87,204; White Way Casino, 87,000; Masterpieces of Art, 48,579 (includes 42,578 from sale of catalogs); Nature's Mistake, 45,843 (includes 41,487 from blowoff); Hot and Cold, 45,064; Incubator, 44,654; Scroll of Life, 44,457; Palace of Wonders, 41,908; Glass Blowers, 41,973; Crimson Tower, 41,114; Magic Carpet, 40,237; Wall of Death, 39,328; Zorina, 39,309; Minstrels, 33,174; 20,000 Legs Under the Sea, 3,157; Nyees (Zoo), 3,291; Hawaii, 3,279; War Museum, 31,905; Tibet, 31,803; Bughouse, 31,267; Whale Show (one week), 30,118; Rocketmoon Cottage, 29,071.	
Aquascade Concoctions — Programs, 411,588; hunter operations, bar, souvenirs and novelties, cigarette, etc., 89,926.	
Railroads — Model Railroad, 45,292; programs and novelties, 42,433.	
Grand-stand seats for fireworks— 61,471.	
Giant Coaster	\$21,408
Dodgem	14,820
Bobsled	12,900
Aerial Jorride	9,560
Leif in the Dark	8,865
Midget Autos, 47,331; Serpentine, 46,468; Centipede, 44,933; Carousel, 44,371; Whip, 41,364; Snapper, 44,857; Water Bug, 44,337; Trip Around the World, 43,328; Over the Top, 43,817; Flying Scooters, 42,721; Skyride, 42,115; 3 Giant Ferris Wheels (Illinois), 41,833; Ferris Wheel (Pleasen), 41,332.	
Roller skating rink, 41,072.	

Villages (\$127,713)

Day New Orleans	\$17,443
Midget Village	14,342
Winter Wonderland	8,360
Dancing Campus	4,295
Concessions — New Orleans: New Orleans Restaurant, 26,323; Sabaras, 26,818; Poor Boys Sandwich Shop, 33,771; Dog Store, 22,785; Carrie's Inn, 43,407; Abnath's House, 610.	
Campus — Canterbury Inn, 17,231; Oprey House, 42,788; Campus Inn, 31,948; Frat House, 41,701; Red Lion Inn, 41,648.	
Games, Etc. (\$88,100)	
Gilbert Noon (shooting gallery, 115,370; trap shooting, 44,502; gun, 42,855; archery, 41,822 gallery, 497; ray gun, 479).	
Total	623,725
William Rabkin (Arcades, 414,040 Sky Fighter, 42,970). Total	17,010
Murray (Goldberg and Dufour & Rogers (Guess Your Weight, 48,424; Guess Your Age, 47,268).	
Total	15,093

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO May 25 to Sept. 29

Paid Attendance

Thursday, June 13	28,547
Friday, June 14	27,423
Saturday, June 15	56,914
Sunday, June 16	73,672
Monday, June 17	37,872
Tuesday, June 18	33,805
Wednesday, June 19	34,007
Thursday, June 20	34,175
Fourth week total	326,706
Previously reported	901,079
Grand total first 27 days	1,226,785
First 27 days 1939	1,048,382
1940 increase	178,403

Grosses Rise; Kid Nickel Day; Starts Upswing

SAN FRANCISCO, June 22.—There has been a general increase in grosses after a disappointing drop the week previous. Fast week-end was good, with the rise starting on Monday when expo officials had the first Nickel Day for kids. Hot dog and soft drink concessionaires doubled their takes at the nickel rate. All mid-way grosses were up, particularly rides.

Terrill Jacobs' African Jungleland put on extra performances. Show is again being managed by Harry Baker. Mack Bybee, who this year is managing Ripley's Odditorium, had lines at ticket windows all day. Henry Rodgers got a big play at the Lost World attraction. Incubator, Babies and Chinese Village were other bright spots.

Rose Has Coast Record

After a poor start A. L. Vollman's America-Cavalcade of a Nation is getting into top money. Billy Rose's Aquascade has already established an all-time attendance record for any theatrical enterprise on the Pacific Coast. At close of the fourth week more than 350,000 had paid admission to the spot. Rose's drum beaters predict that more than 2,000,000 will have seen the show before the expo closes on September 29.

Sally Rand is reported to be negotiating for a spot here. If successful she would close her Eastern engagements so as to open at the expo in about three weeks.

Folies Bergere

This Clifford C. Fischer production was at the expo last year the big musical hit. Staged in California Auditorium, seating capacity about 4,000. Shows at 7, 9 and 11. Saturdays, Sundays and holidays, four performances.

Last year Clifford Fischer with his two Folies Bergere set himself a standard of entertainment that must have kept him hustling to equal this year. That he did this is evidenced by the throngs that have viewed the show since opening.

Half a dozen specialty acts of high order mingle with as many big production numbers in which beauties and dancers wear costumes that range from cute to gorgeous. Of the big spec numbers the underwater ballet is by far the most striking. In this Fischer is not attempting to compete with Billy Rose, by any means, because the ballet is an entirely different affair.

Where Brothers and Senor Veneces are top favorites. Where Trio offers a diverting hodgepodge of sheer nonsense, sort of a counterpart of the Fitz and Marx Bros. Senor Veneces is a ventriloquist with a new routine that brings howls from audiences. He works with a dummy for which his painted fat forms a face.

Red Donahue and his kicking mule is the traditional act and just as funny at 47¢. The Lavenders present a striking acrobatic routine, and Rita Borden and three male dancers offer an adagio act that brings out gasps. Concluding specialty act is the Britzies, who display marvelous muscular control.

Edward Murphy.

Six Eats Booths Are Picketed; End To Dispute Sought

SAN FRANCISCO, June 22.—Six booths for sale of corn on the cob and French-fried potatoes are being picketed in a labor dispute. Earlier in the week Sol Abrams and James Adam, concessioners, secured a 24-hour court order restraining picketing pending trial of their injunction suit against the Culinary Workers' Union. According to their petition, they employ some 20 persons who are not members of any union and their booths were picketed in an attempt to force the workers to join. Later Superior Judge Frank T. Deary denied continuance of the order and picketing was resumed.

Kenny Ryan, representative of the Brotherhood of Culinary Workers, has refused to accede to an extension of a compromise proposal on wage of some 1,500 culinary workers employed at 150 expo eating places. Culinary workers and bartenders are now employed under a 30-day temporary agreement with restaurant operators which expires at midnight tomorrow. Union is asking wages comparable to those paid on the mainland and Ryan has indicated he would reject any compromise proposal.

According to a spokesman for the restaurant group, the wage demand would reach 16 per cent above the scale paid culinary workers at the fair last year. He said that to accept the demands would mean the passing of the increased cost onto the public in the form of higher rates. C. L. (Tex) Cameron, of the Oakwood Barbecue; John Kutzman, of the Continental Cafe, and George Smith are representing the restaurant operators in negotiations for a settlement. Harry Hill, a member of the expo board of management, is acting as arbiter, and Fred Woddlston, of the Concessioners' Association, is representing that body at all meetings.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 22.—Harry Michaelson, promoter and manager of the animal show featuring Terrill Jacobs, who sold his interests in this project and resigned as manager, was formerly chief of revenue control here and was also No. 1 salesman with Ted Roosevelt in the advance ticket sale campaign. Douglas Scott, ex-movie actor is now one of the announcers on the late-a-line game on the Gayway. Mrs. Myrtle McClackin, formerly one of the secretaries in the division of concessions, is now handling The Billboard on Treasure Island. Her smile is so captivating and alluring that she makes a good saleslady. Mill Russell, last year of the text division on the main gates and recently appointed to assist Eddie Brown, is bound to become popular. Doug Wiser, inventor and manufacturer of the Derby and Lite-a-Line game, back in town from his factory in L. A. to portabilize the game recently sold to

Beasley Enterprises—Sport of Kings and Pokerino	12,843
Maurice Plesen and Associates—Chime Ball and Skee Ball	8,930
T. W. Kelley (Spin the Milk, 44,837; Roll Out the Barrel, 42,036). Total	8,733
Frank Buck's Ball Game	1,177
Outdoor Bowling	931
Gerrard Archery	367
De-Bunk-Her (one week)	483

Max Schwartz. Never was there a better illustration of the survival of the fittest than on Treasure Island...

Star broadcast of the year emanated from offices of Bill Monahan, the genial general manager, on the night of June 18...

BEST MIDDLE DAYS

(Continued from opposite page) grossed. Spectator rope standards have been set up and targets in each of the side-by-side layouts...

ATTRactions' CROSS

(Continued from opposite page) as a practically exhaustive chart of grosses, published on this page. This year also has the advantage of 16 additional attractions...

- Black Jack, Reginald, Jack, Hester, A. H. Hester, J. H. Hester, J. H. Hester...

- White Cloud, Chief, Whitson, J. H. Whitson, J. H. Whitson, J. H. Whitson...

All of the palmistry concessions were closed on June 15 by police. They were getting along all right until they began to fight among themselves...

LETTER LIST

- (Continued from page 29) Max, Fred, Maxine, Maud, Maxine, Maud, Maxine, Maud...

- Renwick, Gordon, Keenan, H. W., Keenan, H. W., Keenan, H. W...

MAIL ON HAND AT NEW YORK OFFICE

- Antal, Tamara, Antal, Tamara, Antal, Tamara...

MAIL ON HAND AT ST. LOUIS OFFICE

- Black, Mabel, Black, Mabel, Black, Mabel...

MAIL ON HAND AT CHICAGO OFFICE

- Black, Mabel, Black, Mabel, Black, Mabel...

MAIL ON HAND AT CLEVELAND OFFICE

- Black, Mabel, Black, Mabel, Black, Mabel...

William H. Judd Again Head of Circus Fans; Other Officers Re-Elected; Meet With R-B Show

HARTFORD, Conn., June 22.—Re-electing William H. Judd, of New Britain, as president, the Circus Fans' Association of America enjoyed three days of perfect weather during its 15th annual convention at the Hotel Bond here June 17-19.

Altho slowness in arrival of delegates made it necessary to postpone the opening business meeting until later in the day, the event was proclaimed a smooth-running and thoroughly enjoyable occasion. Fifty-three delegates from 10 States had gathered by the end of the opening day and there were additional registrations throughout the convention, bringing the total to about 75.

The group toured Hartford, including stops at the Aetna Life Insurance Co., the Fuller Brush Co. and the famous rose gardens in Elizabeth Park, which were at their prime.

On Tuesday they spent the day in New London, Conn., having shore dinner at the Sunset Inn and attending the matinee performance of Cole Bros' Circus. Mayor Leo B. Ryan presented President Judd with the key to the city. Samuel M. Frensis, State head, and Judd rode to the ceremonies on elephants, accompanied by a steam callopie.

Officers re-elected along with Judd were William L. Montague, of West Hartford, Eastern vice-president; Stan Rogers, Los Angeles, Western vice-president; Frank J. Walter, Houston, Tex., Southern vice-president; Walter M. Buckingham, Gales Ferry, Conn., secretary-treasurer; Col. C. G. Sturtevant, San Antonio, Tex., national historian; and W. H. Hohenadel, Rochelle, Ill., editor of *White Tops*. Don Howland, of Columbus, O., is the new Central vice-president.

List of Directors

Directors for the ensuing year include Melvin D. Hildreth, Washington, D. C.; W. A. Ruwedel, Hanilton, Pa.; James B. Tomlinson, Portland, Me.; Mrs. Madeline Park, Kelsonah, N. Y.; Samuel M. Frensis, New London, Conn.; Benjamin V. Perkins, Holyoke, Mass.; James Y. Chloupek, Oakland, Calif.; George B. Bloxham, Exira, Ia.; Sverra O. Braathen, Madison, Wis.; Glenn H. Townsend, Battle Creek, Mich.; Fred W. Schlois-hauer, Okemawka, Ill.; Thomas M. Gregory, Akron, O.; Porter Loring, San Antonio, Tex.; and Joseph M. Heiser Jr., Houston, Tex.

Don Bloxham, who runs a movie theater in Exira, Ia., was the member from the greatest distance present for the session. Mr. and Mrs. Joseph L. Stone, of Woodstock, N. B., were present for the first time at a national convention.

During the New London visit some of the delegates were guests at the home of Dr. F. M. Canoy, one of the Fan members there.

Committee chairmen for the annual meeting on Tuesday evening were appointed Monday. They included George Duffy, of Fort Plain, N. Y., resolutions; Bill Montague, West Hartford, nominations; Bill Lantry, Fort Plain, N. Y., finance; Mrs. Walter M. Buckingham, Gales Ferry, Conn., emblem; W. H. Hohenadel, Rochelle, Ill., convention.

Frank W. Magin, of Detroit, was continued as chairman of a committee which reported progress in having a commemorative circus stamp issued by the U. S. Post Office Department.

At Tuesday's meeting the group resolved to urge each town having three or more members of the CPA to raise a Tent, and that each Tent insert a greeting card in the Christmas issue of *White Tops*. Three hundred dollars was voted to W. H. Hohenadel for the publication of *White Tops*.

Votes of Thanks

Votes of thanks were accorded to the committee, the hotel, State and city police, the Ringling-Barnum circus; Jess Atkins and Zack Terrell, of the Cole Bros' Circus; the Gainesville Community Circus and others who helped make the convention a success. A vote of thanks will be transmitted to Charles Campbell for route cards sent for distribution to members of the association.

Father F. B. Sullivan, who has a parish in Roxbury, Mass., was welcomed into membership during the convention. He has a wide acquaintance among circus folk and enjoyed visiting the back-lots with the Fan members.

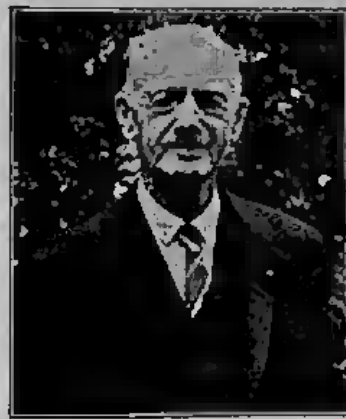
Pictures taken in various back lots, including the old Miller Bros' 101 Ranch Show, were shown at two different functions during the convention, and banners from several tents were displayed at the concluding buffet supper-dance in the ballrooms, at which Elmh Landoll was guest of honor along with 150 of the Ringling and staff. Ringling-Barnum was the convention circus June 19.

In Attendance

Members in good standing attending the convention were H. Fremont Alderson, New London, Conn.; Joseph Beach, Springfield, Mass.; Charles Baker, Utica, N. Y.; Mr. and Mrs. Walter M. Buckingham, Gales Ferry, Conn.; Oil Conlins, Hartford, Conn.; Robert Davies, Rockville, Conn.; E. L. Cushman, New London, Conn.; Charles (Elephant) Davis, Hartford; Charles O. Davis, Springfield, Mass.; George Duffy, Fort Plain, N. Y.; Manuel Eboe Jr., Fall River, Mass.; (See Judd Head of CFA on opposite page)

The Billboard Locates Him

CINCINNATI, June 22.—Eddie Dionne, whose whereabouts was recently sought thru a note in *The Billboard* about the death of his wife, has been located by Alie T. Clark, of Tuscaloosa, Ala., whom Dionne wired upon seeing the item. Clark was a brother of the deceased, formerly Pearl Clark, and has been given power of attorney to settle all her obligations. He is also acting as agent for the disposition of his sister's circus property, according to Dionne's request.



DODE FISK, retired circus owner, as he looks today at the age of 51. Picture was snapped by his old friend, Doc Waddell, on the occasion recently of a surprise birthday party honoring the aged showman in the Tree Loden Park, near Dutchess Race Track, West of Columbia. At one time Fisk was the owner of a circus, six Wisconsin farms and a string of race horses. He lives in Columbia.

Robert Ringling III

CHICAGO, June 22.—Robert Ringling has been in a local hospital the past week. While staging an operation number he ruptured a small blood vessel and for a time it was feared the injury might be serious. Ringling is recovering nicely, however, and will be out of the hospital in another week. Mrs. Charles Jungling, his mother, flew to Evanston when word of Robert's illness reached her, but has returned to the show.

Barker Bros. Start Well in Phila. Under GOP; Unusual Air Tie-Ups

PHILADELPHIA, June 22.—Barker Bros' combined circus-rodeo-thrill show got away to a good start here on the 11th and Erie streets last Saturday for an eight-day run as a pro-Republican convention attraction, sponsored by the Women's Republican Club of Pennsylvania. Advance ticket sales, which ran into the ten thousands, indicate a banner week. Show is playing under its own canvas grand-stand canopy, and arena seats over 9,000. A special performance at 10 a.m. the opening day was given before 7,500 underprivileged children, who were guests of the sponsoring Republican women. Saturday afternoon and night big was only fair. On Monday night, June 17, house was nearly capacity.

The show had unusual radio tie-ups, and the newspapers were generous with their support. In view of the fact that the circus management was a family affair, Station WPMN sponsored a search for the largest family in Philadelphia.

the prize winner bringing out the entire family to the circus as guests of the station and receiving a \$25 cash award. The second largest family also was awarded guest tickets to the circus. On Station WIP, Uncle Wip (Wayne Cody) conducted a circus question contest among his juvenile listeners, awarding 25 pairs of tickets to winners. Both stunts provided for generous radio plugs for the circus.

The Program

1. Grand entry by cowboys, cowgirls, cowboys, Indians and personnel of the show, including over 50 peopis and 100 animals.
2. Will Hill's dogs and ponies in Ring 1.
3. Daredevil Bob Nolan crashing a wall of fire with his auto.
4. Bucking steers with Indian riders.
5. Circus under direction of Jolly Duke and Ellers Johnson.
6. Quadrille on horseback.
7. Bucking horses.
8. Menage (See BARKER BROS. on opposite page)

Better Weather Brings Pick-Up In Business for Russell Bros.

SANFORD, Me., June 22.—With a gradual bettering of weather conditions, business of Russell Bros' Circus has shown considerably improvement in the last few weeks, but still remains spotty. Up until June 1 favorable days were few and far between, and even since there has been more than an average number of cool, rainy days interposed among the fair ones.

After seven stands across the southern part of New York State, the show entered New England at Torrington, Conn., June 4 and played seven stands in the Nutmeg State and eight in Massachusetts. Best stand in New York was Rhaca on Decoration Day. Business was excellent in Meriden and Norwalk, Conn., and good in several Massachusetts cities, but has ranged from poor to fair in the other New England spots.

The show went from Lawrence, Mass., to Portsmouth, N. H., then to Sanford, and is returning from here to New Hampshire for a week, then will go back

into Maine at Lewiston July 1. This is the first season Russell Bros. has ever been in Maine.

Improvements Made

Numerous improvements have been made. The new marquees, with side walls of red and white stripes and masking curtain of blue, adds much flash to the lot. A new floodlighting system has been installed on the midway by Mechanical Superintendent Joe Ford and delivery is expected during the coming week of new canvas for the side show, which is to have a white top and side walls of blue. At Lynn, Mass., where the show had its first fair Sunday in weeks, much painting was done.

The side show, under management of W. B. De Barris, has been going very well in the Eastern territory and has had some exceptional days in Massachusetts. Among recent additions are the Cuban Mack, Red Lunford's Wild West con- (See Pick-Up for Russell on opp. page)

Youngstown Tops For R-B on New Lot; Plenty Mud

YOUNGSTOWN, O., June 22.—Huge crowds braved mud here June 19 to attend two performances of the Ringling-Barnum circus, the show attracting capacity matinee and night crowds on its first visit here in several years. A heavy rain in the afternoon turned the new lot on McCartney road into a sticky morass under weight of wagons, tractors and elephants. The sun was out bright before the matinee ended.

The first train, which should have been well on its way to Bradford, Pa., early that night, did not leave here until 1:15 a.m. and the last section did not get away until 7 a.m., the time the train should have been at the next stand.

Circus men worked with fury that the show might go on. The heavy equipment chewed up the soggy earth when it pulled onto the lot in the morning and the show had trouble getting up and more trouble the following morning getting away.

The elephants and other stock sank in the mud at the opening of the afternoon show. The elephants did not appear in the evening tournament, which replaced the opening. The *Return of Herro Polo*, Elephant and riding acts in the rings had to be omitted and the program revised. Even ground acts worked with difficulty.

Tones of straw were placed for the initial performance, but the mud came thru and more bales were used during the performance and afterward. The evening crowd walked over virtually a carpet of straw, leaving on a sea of mud. Night patrons had difficulty in leaving the show. It was dark and where to step was a problem. It was one of the worst lots encountered since the show took the road under canvas this season and the first time the show has been so long delayed in moving to the next stand, circus executives revealed here.

Big Draw in Binghamton

BINGHAMTON, N. Y., June 22.—The Ringling-Barnum circus played here to capacity matinee and near-capacity night house June 19. Most noticeable improvement in recent years is the lighting for the performance. This year there are four light pedestals attached to the center poles near the peaks. These great spot and flood lights play the various group and solo acts for all they are worth, adding immeasurably to the display from the spectator's standpoint. Binghamton audiences were delighted with the performance.

The Binghamton Sun gave show front-page news.

New Ordinance Permits Shows In Rome, N. Y.

ROME, N. Y., June 22.—At a regular meeting of the city council Monday night, June 17, an ordinance to permit circuses to exhibit inside the city limits was unanimously passed. Three fans, James Wimbles, Earl Stokes and Bert Dart, were very much on the job bringing this about. *The Daily Sentinel* and the Italian paper, speaking the minds of the people, carried editorials indicating the ordinance be passed.

Cole Bros' Circus will appear on the Conrad showgrounds, the regular lot close to the downtown section, on June 28. L. B. Greenhaw, contracting agent, here several weeks ago, began action against a previous ordinance banning circuses and other tent shows inside the city limits.

Police Show for Boston

BOSTON, June 22.—The Massachusetts Police Mutual Aid Association has given its sanction to a circus for the Boston Garden. It is the plan of the promoters to pattern the show after the famous St. Louis Police Circus and a three-year agreement has been made with this in view.

DON ROCKWOOD cards that Russell Bros' Circus has contracted Waterville, Me., for July 5, and will play on the fairgrounds for YD, Veterans' Division. It will be the only circus there this season, according to the city clerk's office.



With the Circus Fans

By THE RINGMASTER

WILLIAM H. JUDD, W. M. HOOKINGHAM
New Britain, Conn. P. O. Box 4, Gales Ferry, Conn.
Consolidated by WALTER HODENADRE, Editor
The White Top, East Haverhill Printing Company, Haverhill, Ill.

ROCHELLE, Ill., June 22.—Dr. David E. Reid, CFA of Lebanon, Ore., writes: "Have just returned from a visit to the San Francisco fair. While there visited with Terrell and Dolly Jacobs. Terrell has the Jungleland exhibit, which includes his animal act and Dolly's three baby elephants. There is a monkey island, elephant rides for the kids, lion and sheep together, and all the cats on exhibition. Following the three animal acts, Jacobs gives a lecture on the cats. While visiting him I became acquainted with CFA David Cavagnaro, of Kapa, Calif. In the vacationland building I found the Marks Bros.' Miniature Circus on display. It is a very fine exhibit. Jacobs allowed me to photograph his act in colored movies. Then one afternoon he worked King and Tommy together and let me inside the arena to make some close-ups of the barrel-walking and horse-riding act. The cats are kept in cage wagons sent up from Los Angeles. These were the same wagons he used on the Hagenbeck-Wallace show in 1934. One den is on the front of the show, holding Simba, which is used for belly. Other belly features are a camel and elephant on the front; an old-fashioned organ grinder and monkey, and some lion and tiger cubs. There is quite a menagerie exhibit, with the cats, camels, zebras, monkey, island and elephants. Mrs. Hunter, Dolly's mother, is living with them in Oakland and helping to take care of the twins. The twins were over on the lot one afternoon I was there. Made some movies of them also."

P. E. Loolley, of Cranston, R. I., caught the Art Lewis Shows at Pawtucket, R. I., June 11. The next evening he saw the Hunt circus at Warren.

CFA Percy M. Siloway contacted the Bud E. Anderson Circus at Roundup, Mont., and went with it thru Earlston to its home at Lewistown. He saw six performances and had an enjoyable outing with the people on the show. The show had ideal weather and did fine business.

Stuart English and O. H. Barlow III saw Russell Bros.' Circus at Cortland, R. Y., and saw Cole Bros. at Branston, Pa. They renewed acquaintances with Zack Terrell and Jess Adkins.

When the Big Show was at Dinghamton, N. Y., G. H. Barlow III entertained Pat Vado and Henry R. North at his home. The Barlow & Bailey miniature circus in winter quarters was shown, with 20 Pullman cars under construction.

Helen, the oldest daughter of Dr. and Mrs. H. H. Conley, of Park Ridge, Ill., died recently and was buried Thursday in All Saints Cemetery. Besides her parents, she is survived by five sisters and one brother.

TO WHOM IT MAY CONCERN:

JACK (Abie) TAVLIN

has been (positively) elected Mayor of the New York World's Fair. No stuffed ballots. No double voting. No bribes. No promises. Strictly a high-class platform.

This advertisement paid for by friends of Jack (Abie) Tavlin.

Account of Entertainers Show
RUSSELL BROS.' CIRCUS
Tours Weekly Acts for Side Shows, Musical Act, Two Musical Art, Fun Shows, Peas, Cabaret, Bandstand and Performers, Lee Kitch Haverhill, Ill. No. 102 route.

Winslow Quits Lewis

CINGINWATI, June 22.—Harry V. Winslow, who was press agent back with Lewis Bros. Circus, left the show at Lansing, Mich., June 19 and went to Chicago.

JUDD HEAD OF CFA

(Continued from opposite page)
Frank D. Ponderson, Alfred, Me.; Dr. J. M. Gagey, New London, Conn.; John P. Grace, Kokomo, Ind.; Tom Gregory, Akron, O.; Jack Henagy, Glenside, Pa.; Melvin D. Hildreth, Washington, D. C.; W. H. Hummel, Rochelle, Ill.; Carlos S. Holcomb, Hartford; James H. Hoye, Hartford; Spencer M. Jewell, Hartford; Jacob B. Jones, Bridgeton, N. J.; W. H. Judd, New Britain, Conn.; W. T. Lincey, Fort Plain, N. Y.; Elmer G. Lindquist, Hartford; Henry Martin, New Britain, Conn.; Joe Minchin, Paterson, N. J.; William L. (Bill) Montague, West Hartford; Frank J. Mulker, Washington, D. C.; Frank A. Palmer, Camden, N. J.; Randall M. Parker, Mitchell, Conn.; Madeleine Park, Katonah, N. Y.; B. F. Perkins, Holyoke, Mass.; Henry R. Pevely, Melrose, Mass.; Samuel M. Prentis, New London, Conn.; L. P. Raymond, Norwich, Conn.; Lillian C. Roark, Norwich, Conn.; Margaret C. Roark, Norwich, Conn.; W. A. Ruwertel, Hazelton, Pa.; Dr. Harold L. Staples, New Haven, Conn.; Fred W. Schlotzauer, Oquawka, Ill.; Percy P. Sherwood, Lynbrook, L. I.; Edmund R. Smith, Norwich, Conn.; Bruce M. Souter, New Hartford, N. Y.; Bona Stone, Woodstock, N. H.; Chas. J. L. Stone, Woodstock, N. H., Conn.; Rev. E. S. Sullivan, Roxbury, Mass.; John R. Tarrant, Norwich, Conn.; James B. Tomlinson, Portland, Me.; Glenn H. Townsend, Battle Creek, Mich.; Anna M. Townsend, Battle Creek, Mich.; John M. Ulrich, New Haven, Conn.; Leslie B. Ulrich, New Haven, Conn.; James H. Van Clee, New Brunswick, N. J.; Schuyler C. Van Clee, New Brunswick, N. J.; Robert J. Vanderbrink, Somerville, N. J.; John Yost, Rockville, Conn.

Official registered guests included Bonnie Anderson, Sioux City, Ia.; Mrs. Charles E. Davis, Hartford; Mrs. T. M. Gregory, Akron, O.; Beverly Kenney, Glenside, Pa.; Jane Ellen Hendley, Glenside, Pa.; Mrs. W. A. Henzney, Glenside, Pa.; Mr. and Mrs. Odie B. Hilton, Sioux City, Ia.; Jann Judd, New Britain, Conn.; Mrs. W. J. Judd, New Britain, Conn.; Mrs. L. J. Mulker, Washington, D. C.; R. M. Preston, Holyoke, Mass.; Mrs. Samuel M. Prentis, New London, Conn.; John F. Ebra, Holyoke, Mass.; Mrs. Percy G. Sherwood, Lynbrook, L. I.; Mrs. James B. Tomlinson, Portland, Me.; Bonnie Ulrich, New Haven, Conn.

BARKER BROS.

(Continued from opposite page)
number, Captain Howells, Evelyn Selma, Rita Crane, Eva Taylor, Bever Hartnett, Myrtle Johnson, Annette Middle and Carl Lindeman, 9. Clowns, 10. Nolan in ramp crashes with auto. 11. Will Hill's elephants. 12. Royal Cosmo's troupe of five, under direction of Captain Selma in three-high acrobatic riding on horseback. 13. Bucking bronks. 14. Clowns. 15. Blomberg's Alaskan Huskies in Ring 1; the Three Alex, Ring 3. 16. Ducking buffaloes by Indians. 17. Clowns. 18. Chief Two House and his tribe of Mohican Indiana and sports of the desert. 19. Silvers Johnson and his comedy Austin and clowns. 20. Jelly Duke, featured clown, and WFA sit-down mule. 21. Trick and fancy riding by cowboys, cowgirls and Indians. 22. Automobile roll-over by Nolan.

Personnel
Bill Blomberg, owner and arena director; Lester Groves, electric department; Jack Duahone, superintendent of transportation; assisted by Buster Westfall and Frenchy La Valley; Happy Johnson, boss canvasman; Joseph A. Slapco, band; Valery Selma, Stephen Selma, Dan Morok, Terrell Gish, Cosmo's; cook-house, Charles Christian, steward; Carol Duahone, cook; Almore Jones, Eld Nixon, waiters; Aerial Dubars; Silvers Johnson; Hill's circus and elephants; Chief Two House, Girls Two House, Girls Two House, Chum Two House and Garth Two House, Indians; Billy Noble, Harold George, Tony Yonkers, Wilson Kimberly, Bob Kimberly, Jack Nelson, Slim Zuber, Sid Smith and Walter Comer Jr., cowboys; Jelly Duke, Coy Lee, Happy Johnson, French Holden and Tommy Hucks, clowns; Eva Taylor, Beverly Hartnett, Dorothy Duke, Rita Crane and Helen Foxwood, cowgirls; Johnny Davis, superintendent of stock; Harry Taylor, in charge of chutes.

From here the show will go to Newark, N. J., New Brunswick, N. J., and then into Illinois for fair dates. Booking tour is being handled by the Gus Sun Agency.

Circus Saints AND Sinners' Club

By FRED P. PITZER (National Secretary)

NEW YORK, June 23.—The executive committee of the Dexter Fellows Tent held its Tuesday session in the penthouse apartment of Carlton Club, one of its members. About 15 of the execs were present and Mrs. Hub was business. The business meeting was held in one of the larger rooms, after which entertainment was furnished by Helen Martelle, Doctor Zouner, magician, and Ken Harvey, banjoist. Music for dancing and singing was handled by Harry Leftcourt, Allan Parado, John D'Alessandro and Barney Kimmel. After this there was a reliable collation.

This method of holding meetings during the summer solstice was so successful that invitations to hold away-from-the-hotel meetings came thick and fast. Percy Harold O. Hoffman will hold one at his summer camp, Culber Lake; Ray Schindler throws wide open his garden spot in Connecticut; Joe Pearson paves the way to Chester, and Doc Clement has a unique way of giving us a night.

Most of the business transacted at the Hub had to do with the national CSCCA convention to be held the latter part of September in New York City. An ardent collector of Circulana seems to be Miss Moore. His latest discovery is some circus harness and a carved tableau wagon, pony size, once used by the Gentry show. He is also after other props and material that go back to the '90s and which were owned by some of the better known shows. It feels good to know that another man has entered the ranks of collecting circus material and is determined to buy and preserve some of this material for posterity.

The last luncheon of the season of the Dexter Fellows Tent was a wow. Nearly 700 were present and the Grand Ball Room looked not only like a circus, but like an equestrian's paradise, for the theme of the whole luncheon was horse racing. The Pull Guy, Herbert Jayard Swope, being chairman of the racing commission. After the fanfare of Prof. Sharon Steven's Dexter Fellows Band a horse race took place, the stogee of the executive committee riding Merry-Go-Round horses and Herb leading in a four-legged horse borrowed from the World's Fair for the occasion. All of the members wore jockey hats and the waiters served horse meat with horse radish. The entertainment likewise was bewey. Four colored jockeys danced, there was a horse antic gathered in from one of the night spots and the Lamb's boys sang a song that drilled Swope to the bone. But he took it like the man that he is, even allowing the club to hang a medal on him, dubbing him Boss of the Banglats.

Doc Clement got lots of laughs with his newest invention, a drip pan for dribble pusses. This is the second of his wacky inventions. Percy Hoffman was presented with a typewriter for having brought in the greatest number of new members during the membership campaign which closed June 1. F. Darfus Benham came in second and received an electric shaver. When Tex O'Rourke took over everyone settled back for the usual guffaws and got them.

He was at his best. In the end Swope was doused in a suit made entirely of newspapers which was unique. For we could not allow the day to pass without reminding him of his big time spent on The New York World, of which there were spurious issues being circulated among the crowd with gooly headlines. After the Pull Guy accepted membership into the club the hand blared Acid Long Swope and the group adjourned to meet again on September 29.

PICK-UP FOR RUSSELL

(Continued from opposite page)

cert has been playing to excellent proportions. A featured act added to the big show performance since opening is K. E. Peckard and his Pyroco acas, which last season appeared at Frank Duck's Jungleland at the New York World's Fair. The acas are also exhibited in the menagerie. "Tiger Bill" Snyder is now in charge of ring stock and Mrs. Snyder is wardrobe mistress. Joe Levine is doing the big show announcing and mandy pitch. Charles Reynolds, a student of the University of Tennessee at Knoxville, has joined for the summer vacation. He is a nephew of G. W. and J. C. Webb. Newell's custard joint has been added to the midway. The concessions have been doing well under the management of Chester Peike, and Bobby Worth's lunch stand is popular.

Press Is Co-Operating

The show has been receiving wonderful co-operation from the press and has had some good publicity breaks. The Akron (O.) Beacon in its Sunday edition of May 26 carried almost a page of pictures taken on the show at Kent, O., and George Britton Deal, circus lecturer and writer, spent several days taking pictures for an article for early publication in The Boston Sunday Post. While appearing in cities of the North Shore of Massachusetts the show received prominent publicity from Radio Station WFSB at Salem, owned by Charles W. Furlan, who also has the Hickory Tree Animal Farm at Georgetown, Mass.

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Is the Circus Really Slipping?

By P. M. SULLOWAY

WHO says the circus as an institution is slipping? Not with me. As long as a big top comes my way, whether by rail or highway, if it has elephants and clowns and riding acts, with a respectable manager and a side show of passable quality, I'll be on the lot early and late. If it presents an attractive parade, or a snappy cavalcade with an old-time footling steam callopie in action, still better, even tho' the modernists suggest that it should be streamlined and air-conditioned. And I imagine there are about 10,000,000 "follers" in America just like me.

How can the circus be slipping in popularity when there are not enough good shows in America to supply the demand? Many towns even up to 50,000 or more people are praying for a good circus this season, and their prayers will not be answered. There are thriving towns from Coast to Coast that do not get a good circus once in two years on an average, tho' they have available lots and the populace is hungry for a big top.

Tradition Vs. Modernization

Perhaps we CPAs are overcritical in our attitude regarding the features we should like to see in the circus, and how it should be managed. Some of the fans want the old traditional features retained or restored, while others demand complete renovation in every department; therefore we suggest a middle course. But the circuses can't present all the old-time features and also go in for restyling and modernization as some fans suggest. Let us thank the good Lord for what we have as they are, and help to boost for better next season.

By the way, why not have the two types of circuses? One with the traditional features of parade, horses in plenty, etc.; the other 100 per cent streamlined, air-conditioned, girls galore and colorful fanfare and glamour. Then the grumpy critics couldn't say that all circuses are alike. It was when the big ones of the past were syndicated and made all-alike that the general public began to decry circus methods and management. Moreover, there might not be so much strenuous opposition if we had both types of good circuses, as two such shows might play day and date with each other and both have strong public support.

Two-Ring Circuses

If you ask me, I should like to see more high-class two-ring circuses, especially such as offer equestrianism. Perhaps many of the CPAs and CBSAs remember the Norris & Rows show, which toured the West and Midwest from about 1905 to 1910. That circus would be called good now, even on the Lake Front, for it had everything that sets the circus to the public. It had only two rings, but its program included all the traditional standard acts, and all of real merit. I never saw a more satisfying show, tho' some of the circuses of that day had bigger tops and a more imposing array of talent.

Most of the circuses having three rings in fact, all except the Big One, might profitably be rejuvenated as two-ringers. Restyled "big top," perhaps, but with only two rings maybe slightly enlarged, and something doing in both rings all the time. And with prices cut to two-thirds of the present scale. It does not help to save the circus as an institution, nor does it pay financially for a show to advertise three rings or spread a big top over empty space when the two end rings are idle half of the time. I have sometimes thought, when witnessing a performance of a three-ringer with the end rings vacant about every other turn, that the chief aim of having three rings is only to make more front for reserved seats.

Three Rings Enough

As I study the circus in its relation to

the public, I decide that even the Big One is plenty large enough with the three-ring set-up. In one part of the program last season the center ring was used for the William Meyer act, exhibiting a blooded fancy-gaited equine for 10 to 20 minutes while the two side rings were idle. This arrangement seemed an injustice to the general-admission patrons, for from the ends of the big amphitheater a ground act even on horseback is difficult to see on account of intervening poles, ropes and other equipment. Justice to the general-admission patrons would seem to suggest that there should be something going on in the side rings whenever a ground act is on in the center ring, no matter if it is of high-power caliber.

Sitting on that occasion in the general admission section near the opening from the manager's into the big top, and straining my eyes to catch the steps of Meyer's prancing steed, I soliloquized that if a handsome equestrienne were doing a turn at that time in each of the side rings more satisfied patrons would be ready to welcome the Big

wheel. Too much wasting of resources in tactics of opposition. Too much ricksteering in manipulation of titles and in shuffling of show property.

The finish of the three-ringers was not due to their slipping in popularity, but to conditions which were never sensed by the general public. Truth is, the circus as an institution was mis-handled, even mishandled to the extent that it lost its momentum as a going business. But it was never down for the count. Slipping from public favor as an institution? Not in the slightest degree.

If the circus seems to be slipping, it is not because it is losing its hold in popularity, but because its supporters of every rank are slipping financially. Look at the farming business—300,000 foot-loose farmers in America. In the past 20 years farm incomes have slipped downward to more than 50 per cent of former levels.

The majority of small businesses in our 48 States are struggling in every way to keep afloat, and many of them are not surviving. If we could get at the

ground alongside of a top-notch flying act, the average 10-year-old would have an eye mostly for the former.

An important factor affecting circus attendance and circus incomes is the steady increase of dependent elderly persons in this country. At present there are about 8,500,000 elderly persons, 68 per cent of whom are dependent upon social security or old-age assistance, drawing from \$15 to \$30 per month. Present situation is, the elders cannot afford to go to the circus. Also, at least one-third of the families in this country are on relief in one way or another, receiving a trifle over \$50 per month. Thus we see three generations of circus-goers in these families who have to be content with looking around the circus grounds and wishing they were inside.

Streamlining Prices

The prevailing decrease of patronage is not due primarily to prejudice against any feature of program or set-up, but mostly because the circus-minded public cannot afford to pay the prices. The public at large is not insistent upon the circus being streamlined or air-conditioned, but what the public wants is an adjustment of prices to fit the budget of the average American family under present conditions. And sometimes the CPAs echo the public demands.

Why not offer a flat reduced rate for matinee, with no seats reserved? How about 50 cents for adults and half fare for school children, no reserves, kiddie under school age free with parents? The movies offer such arrangements or even better, and it certainly pays. Anyway, the custom of taxing parents full price for reserved seats for the small children is unreasonable and altogether inimical to the future interests of any circus, big or little. Besides, such strategy (or lack of it) is playing right into the hands of the movie, one of the main competitors of tented enterprises.

Suggestions for Streamlining

Personally, I should begin streamlining by eliminating the walk-around from clown alley. Most of the features of the walk-around are pointless, generally useless and sometimes disgusting. I say this with all due deference to the few past masters of the art of clowning who are still striving to preserve the traditions of their historic profession. For the past 20 years clowning in American circuses has slipped steadily. Not a single feature of worth has been produced since the heyday of the big ones. The walk-around should be thrown into the slush-pile, and some clown acts devised which at least have a modicum of pitiful humor. And such new productions should be spotted at suitable places around the hippodrome track.

Considerable streamlining in the concession department might be agreeable to Mr. and Mrs. General Public. There is absolutely no reason why a bottle of pop or an ice-cream cone should be priced higher under a big top than at ballparks, celebrations and outdoor resorts. The standardized concession items pay a good margin of profit at established nation-wide prices, and they cost the circus concessioner not a whit more than they cost concessioners anywhere.

The overcharges in the circus concession department are not due to avarice in the concessioner, but to the circus management selling the concession privileges. Nothing has done more to bring circus methods into disrepute than the abominable overcharges for every kind of concession item. The circus that depends upon exorbitant prices for concession items to augment its income is not worth saving.

How about some streamlining in the reserved seat areas? Why not transform some of the reserves, say Sections A, B and C on the right and Sections X, Y, Z on the left, into general-admission sections? And what is the idea for reserving seats from which the spectators can see only the back of the artists (See IS CIRCUS SLIPPING on opp. page)

Admission Prices

Following are some of the circuses on tour this season and their admission prices:

RINOLINO BROS. AND BARNUM & BAILEY: Box seats, \$2.25; reserves, \$1.75; general, \$1; children under 12, 50 cents. Tax included. The prices are the same as in 1939 and are subject to change at the discretion of the management.

COLE BROS.: Reserves, \$1.50; general, 70 cents; and children, 50 cents. Tax included. Same as in 1939.

LEWIS BROS.: Reserves, 85 cents; general, 40 cents; children 25 cents. Same as last season.

HUNTS: Reserves, 85 cents; general, 40 cents; children, 25 cents. Occasionally school tickets are distributed which entitle the children to a 10-cent rebate. The same prices were in effect last year.

GAINESVILLE COMMUNITY: General, 50 cents; children, 25 cents, the same as last year. Show has added grand-stand chairs on the front side and has increased prices therefor from 25 to 50 cents. Star-backs have been placed on the back side and prices have been increased from 15 to 25 cents. Show plays only auspices.

ATTERBURY: General, 25 cents; children, 15 cents. No additional charge for reserves in the afternoon, but 10 cents at night. Same as last season. Play auspices whenever possible.

BELL BROS. (known as Silver Bros. last year): Reserves, 35 cents; general, 25 cents; children, 15 cents. Last season general admission was 30 and 20 cents; reserves, 10 cents.

BANARD BROS.: The show will not be on the road this season as a circus, but will be a unit at fairs. Last year 35 cents was charged for adults and 15 cents for children. With no end seats, it was possible to have all reserves. Special children tickets were used only part time.

MCGILL BROS. DOG & PONY SHOW: General, 10, 15 and 25 cents; children, 5 to 15 years, 10 cents; 13 to 17 years, 15 cents, and adults, 20 cents. Five cents is charged for reserves at night. Same policy prevailed last year. Show plays some auspices.

AL O. KELLEY & MILLER BROS.: General, 25 cents; children, 15 cents; 10 cents additional for reserves at night. Same as last season. Show plays auspices, mostly women's clubs and schools.

Show when it comes around again in another season.

Small Circuses Should Grow

With me, every small circus of today, no matter what it lacks that I might wish to see, is the makings of a larger and better show in the near future. That is, I give the management credit for striving to establish a name for the show by remedying its defects as fast as it can get to it. All the circuses which we hold in fond memory were in their beginnings only one-horse shows, yet in time they became the pride of a generation of CPAs and CBSAs.

The successful showmen of the past were always building for the future while playing to the present. With the master showmen, a good name for their show was better than great riches—they were always planning each season for a better show the next year. And such showmen always found a bank roll to float their ventures to acknowledged success.

Causes for Slipping

As we consider the history of the big ones of the recent past, we can discern that their folding was not due in any degree to the slipping of the circus as an institution, but to mismanagement and lack of showmanship at the steering

Under the Marquee

By CIRCUS SOLLY

ROKY FIBER visited the New York World's Fair June 16 and says it's great.

HARRY GREEN is doing special clown party on the funhouse at Edgewater Park, Detroit.

RINGLING-BARNUM will play Syracuse, N. Y. July 3 to set up at Mrs. Carthy's Island.

AL WEIR, formerly on the advance of the Al O. Barnes Circus, is handling the rigging for the La Venia Sisters, playing parks.

WIZARDS Trade Day Circus was rained out at Astor, Kans., and encountered a high wind at Vermillion, same State.

WILLIAM AND LEWIS BROWN, of Sarasota, Fla., formerly with Ringling-Barnum, attended that show in Bradford, Pa., June 13.

MA HAYNES, who has moved over to Hamid-Morton show from Wallace Bros., is in his 44th consecutive season as a circus bandmaster.

FRED TIMON, movie operator and circus fan of Oswego, N. Y., spent several days with Bell Bros. Circus as guest of Manager Sam Deck.

CLIFF SOWASH and Ralph Bliss, formerly with Sell-Stierling, are on Lewis Bros. advance. Sowash is brigade agent and Bliss lithographer.

ROBERT TINKHAM, formerly a lithographer with Ringling-Barnum, will be at the Cape Cod Playhouse in Massachusetts for the summer.

BELL BROS. CIRCUS gave a special matinee at Lauretton, Pa., June 17 for a State Institution for girls located in that city. About 250 attended.

COLE BROS. Circus has been contracted to play Warren, O., July 7, first Sunday circus for that city in many years. Steubenville is the Monday stand.

WILLIAM KEMPSON SMITH, clown, saw the Barnes-Carruthers Circus in Des Moines, Ia., June 10 and met his old pal, Shifty Fleming. Kempson was en route west for celebration.

W. J. PIETSCHMAN saw the Lewis show at Frankonmuth, Plymouth, Monroe and Lansing, Mich., and said that the prop boys were docked out in new uniforms June 10.

JOHNNY RIDDLE and Willie Harmon, who were in circus business for more than 10 years, are operating a fishpond at Luna Park, Coney Island, N. Y. It is their first season in a park.

WILLIAM B. JAMES advises that after a lapse of five years Long Branch, N. J., had a big circus-Cole Bros. The last large one to appear there was Hagenbeck-Wallace. James liked the Cole show.

WINDOW CARDS. Special Window Cards for 4th of July... BOWER FLOW PRINTING CO. FOWLER, IND.

GIRL AERIALIST. Wanted to work on 40-foot blimp... 1264 Corbett Ave., Detroit, Mich.

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C. U. SMITH, Milwaukee harbor manager, has notified the common council that Ringling-Barnum will show there August 10 and 11 instead of August 3 and 4 as originally announced.

FLYING ROMAS, in a call at The Billboard, Cincinnati, last Tuesday, stated that they would play East Moline, Ill., for the American Legion July 4. They will do their double trap act in addition to the flying turn.

HATTY (TRAMP) KELLEMS played the Winnipeg Shrine date and was at the Shrine convention in Memphis four days. He will be at fairs this summer. Kellems recently saw Cole Bros. and said it was a fine show.

DOROTHY GARMAN and Ray Hafler, former trouper, visited Bell Bros. Circus at Lauretton, Pa., June 18. They went there from Reading, Pa., their home. George and Clair Bishop and E. S. Holland visited the show at McAllisterville on the 14th. The Bishops closed their tent show and are now playing parks and groves in the vicinity of Reading.

Dressing Room Gossip

COLE BROS.—At Allentown, Pa., there were many visitors, including Sam W. Gumpertz, Melvin D. Lindner, Danny O'Donnell, Eddie Felder, Coral and Baby Colleano, Jim Ekew and rodeo folks, Cy Compton and wife. Show has two new brook riders in the concert, Wanda Loynta and Adolph Deibooq. Justin Wenz has introduced two clever and novel tricks in the big riding act. He does a jump-up with a regulation-size sulky and a back from horse to horse thru a hoop with his sister, Zaffra, passing under him from horse to horse. Last week was birthday week, Julius Catarzi, grandson of Mr. Loynta, was two years old. A party was held in their private top and refreshments were served to all. Betty Deacante celebrated her 17th. Anna Sutton was 23 and Gene Weeks also had a birthday anniversary. The clown band became exhausted playing Happy Birthday. At Trenton showfolk visitors were Albert Umeno and his troupe, Hazel Williams, Kachi Kooan and Buddy Watkins and his parents, of Watkins animal show.

Many of the folks spent the week-end in New York, taking in the fair. Mr. and Mrs. Otto Oriebling, Mrs. Freeman and the writer were guests of May Worth and family at her home on Long Island and saw all that was possible to see of the Fair in one day. At New London, Conn., the Circus Fans paid the show a visit. Mrs. Freeman and the writer were the guests of Mabel and Walter M. Buckingham at a shore dinner. Doc and Ma Kelley, real oddities, visited their many friends on the show. Winnie Colleano, of heel and toe catching fame, visited the writer and wife, also Harold Spinks, singer for Winnie. Irene and Bert Sharp spent the day at Attleboro with the writer and wife and saw the afternoon show. Irene was formerly Irene DeKoe. Frank May, Stella and Mrs. White were guests of Moora, Adkins and Terrell at the night show in Stamford, Conn. Charles B. Kistler was a recent visitor. Jake Crumley, former catcher for the Yacopi Troupe, joined the Loyal Rejessky family recently. All the clowns and Scour Lobo, whip-cracker and roper, entertained the shut-in Kiddle at the State Sanitarium in New London, and after the show the folks were entertained at a spread at Doctor Garry's summer home. FREDDIE FREEMAN.

IS CIRCUSS SLIPPING? (Continued from opposite page) at work? When the circuses, both big and small, begin to give the general-admission patrons a fair break in the matter of seating, there will be a noticeable increase of public interest in the circus as an institution.

Constructive Suggestions. Again I emphasize my opinion that riding acts form the backbone of the true circus program. There is only a limited outlook for small circuses which never feature one or more principal equestrian acts, at least a solo equestrienne or a male performer on the roadshows. A circus lacking any kind

of riding turn suffers from chronic anemia and does not help the bare-the-Circus movement in any degree. I suggest that even the Big Show might balance its program by offering more equestrian turns in the side rings.

Why should the better class of circuses, railroad or motorized, make a more every day? The carnivals do not operate with such extravagance, and why should circuses? If an indoor circus can run a week or more in one stand and do big business, a good circus might stay at least two days in each exhibition stand. Since transportation is tented enterprise is a heavy item of expense, why not cut it considerably by making a longer stay in each location? If the railroad shows and larger motorized circuses would arrange their schedules for at most three changeovers each week, they might manifest more vitality as time goes by.

Here are some facts, showing current conditions. St. Louis Police Circus set an all-time record with attendance at 335,640 for 14 days. Hamid-Morton Circus drew 70,000 at Milwaukee, February 20-25, and 40,000 at Altoona, Pa., April 1-6. Curtin Davenport Circus at St. Paul played to 60,000, April 1-6, and at Detroit to 300,000, February 5-11. Hamid-Morton Circus at Buffalo drew 23,350, March 25-30. And look at what the Big Show did in the Madison Square engagement for 20 days—hundreds turned away at most of the performances! These were all indoor events, and they were top-notch circuses in every respect. Now tell us whether or not the circus as an institution is slipping in popularity.

Conclusions. In these comments regarding current conditions in circuses I am not implying that if these suggestions are not heeded in toto the circus as an institution is heading for the rocks. However, I firmly believe that the successful circuses of the near future will present more equestrian turns, more real clowning and fewer fillers, more fitting adjustment of prices to suit the times, no overcharges for standardized concession items and a set-up of reserved seats which will give General Public and family a better break as circus patrons. Until something happens to change human nature the circus, even the streamlined and hot air-conditioned, will never lose its appeal for the children and youth, and for the American people at large.

The Corral By ROWDY WADDY

HUGH McADAMS, Butte, Mont., bronk buster and bull rider, sustained a broken leg when thrown by a Brahma bull during a recent Tomasket (Wash.) Rodeo.

MENDLETON (ORE.) ROUND-UP Finance committee announced that half of the \$9,000 needed to underwrite this year's show was obtained from local citizens in less than two hours.

SOUTHWEST TEXAS Rodeo Association, Corpus Christi, Tex., has filed charter of incorporation. Capital stock is listed at \$7,250, with Frank C. Allen, Glover Johns Jr. and B. M. Jackson as incorporators.

DESPITE several broken ribs sustained last month at the Pittsburgh rodeo, Jerry Arobler, former Canadian bronk-riding champion, has entered the North American and Canadian bronk-riding contests at Calgary, Stampede.

L. B. SYLVESTER, of Monto Vista, Colo., first vice-president of the Rodeo Association of America, has been elevated to the presidency of the organization. He succeeds Judge Maxwell McNutt, of Redwood City, Calif., who resigned recently.

CAPTURING first place in the bucking contest, Gene Pruett, Yakima, Wash., won outstanding-cowboy honors at 22d annual Eastern Oregon Livestock Show Rodeo, in La Grande, Ore., June 6. Covered J. J. Hamley saddie went to Pruett. Over 10,000 persons attended the three-day show. Results: Pruett, Bucking—Larry Daniels, Frank Van

Meter, Calf Roping—Olan Fere, Bud Ingram, Shirley Rutledge, Dan Porre.

TWO MAJOR CHANGES, installation of lights for night shows and decision to have no queen, have been made for St. Paul (Ore.) Rodeo. Lights are being financed by sale of two-year tickets to all lighted programs. Carl J. Smith is secretary and Jim Gooding and Jack McPhillip, directors.

ART TABER, "Winging Cowboy" is making personal appearances at Philadelphia movie houses in conjunction with the showing of Gene Autry's Ganga Serrada. Taber does his performances in the lobby of the theater and distributes autographed pictures of Autry to children.

COMMITTEE in charge of Buckaroo Days Celebration at Klamath Falls, Ore., comprises O. D. Matthews, president, Dr. J. C. Hunt, vice-president, Dewey Powell, secretary, George M. Barn, treasurer, Leo Finley, J. E. Hocking and William Hooper, directors, and William Ganning.

RAYMOND, Alta., will hold its 30th annual race meet and rodeo again this year. All profits will go to the Canadian Red Cross Society. An addition to the prizes this year is a cup donated by Lee Brewerton, manager of the Capitol Theater, to go to the cowboy with the highest aggregate of points.

STAMPEDE held at Trochu, Alta., recently was voted the best ever. Despite rain, 800 were present. Winners were: Bronk Riding—Wally Lipstrom, Lorne Breese; Erle Ferguson and Ken Brown split third; Bareback Bronk Riding—Slim Clark; Breese and Landstrom split second; Steer Riding—Lendstrom, Bert Larson; Chuckwagon Race—Tom Lauder, Jack Cameron, J. Glass, One-Mile Race—J. Rau, R. Rau, John Bellamy, Half-Mile—J. Rau, Cart Race—Jack Cameron, Tom Lauder, J. Glass, Half-Mile Pony Race—J. Fox, Bellamy, Relay—Bellamy, J. Ross.

NEW PRIZES of the MacLeod (Alta.) Stampede Association, now run on a community basis, is Dan Boyle, who replaces L. Outbert, who resigned recently. Association will be incorporated under the Societies Act. It was decided to follow a "business as usual" policy despite the war. A parade will be held in conjunction with the two-day stampede. P. J. O'Hara is parade committee chairman and a prize will be awarded to the best bronk in an effort to produce a better type of horse to accommodate riders.

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18TH ANNUAL ANVIL PARK RODEO. JULY 3 AND 4. Entries Close July 2. C. A. STUDER, Secy., Canadian, Texas.

Butte's 10th Annual Rodeo. \$3,000.00 IN PURSES. JULY 11, 12, 13 AND 14. CARL SPILLUM, Secy., Butte, Montana.

Biz Bid Strong in East-West

Jantzen Beach Take-Is Up 50%

New attractions, weather good, responsible for hike in biz—free acts booked

PORTLAND, Ore., June 22.—Business for the first six weeks of operation at Jantzen Beach Park here has shown more than a 50 per cent increase over the corresponding period of 1939, said General Manager Paul H. Huedepohl, who attributes the gain to good weather breaks and new attractions. Summer schedule was inaugurated on June 11 with Kiddie Day. The feature is to remain for remainder of the season.

Hal Kemp's Orchestra recently played a week's stand in the ballroom and drew the biggest gross of the season. Phil Harris' Band is booked for a one-night stand on July 5. Sterling Young's Orchestra, engaged for that week, will take a night off and continue for eight days after Harris leaves.

Peaches O'Neill's Sky Revue was free attraction on June 11-16. On the last two days of the stand A. E. Sedon, "The Stratosphere Man," set to follow the revue, had his rigging up and was engaged for a double header with the revue. He played a week's stand. Other free acts are to follow, including a three-day rodeo in the Sports Arena on August 2-4.

Annual Learn-To-Swim campaign is scheduled for July 8-18. Women's national outdoor swimming and diving championships and Olympic trials will be held in the park pools on August 18-17.

Markey Warns of Lowered Exemption In New Tax Levy

EXETER, N. H., June 22.—Fred L. Markey, secretary of New England Section, National Association of Amusement Parks, Pools and Beaches, from his office here has sent the following special notice to members under date of June 18:

"The United States Senate yesterday approved an amusement tax schedule on admissions costing 10 cents or more.

"The House previously voted to impose a levy on admissions costing more than 30 cents. If the tax exemption is dropped to 9 cents it will mean a war tax on every admission costing 10 cents or more.

"Wire your representative in Congress immediately to give consideration to an (See WARNING OF MARKEY on page 45)

Idora Is Host to Potters

YOUNGSTOWN, O., June 22.—Idora Park here had one of its best early-season crowds in years on June 15 when an estimated 20,000 ceramic workers affiliated with a potters' brotherhood jammed the midway. Dancing in afternoon and night to Ace Triggoda's music, pony scramble, baby contest, bathing beauty parade for children, boxing matches, tap-dance contest and an athletic program were features of the outing. Fifty sets of dinner ware, 25 decorated teapots and 100 pairs of roller skates were awarded as prizes.

New Spot To Bow In Calif.

CAPITOLA, Calif., June 22.—New Capitola Park here is slated to bow on June 26 under management of Keene Amusement Co., Charles A. Keene, owner-manager, who has been on the road many years, reported expenditure of \$150,000 for lease on ground and installation of plant. Park will have a Merry-Go-Round, Loop-a-Plaine, Auto Speedway, Kiddie Ride and 12 concessions. It is located five miles south of Santa Cruz, Calif., opposite a beach and new Capitola Ballroom, which has nightly dancing. Plans are for afternoon and night operation.



HARRY S. HALL, general manager of Crystal Beach Trolley Co., Dul-Jelo, operator of Crystal Beach, Ont., who died suddenly on June 14, was originator of Community Days, which proved a successful feature at the beach. He supervised many improvements at the resort, was especially active this season and was a strong advocate of name bands in Crystal Ballroom. He was a member of the National Association of Amusement Parks, Pools and Beaches. Details in the Final Column in this issue.

Craig Beach Gross Holds Despite Rain

DIAMOND, O., June 22.—Altho still pelted by the weather Jan, Craig Beach Park here has been able to hold its own and ride and concession grosses have been slightly better than for the comparative period in 1939, according to Managing Director A. E. Malory. Almost continuous rain since Decoration Day has hurt attendance, but when weather has been fair midway takes have been satisfactory.

Much reconditioning has been done to rides, concession buildings and the beach, and new equipment has been installed in restaurants, beer garden and refreshment stands. Beach and boat trips continue to contribute a large percentage of the gross. The 56-passenger Betty-Jean is plying the lake again, making a five-mile trip, and several speed boats are in service. Launch charge is (See CRAIG BEACH GROSS on page 45)



MAGIC CARPET FRONT of New York World's Fair attraction presented by Magic Carpet, Inc., organized by Harry A. Illions and John A. Johnson, with Illions as president and John Fiech as secretary and treasurer. The setup of the three Illions No. 16 Ell Wheels at the World's Fair also presents a striking flash. For the past several seasons an operator in Belmont Amusement Park, Montreal, managed by Rex D. Hillings, President Illions plans to play the 1940 Canadian National Exhibition, Toronto. He intends to take his Rigids and Boro rides and probably No. 13 Spook Street attraction temporarily from Belmont Park to the CNE midway, Frolicland, managed by J. W. (Patty) Conklin.

Agawam Gate Healthy in Rain

Folk dance director named for ballroom—Riverside's may be city's pyro show

SPRINGFIELD, Mass., June 22.—Despite rainy nights, Riverside Park attendance has been holding up well. But weather has held back sales at tropical fruit drink stand and Abbott's curried stand. Most popular ride on the midway continues to be the Motor Shooter rink with 10 machines in almost constant operation. Manager Edward J. Carroll has appointed Mitchell A. Labuda, well-known dance director and operator of Butterfly Ballroom, to direct Polish-American dances in the park ballroom. They will be held Wednesday nights for duration of the season with Labuda Melody Kings supplying music.

Ed Herlihy, NCO announcer, and part owner of the animal farm in the park, was host to a large gathering of radio personalities, technicians and press agents at a clam bake in the park last Saturday. Most popular machine in the Penny Arcade are two anti-aircraft guns recently installed, being in almost constant operation. Hardly a day goes by that some man does not pore out at the Olga, Headless Woman, attraction. The so-called weaker sex have not had any casualties as yet. This week Henry Stern, publicity director, was in Maine and Manager Carroll in Boston on business.

City fathers having discovered that they have no funds to spend for public displays of fireworks on the Fourth, it appears that the free display planned in the park will be the only one in this area. Fireworks are shot off every Tuesday night in the park and a special display is planned for the holiday.

Extra! Tables Turned On an Editor by P. A.

BALTIMORE, June 22.—"We're not interested in near-tragedies. When the little woman falls and actually breaks her neck we'll be glad to print the story," a Baltimore city editor told Jerome P. Fleishman, press representative of Carlin's Park here, who sent the paper a story of how Corda Coleman, "The Sky-High Girl," narrowly escaped serious (See P. A. TURNS TABLES on page 45)

Free Act—Then Free Act

RYE, N. Y., June 22.—After Playland put on its free acts tonight it followed with another exhibition for free at a different area. This was Jack Redmond, famed trick-shot golfer, reputed to have played a 36-hole game around the world, a hole in each of 36 countries. (A local wag bet him he couldn't find the three dozen countries now.) 'Twas all a promotion for the Golf Driving Range on the back-stretch Boardwalk.

Meadowbrook Gross Equals 1939 Figures

BASCOM, O., June 22.—Originally scheduled to open on May 29, rainy and cool weather kept Meadowbrook Park here closed until June 3, but fair weekend weather brought out crowds and business to date is on a par with same number of days in 1939, reported H. L. Walter, manager and secretary-treasurer. School picnics contributed main source of income during opening week, despite much rain. More than 300 outings are booked and outlook for the season is bright.

Free movies furnished by Ed Ramsey with 35mm. equipment in the open-air theater began on May 27. They have proved a good attraction, drawing 1,500 to 2,000 nightly, and are to be continued twice weekly. Ballroom business is about the same as that of 1939. Pavilion operates on a policy of Wednesday, Friday and Sunday night dancing with name and local bands. Tommy Tucker's Orchestra appeared for a one-nighter on June 22. (See Meadowbrook Is Even on page 45)

Big Construction Program Started at West Coast Zoo

SAN FRANCISCO, June 22.—Reconstruction of Fishhacker Zoo here into a 35-acre natural habitat for all types of jungle beasts has begun under direction of Fred Chatten, acting superintendent. Opening has been tentatively set for July 15.

New ideas in animal keeping, including fool proof feeding gate for feroc animals, all invented by Chatten, have been incorporated in new construction. There will be new paddocks for elephants, aviary for birds, new lion houses and monkey island to accommodate 250. Already lions, tigers, bears, beavers, pelicans and spotted African deer have been removed to new quarters. Wide moat and sheer wall will keep animals within bounds.

Edgewater Is Running Ahead

DETROIT, June 22.—Despite bad weather breaks, business in Edgewater Park has consistently run about 10 per cent ahead of that of 1939. School picnics have been a big factor and with industrial picnics slated for remainder of the season, Manager Paul Heine is confident that business may run as high as 25 per cent ahead for the season as a whole. Every Sunday has been booked for a major picnic until Labor Day.

Atlantic Beach To Be Sold at Auction

NEW YORK, June 22.—Atlantic Beach Amusement Park, Atlantic Highlands, N. J., will be sold at public auction on July 8 to satisfy a decree of the State Court of Chancery amounting to about \$92,711. Sheriff Morris J. Woodring will handle the hammer at the courthouse in Freehold. Fred H. Ponty is manager of the park.

Capitol Beach Take Is Up

LINCOLN, Neb., June 22.—Capitol Beach, with one less week in the season than at this date a year ago, has had a slight increase in all lines of income except the pool. Cool weather in late May and early June denied the normal period for the sunburn trade. Biggest increase among concessions is at Ike Totten's shooting gallery, and the dance hall, which used to run only three nights a week in park season but is now going six nights and doing nich, according to King's Ballroom Manager J. J. Clair Lanning. Ralph Beecher, who runs the pool, joined with The Sunday Journal and Star's annual Learn-To-Swim Week promotion.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Swim, Rackets

Beware of fast-tongued individual who tries to sell you on the idea of letting him organize a swim team for your pool. Often it's a case of petty larceny with him merely using the gag to promote free admission to tanks and getting swim suits on the cuff. If you are interested in organizing a team to represent your club, be certain to check carefully on experience of your coach and study backgrounds of all your swimmers before you throw open the pool to 'em.

Beware of the ad solicitor who promises to get his sheet to run a big swim campaign if you will only advertise with it. Many incidents have been brought to the attention of this column where pools have put ads in papers in the hope of getting co-op from the paper on team-to-swim drives only to discover that a solicitor had no authority to make such an offer. Usually such swim promotions are conducted exclusively by editorial departments or promotion offices. Campaigns that are promised just for a few ads can't be very successful, for a paper has to realize circulation building and good-will possibilities of such campaigns, and ad solicitors are not interested in that. However, lest there be a misunderstanding, don't let this warning turn you against advertising. That's one important way to notice bits to a pool. But don't do it—just on a promise of getting a lot of free publicity.

Beware of life guards who ask permission to teach swimming for a little extra dough. Remember that swim instruction is an important phase of pool promotion. If you teach patrons how to swim properly you'll retain their bit; if you don't, they'll go elsewhere. Check up on all credentials of persons teaching swimming at your natatorium. It's best for them to be accredited American Red Cross life-saving examiners. Just because a man is a good life guard or has

won some schoolboy races locally is no indication that he can teach people to swim. Even if you don't charge for swim lessons and it doesn't mean extra revenue in the till, don't forget that swim instructors are representatives of your investment. If they fail to give proper instruction, you'll lose out in the end.

Beware of the smooth promoter who wants to run a bathing beauty contest. Perhaps he'll tell you that for 200 bucks he'll get the girls and see that the winner participated in the Atlantic City pageant. Too many pool and beach men have been swindled and have found their winners stranded without a trip or movie contract, as promised. Check on authenticity of prizes before you start a contest and check reputation of promoter. For, remember, here, too, the man you engage will be representing your place and if there's any misrepresentation done you're the one who'll be blamed.

Beware of the salesman who offers you too much discount on standard pool equipment. Or of a vendor who gives you a song and dance about a new gadget that will revolutionize your biz. Don't get me wrong—scoops both are absolutely true—but it never hurts to investigate. Many pool men have purchased inferior merchandise and equipment that failed to withstand the weather, only because they thought they were getting a bargain. It's always best to get info direct from manufacturers. Don't say I didn't warn you! And if you like the column's new feature let me know and I'll be glad to list some more from time to time.

Dots and Dashes

Walter Cleaver is back as manager of Park Central indoor tank, N. Y. C., cutting short his job at Billy Rose's Aquacade. Al Albanian, who succeeded him as temporary manager, will spend the rest of summer putting on water shows with Wally and Lucy Spencer. Incidentally, The New York Daily Mirror won't stage its gala swim club wind-off at the World's Fair this summer until after Labor Day, commercial

pools co-operating with that daily complaining that last year's fair show out in on their biz. . . . Despite rush of war service, Capt. Charles Scully, his assistant, Norm Engelson, Bert Backman and rest of Red Cross boys are up in Newburgh, N. Y., this week at Red Cross camp making "big instructors out of little ones" . . . George Koja, pop Olympic swimmer, who incidentally is biggest name in swimming at present connected with some pro water show, guesters this week on Bill Stern's N.Y.C. sports show speaking on National Swim-for-Health Week. Johnny Weismuller is signing a swim series syndicated by Associated Press to papers throughout the country and, with Eleanor Holm, has written a booklet on aquatics which a national advertiser is offering as a premium. . . . And don't forget to plan now for that Fourth of July celebration. . . . It's a four-day holiday this year.

American Recreational Equipment Association

By R. S. UZZELL

All rumors on a third term for the New York World's Fair are scotched completely. See it this year and bid it farewell with no hope of seeing another so good in 40 years. No comparable education and entertainment for the money has ever appeared before. The nations so well and expensively represented will never be able to do as well again in this country or any other in the lifetime of men now living. The week-end attendance is good but it will require our-landers who come in vacation time to fill up the week.

Prospect is Better

Bill Rabkin tells us he would like two week-ends each week at present rate of income to put the ledger in the black. Harry A. Illions has the bug now and is trying to work out another ride to be ready for the vacation crowd due to arrive about July 1. Leon L. Cassidy, of Prebel note, has hopes of yet being represented in the amusement area. Dr. Courney, of baby incubator note, says the war, with all of its tragedies, keeps up a nervous tension that is not conducive to good business anywhere, in amusements or otherwise.

Should good weather favor the fairs, exhibitions and amusement parks, with the upturn in business unmistakably now appearing, we shall all score a good summer. This will be true of Canada as well as the States. The two trans-continental railways of Canada are advertising that no passports are required to visit Canada. This is welcome news to carnival and amusement operators who must go to Canada each year, some of them often.

There will be a meeting soon of the committees of NAAPFD and AREA to decide upon details of the exhibit in Chicago in December. All AREA and former exhibitors are promised fair consideration. Many have already signed for space.

Harry S. Hall Passes

Again in our roll call, more is missing. This time it's Harry S. Hall, of Crystal Beach, Ont., across the lake from Buffalo. He was 82 years of age and had been with the resort 10 years. An important adjunct to the amusement resort was the boat transportation eight miles across the lake. He was president of the transportation company as well as general manager of Crystal Beach Co.

At our convention in New York City he was apparently in good health and looked good for a long run. It was the heart. He had been enjoying winters in Florida, and the trips to and fro across the lake gave him sunshine and fresh air. Living near the beach during operation, he spent much time in the open air. We do not understand it, but it is the loss of another congenial soul from our ranks. He made friends at our meetings who are going to miss him this year. He took pride in the Beach and worked it out of some difficult situations. His letters to us always had the spirit of good will and co-operation. He once gave valuable information, in confidence, that showed us the inside of a promotion in Buffalo was not sound and saved some of our fraternity a costly experience.

None who have not had the experience can fully realize the trials of operating an excursion steamer between two countries and complying with the navigation laws of both, not to mention the handicaps of having patrons pass immigration officials at each end of a trip.

Modern Type Guess Your Weight Scales

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The Pioneer Scale Manufacturers
JOHN CHATILLON & SONS
89 Cliff St., New York City

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Money-Meters always collect every admission, with instantaneous audit by patron. No investment for equipment. Trial installations. Write for Bulletin AE or ask representative to call.

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WARREN ST.  PROV. R. I.

Here's 1940's Best Buy!



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WAKE UP Lary Location by adding 1940 GLAMOUR and POP UP your complete AUTO SCOOTER RIDE.
ORDER NOW to insure EARLY Spring Delivery.
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Write for Catalogue and Price Without Obligation.

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J. C. MICHAELS ATTRACTIONS
THIRTY YEARS OF
Dependable LEADERSHIP.
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STOOLS**
Manufacturers of Modern Seating
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Modernized Mutoscope Will Show You How!

- NEW EQUIPMENT AND SUPPLIES
- RECONDITIONED EQUIPMENT WITH MODERNIZED CABINETS

Everything you need from one RELIABLE source. Everything you want in the penny arcade line. Write for our new catalog. Anything to trade? Send us your list or even better pay us a visit today!

INTERNATIONAL MUTOSCOPE REEL CO., INC.

4401 Eleventh St. Long Island City, New York
"Penny Arcade Headquarters Since 1895"

ROCKET CARS

Are a scream. Ask Red Williams, Belmont Park, Montreal. Rocket Cars make a new ride of an American. SINGLE STRIPING and AERO-PLANKS OUR SPECIALTY SINCE 1903. TODAY AND TOMORROW—ROCKET CARS. CIRCULARS ON REQUEST.

SCOOTA-BOATS

At Pleasant, N.Y., are making good showing in their sixth year of operation. INSTANT old VIBRATOR where the GROUND AREA instead of Attracting in the Ground to Excited Body of Water OFF the Attraction. CIRCULARS ON REQUEST.

R. S. Uzzell Corporation

130 W. 42d St. New York City
Since 1903. One Ride or a Complete Park. Largest Exporter of Amusement Rides and Equipment. Unsurpassed Facilities for Reconditioning and Rebuilding Used Rides.

N. Y. World's Fair Spectacular and Popular

AERIAL JOYRIDE

A real investment for Park operation can now be purchased for delivery at official close of Fair at a price less than 2/3 its original cost. Speed required! From 110 ft. diameters to 120 ft. diameters. SEE IT IN OPERATION or write for photos and brochures. Address: AERIAL JOYRIDE, Amusement Area, N. Y. World's Fair.

TROPICAL FRUIT DRINKS

PAPAYA PINE COLOADA COCONUT CHAMPAGNE GRAPE CHAMPAGNE
Top money-making juice jobs at the World's Fair, Coney Island, on Broadway, as well as at more than 100 other parks and carnivals this season, are these luscious Tropical Fruit Drinks. Get up one of these stands for QUICK MONEY! 80% PROFIT on Papers and Pine Colada (in 10¢ price)! WRITE FOR OUR LATEST FREE CIRCULAR TODAY!
NAT LERNER, 203 Lexington Ave., NEW YORK CITY

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

"The Carrolls Are Coming"

Or, Ideas in Present-Day Park Building and Operation

By EDWARD J. CARROLL

"THE Carrolls are coming into the amusement park business, officially on the morrow," I thought, when on May 28 the writer was in the state of near-collapse, wondering whether everything would be operating on the eve of Decoration Day. I can understand right now the headaches that park men go thru when they plan special openings—the delayed shipments, the last-minute paint job, the supplies that are still unpacked and, above all, the weather.

However, with all the headaches and whatnots I wouldn't trade the experience for the world, altho right then I'd have given anything to know the real answer that was coming up when we opened. If my ideas which will be and have been put into effect work out successfully, I can give the answer now in a few words: MODERNIZE and MERCHANDISE your park project. A review of what we have done here may interest other park men and I feel privileged for the opportunity given me by *The Billboard* to state those views.

Two years ago I took over part of what was once a famous recreation center called Riverside Park. Therein I established an outdoor movie theater. Every time I came to the theater my eyes wandered down what was once the thronged midway. As time went on I began to get the park bug. At first I had the idea of opening a roller rink and dance hall. Then the bug began to

bite a little deeper and in less time than it takes to tell it I was heading into a complete park of 104 acres.

Old One Had "Black Eyes"

The old park had been dead, completely dead for more than eight years. On top of that there had been two unsuccessful attempts to promote the park on a next-to-nothing bank roll with bad repercussions in the newspapers, labor

trouble, unpaid bills, etc. Despite all the "black eyes," my young blood began to get warmer for a title to the property. My mind was made up. I was going into the park business.

No sooner was the ink dry on the papers than I gave up all ideas of a winter cruise which I had looked forward to all season. Immediately I started with a small crew of laborers and a couple of carpenters to attack the job of rebuilding what the hurricane and flood had wrecked and to build public confidence in what had promotion had sacked. With a crew on the job, my next move was to learn all I could about the amusement park business. I sought out old park men, leaders in the construction and equipment field, and may I say right now that I found most of them not only willing but anxious to lend a young hand at the business all the help they could give.



EDWARD J. CARROLL, owner-manager Riverside Amusement Park, Agawam, Mass.

When the Springfield Chamber of Commerce staged a Greater Springfield Exhibit we went into the project with enthusiasm along with manufacturers, stores, etc. We called ourselves the "baby industry" of the area. We gave out the contest blanks at the fair to more than 15,000 patrons. We had a chance to talk with residents in person. Since the affair was one of the most successful ever held in Springfield, I felt the time and money were well worth while. In addition I had the fine opportunity to meet and talk with heads of nearly all business houses and manufacturing plants in the section. This meant future contacts for clambakes, picnics and outings which are popular up this way.

Before long the public was not asking any more that annoying question, "Are you really going to open Riverside Park?" We were quickly erasing the old boxes of the ill-fated attempts of a few seasons previous. They began to ask, "When are you going to open?"

Modern in Old Atmosphere

All winter long we kept adding both to the number of projects and the men to reconstruct old and build new ones. I decided I wanted to modernize everything wherever I could, the while maintaining some of the old atmosphere which was so dear to those who still had fond memories of the old park. Altho many well-meaning friends suggested I change the name, I still stuck to Riverside Park and right now I feel that this was the right thought.

The elements fought all thru the winter. We had snow on the grounds from January until late March and then ran into a rainy spring. Still we fought on. The pay roll began to grow until, as we were about to open, more than 125 carpenters, plumbers, electricians, etc., were on the job.

As the project began to grow I began to get offers from miscellaneous promoters. Since I had decided on strictly park atmosphere, I turned down the majority of them. Others who had good propositions I treated with a better-than-even break. I encouraged them to come in, to agree to my plans for modernization and merchandising. So as to avoid any disagreement with many concessioners I decided to operate with but few outside concessions. On the food end I felt that this would have to have my complete supervision and, since I am firmly convinced that quality in food must be maintained at all times, I gave certain specific instructions to my supply house and to the managers of my stands. I am not going to attempt to palm off anything but the best to my paying public.

Mr. and Mrs. Public Come First

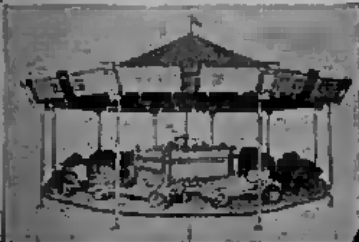
I have encouraged rides and concessions that might have kiddie appeal. I want the youngsters in my park to have a good time. I want whole families in here. I want to have enough entertainment so that all can enjoy their title and come back again and again. I have given instruction to my bookers that they must supply me with the very best attractions and they know I mean what I say when I use the word "best."

Above all, I want the park to be beautiful and I want it clean. I am not going to try to be penny-wise and neglectful of the important item of cleanliness. I personally have selected all the employees. They must pass inspection daily. Overdoses of make-up, dirty fingernails, etc., will not be tolerated. They have been fully instructed on their responsibility, first to Mr. and Mrs. John Public and then to the park management. They have certain specific hours for arrival, signals for starting and other signals for closing. My stands will be operated systematically and not open and close at the whim of the various stand operators.

I spent a lot of money with my advertising campaign for the opening, and at present, from the surveys we have made and inquiries which have come in, I feel assured we have awakened the whole Connecticut Valley with its almost 2,000,000 in population to the park. We will continue that selling campaign with new ideas, old ones modernized, and that pace will be kept right up to the very last minute of operation in the fall. We are not going to stop with the opening campaign, but will be throwing new ideas at the public to keep awake that interest every day and every hour of the ensuing months.

My plans will not stop with this season. I am going to plan more new features for this year and additional projects for next season without delay. I have appreciated the untiring support of my associates and my friends in the amusement business. Their confidence is an inspiration and I hope that at the end of this season I will have done something to put new life into the park business. Yes, "The Carrolls Are Coming"—into the amusement park business, and they are going to stay.

BETTER THAN EVER



More than 250 Allan Herschell Wielder Rides in profitable service. New 1940 Action Model cost built. Complete 204, \$1425.00. Prompt Delivery — Order Now!

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NORTH TORAWANDA, N. Y.
Builders of the Famous Original
ROCKET RIDE



Streamline Deluxes Rollers for Parks and Places of Amusement.
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Send for Illustrated Circular and Prices

Finest quality obtainable. Lowest Prices. Immediate Delivery.

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GOOD USED RIDES
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UP TO THE MINUTE NEW RIDES.

BERTHA GREENBURG
1001 Kinnear St., 74th St. & Broadway, New York

trouble, unpaid bills, etc. Despite all the "black eyes," my young blood began to get warmer for a title to the property. My mind was made up. I was going into the park business.

No sooner was the ink dry on the papers than I gave up all ideas of a winter cruise which I had looked forward to all season. Immediately I started with a small crew of laborers and a couple of carpenters to attack the job of rebuilding what the hurricane and flood had wrecked and to build public confidence in what had promotion had sacked. With a crew on the job, my next move was to learn all I could about the amusement park business. I sought out old park men, leaders in the construction and equipment field, and may I say right now that I found most of them not only willing but anxious to lend a young hand at the business all the help they could give.

Now for the most important move—I could make. I decided that, since public confidence in the park was nil, I would lay the cards on the table with the owner of the four newspapers in the largest city near the park, Springfield, Mass. He immediately understood my problem and assigned to me an experienced man from his promotion staff to assist in my plans, direct the advertising and handle the publicity. Needless to say, the publisher came thru handsomely and our relations down thru the months have been most co-operative. We have had stories almost weekly from the start. We knocked down small talk and build up public confidence.

Seeking a Selling Slogan

With my publicity and planning under control, my next step was to merchandise the park. One of the first things I did was to stage a reception for newspaper men from all over the Western Massachusetts area plus the northern part of Connecticut. I took them on a tour thru snow and slush and told them of my plans. They be-

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(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg., 1564 Broadway, New York City

Coney Island, N. Y.

By SAM ABBOTT

The weather man gave the concessioners half a break and the boys went to town on Sunday, June 16, when an estimated 700,000 visited the island. This was just about the biggest day of the season. With the mercury hovering around 43 degrees and reaching its week-end high of 78 at 4:50 p.m. Sunday, operators got a taste of what real summer weather and business will be like.

Steepchase Shorts

Steepchase Park was host to movie actor Lionel Stander and about 10,000 of production director George Malas show girls Monday. Park's publicity man, Billy Freedberg, who handles the account for Irving Hoffman, was all set to entertain these, in addition to Al Johnson, Ruby Keeler and Martha Raye, who were scheduled to relax from the summer rehearsals of *Hold On to Your Hat*. Johnson, Keeler and Raye failed to put in an appearance but the 10 pretty girls and Stander were given a real home-coming celebration.

Boardwalk concessions of Steepchase are doing good business this year. Louis Fox, assisted by his daughter, Rose, has a penny arcade facing the Atlantic and Peter Pappas a frozen custard stand. Warm weather, the past few days has kept the crowds to this part of Coney and the ops appreciate the break.

News regarding Steepchase personnel is that Thomas Bennett and Charlie Kider, the veteran walkman, are back on the press gate. Angelo Hrienza, at the Bingo for 12 years, is again operating in his official capacity. The work is expected at Rocky Cronan's house in Astoria.

Sam Wagner plans to give Duke Charlie Parcanas, "the oldest man in the world," a birthday party on July 14. He will be 131 years old. A birthday cake with the candles "everything has been ordered. Guests will be members of the press and outstanding civic and theatrical folk.

Luna Lines

Things are picking up at Luna Park since the free-act policy was put into effect. Crowds have been up to expectations for this time of the year, but the per capita spending is not up to par. A change in the free-act policy is contemplated, but no details were forthcoming as to what it would be. Abelle P. Johnson has the Ghost Train, and her assistant, Walter Gills, is telling it that after July 4 the spot will have the best speller on the island. Vivian Richman, daughter of Adelle Richman, of pig chute fame, visited Luna after completing her junior year in high school. Harry D. Grey, emcee at Malcolm Lomax's Days of '40, and Jack De Winter are working on an ambitious proposition. An act will be built around Dorothy Henry of the milk bath dance. Days of '40 has inaugurated an amateur night-pole on Wednesday and Friday with the final elimination contests on Saturday. Winner comes in the following Monday for a seven-day engagement. Show features the three Reeves Sisters and Al Morrison, doing a singing and dancing and impersonation turn.

Irving Gold returned to the island after an absence of 17 years to handle the free acts and announce for Capt. Engineer's Circus. Abe Seekin, game concessioner at Luna, is putting in a "Hit the Bull's Eye" next to Dragon's Gorge to be managed by Sam Kitchie. When the season ends, Seekin plans to hit out for Long Beach, Calif.

Over at Felton's Julius Tolca has replenished the merchandises at his prize counter managed by Mrs. Anna Tolca. Skipper, the part Spitz and Pomeranian, Tolca's bodyguard, is back on the job. Other line-ups here include Jack Friedman, baseball game; Arthur Luckman, Irving Horowitz, Skee Ball; Milton Pader, poker game; Sidney Gerschevitz, prize pistol shooter; Johnnie King, Tilt-a-Whirl manager; and Mitchell Weizer, chief ticket agent. Jack Clanton, representative of the Burns Detective Agency, is in charge of law and order. Irwin

Goldschalk, Felton's Manager, and Edward Reiner were seen making the arcade rounds recently.

Dave Rosen's Strained Follies on Surf is featuring Tirta and her Wine Dish. Baby King, stripper, opens the show, and her husband, Eddie Joyce, is at the mike.

Long Island

By ALFRED FRIEDMAN

Long Island coast resorts appear likely to get much more patronage from out-of-town New York World's Fair visitors this summer. This prediction is on the basis of response thus far at the shore, where visitors from the outlands are scurrying about in lively numbers. At a corresponding time last year such visitors were conspicuous by their absence.

Nation's amusements plans have echoed in the amusement trade around Long Island, with a good measure of activity reported near communities close to shore. In Hempstead, particularly, there has been quite a buzz, with most activity focused on the cabaret phase of amusements. The island area is expected to figure importantly in the nation's air and military preparations, with the eventual presence of an increased number of uniformed men. No gaudy excels this group in the favor of the amusement people here as generous and gay spenders.

Shore's Harbor Rest, Rockaway Park, presents itself in picturesque style in its new make-up. Late, innovation locally in silent pictures at Rockaway Playland, going good, too. Poor weather during earlier part of the season is delaying opening of outdoor theaters.

Atlantic City

By M. H. ORODENKER

Opening on the same day as the Headliner's Frolic (June 28-30) annual gambol of newspaper gentry, is Children's Week, when the resort pays tribute to younger picnics. It's "open house" for all under 12, with everything free from movies to ice cream for those accompanied by parents. There is no charge for hotel room and meals for youngsters, with entertainment free at restaurants, theaters, picnics, swimming pools, on sailboats, roller chairs and the many other amusements when accompanied by an adult paying regular rate. Promotion is used by the resort to gain the friendship of children. This is the 7th annual celebration.

Resort is going after business among delegates and others attending the Republican national convention in Philadelphia. Showmen thought so much of the possibilities that a special entertainment committee was named, headed by Enoch L. Johnson and Mayor Thomas D. Teggart.

Week of June 18-19 found the walk "comfortably crowded," police doffing their coats, a crowd on the beach estimated at over 10,000, addition of 13 more life guards and opening of five more beach stations and auto parked bumper-to-bumper on all principal streets leading to the walk. City officials are opposed to the parading of the male uppers and Taverna will be barred from the strand. Ball-playing in areas frequented by numbers of people will be banned as usual, as will eating lunches on the beach.

Loupe Park Amusement Co., operating Loupe Park at near-by Mays Landing, pulled a promotion that should result in plenty of church outings and Sunday school picnics. Mainland Ministerial Union was feted in the park and a special dinner arranged for guests. About 100 ministers turned out.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

With ops fully unshuttered, the season took on something of an optimistic outlook the week ending June 15. Week-end saw the first decent crowd on the boardwalk, with a throng estimated at 125,000 giving all concessions heavy play. Most of the boys heard their crying towels into the ocean in the glad rush to take care of the first sizable crowd of spenders seen since last Labor Day.

Chet Cardillo and Able Steinberg got their flasher under way at Third Avenue and the boardwalk with a satisfactory take, as did Ike Harris and Harry Walters with their newly enlarged walk-thru flasher set-up a block to the north, where their capacity has been increased about five times over the previous set-up. Most popular feature in this spot seems to be alk hosiery give-away, which is outdoing the cigar and grocery counters, which have had heavy play in the past.

Sam Besunder, who for the past half dozen years has operated cigar and cigar concessions on the walk, enlarged his holdings by taking over the adjoining Dutch Shop food concession in Convention Hall, formerly operated by Teddy Jock, who is going into other fields. Nat K. Morris increased his line of kitchen gadgets and announced he will conduct a "pitchmen's school" during the season, partly via correspondence course, with the "student" being spotted in his store here for periods of a week each, to give them practical training.

Charles Dantalo, operating cigar and merchandise flasher in the Casino arcade, has improved his spot and reports business on a par with last year. Jake Campbell is back in his former spot as manager of Fascination, controlled jointly by Abe Rubin and Castro Amusement Corp., headed by Arthur Berger and Jake Goldberg. Dave Brodstein also back as assistant general manager for Abe Rubin in his Radio set-up. Fern Dudley reports strong opening with his handwriting analysis.

Newcomer who opened for business with a cigar flasher on Ocean Avenue is Harry Germaine. Spot is in the amusement block facing the boardwalk, which is owned by Bob Fountain and Rodney Ross, heavy promotional budget is being expended by new group calling itself Collective Enterprises, Inc., which will open in the block-long building owned by W. O. Durand, former auto magnate. Set-up, being fronted by John Lazarus, Long Beach realtor, is to be labeled "I-Know," which sponsors say is legal form of bingo. Spot seats close to 2,000 players and has ample parking space.

Chi Riverview

By NORMAN MODELL

This year Riverview is going strong for advertising and promotional campaigns. Most important effort is a play for business of towns and cities within a radius of 100 miles. In 11 towns, Rockford, Elgin, Aurora, Joliet, La Salle, Waukegan, Kankakee, Gary, Hammond, Kenosha and Racine, Riverview is advertised and publicized. Idea is to attract out-of-towners to make up for the Chicagoans who work-end in the country. Riverview posters are on display in railway stations, newspaper campaigns pointing to the fact that free gate passes may be obtained from station masters.

Another tie-in is with the Stevens Hotel, which offers a two-day holiday in Chicago, with transportation, room, breakfast, boat ride and either the theater or entertainment in Riverview—all for \$3.95. Newspaper campaign uses institutional advertising on week-ends, two-cent days and five-cent nights price copy throughout the week. In addition park has promoted a great number of picnics and other outings, including political gatherings, national group events, industrial organizations and employees' celebrations.

First month's business hasn't been up to previous season because of unfavorable weather. Friday (28) new life jumped into the park's veins, crowds madding about all rides and concessions. New game that is proving to be a drawing card is a monkey climb, owned by the park. Illusion exhibit, the Miracle,

owned by S. W. Thomson, is being replaced by a snake show, the Cobra, owner having sold the Miracle equipment to a roadside exhibitor. Snake show will feature cobra, blue boas, rattlesnakes, a harlequin coral and miscellaneous reptiles, most of which have been brought from Thomson's snake farm in Florida.

F. W. Briles, manager of the Frank Bennett ride, Octopus and Roll-o-Plane, reports that business has kept up steadily in the first month. New Sky-Hider, gigantic novelty thriller, has finally been checked by city inspectors, but still awaits delivery of specially-constructed cars, which had to be equipped with wire safety netting.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Mild and climatic conditions are A-1, outing bookings big and twice-weekly fireworks spec drawing very well. Current free attractions, Licensed Arabs and Will Morris and Hobby, clicking with Playland devotees. June 24-30 acts will be Picchiani Troupe and Janet May, letter-board and acrobat, respectively. Editions for Harvest Moon Ball, sponsored by New York Daily News, will be held in Playland Casino on August 7. There will be no shag or jitterbug dancing allowed. Peekskill High School Band is slated for concert at park on July 12. Playland Aquatic Club will hold weekly picnic starting on July 11, Friday five-cent bargain days proving popular.

Alice White of cashier force is now an alumna, having graduated from the College of New Rochelle last week. Crew of Uzzell Scouts, Boats: Joe Romano, manager; Pete Castellano, Tony Castellano, Sam De Luca and Carl Marchione. Ted (Devil Dog) Swanson is handling Ferris Wheel for Feature Round-Co. John Mullin is at Noah's Ark. Bill McDonald is managing Flying Scooter. Jim Orr, head man of Rifle Range, has Walter Oldersleeve and Ed Gross as workers. Harry Martin is doubling as manager of North Boardwalk Rifle Range and sign painter. Tony Ojifire, Helen Schaeffer and Jon-Jon are members of Gus Rossano's game force.

George Jensen is again one of gardener Ted Lind's mainstays. John Walters, in charge of boothhouse crew, became a benedict the past winter, as did Warren Clarke, a colleague. Frances La Pacca, Peggy Zamparo and Mrs. Tucker are veteran members of cashier staff. Ray Becker is running Tumble Bug and doing his usual good job at it. Mike (Bludge) Wallace has abandoned "avoidropolis forecasting" and is now a full-fledged officer of the law at Rye Town Park. Bill McEburn is doing right well at Rocket Ship's manager. Graphology doing fine, as is print-your-name. Marco Boardwalk Spa is proving popular. Basta Largo.

APPEL playing a week at Edgewater Park, Detroit. La Venus sisters left for other dates, including a celebration for Muncie (Ind.) Athletic Club.

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"Success of Old-Time Movies at Coney"—See Non-Theatrical Films Department on Page 27.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

War Previews Is Seen By 4 Skating Macks

Four Skating Macks, who completed an appearance at Shea's Theater, Toronto, on June 18, arrived in New York about six weeks ago from a five-year tour in Europe and South America, reported LaRue Mack. The war drove them home.

In Germany at the time of the invasion of Poland, they caught the last train for Denmark, where they appeared at Valencien Cabaret, Copenhagen, for six weeks. During their engagement there

England declared war and the Macks had their first experience with black-outs. They were lucky again in catching the last boat for the United States and, the frightened by bombers overhead and an inspection of the boat by a British battleship, arrived in New York safely and sailed on to Rio de Janeiro, where they had a successful four-month engagement in Casino de Uruca.

The Macks returned to the United States six weeks ago and have been playing theaters since. They plan to play Western Canadian fairs during summer. Not still has three men and a woman, who skates on a 16-foot table, since arriving in the United States they have visited several rinks and report the improvement in appearance of rinks and brand of skating done is notable.

GOOD business is reported by Theodore and Alfred Pritchard, managers of Silver Dome Roller Palace, Aurora, Mo., since a cold spell broke. Daily afternoon and night sessions are staged.

LARGE turnout of skaters and rink managers attended the 14th anniversary celebration of LaRose Roller Rink, Lehighton, Pa., on May 28-June 1, reported John LaRose, proprietor.

ALL HIGH Roller Rink, Buffalo, owned by Max Bandalian and managed by Karling Bandalian, recently installed an electric organ. Vic D'Anna is at the keyboard. Rink is operating on Friday, Saturday and Sunday nights during the summer. It is to be enlarged by about 550 feet. Capacity now is 450. Roller hockey games were a big feature during the past season and the All High team was a winner. Rink will go back on full schedule on Labor Day.

PATRONS have gone to skate-dancing in a big way in Knoxville, Tenn., recently and Manager N. A. Fingert believes the trend may lead to a record year at his Chisholm Park Rink. Ariel Roller Club, organized by Assistant Manager Robert Beard, is sponsoring a city skate-dancing tournament, first Knoxville skating contest in several years. Trophies will be awarded in waltz, two-step and schottische competitions. Also arranged is a mile race for men and half-mile races for junior and senior women. Floor show also is part of the program. Beard helps dance promotion along with classes. Adult classes are held on Tuesday nights and for children on Wednesday mornings. Spring remodeling included new lighting and improved women's lounge.

EDWARD J. SCOTT recently closed his Buffalo rink for the summer and is making extensive improvements and decorations, including installation of a new maple floor. His 17th season just concluded was successful. Rink will re-open after Labor Day. Since May 11 he has had success in operating his summer air rink 10 miles from the city for the second season. It has capacity of 500.

Average attendance per night is 350. The crowd, Manager Scott said, is older than the one he draws in the city. Motion pictures of the skaters taken on June 24 will be shown on July 2 as a promotional stunt. Newspaper, singers, stickers, school magazines and yearbooks are used as advertising mediums. Benny Furman is new electric organist. Three instructors and two floormen are on the job. Sunday matinees are held and waltz contests featured. Scott's own club continues in the new location. Season so far is ahead of 1939 and quite a few parties are booked.

FRED COSS, floor manager of Kenkakee (Ill.) Roller Palace, reports business good. Rink recently reopened with new maple floor and an air-conditioning system.

NEW Melody Garden Rink, Scranton, opened recently under supervision of Harry O'Neill. Special treatment was given the floor in order that it may be used for dancing.

WAYNE WEBER has been named manager of the roller rink at Summit Beach Park, Akron. Park Manager Frank Radul announced. Rink is in its second year and is operating nightly and on Sunday afternoons to excellent patronage. Weber has been identified with Akron rinks several years.

HOLL-ARENA, Gloucester, N. J., inaugurates a series of Friday night kindergarten parties during summer. Skaters are to come dressed as kids, rink awarding prizes for best dressed 10.

ROLLER hockey teams are making River Garden Rink, Healdsburg, Calif., headquarters, reported Manager Armand J. Schaub Sr., and games have been scheduled with teams from San Rafael and Santa Rosa, Calif. Many visitors are stopping at the rink en route to Golden Gate International Exposition, San Francisco.

SECRETARY OF STATE in Albany, N. Y., issued a charter of incorporation to Queens Roller Rink, Inc., of Manhattan. Backers and shareholders were given as George F. Reid, Olive M. Newton and Dell Zacin, New York City.

DERBY NIGHT is latest Thursday innovation at Bigwater Park Rink, Detroit, under management of Orville Godfrey. Patrons are given a ticket listing six horses. Each player picks a horse and whippers receive a pass good for a week's skating. Passes go to about one-sixth of the customers. Ticket stub has provision for name and address, serving to build a mailing list.

FLYING HOWARDS, father and daughter skating team, were recently held over for a second week on excursion between Columbia and Ste. Claire, plying between Detroit and Bob-La Park, located in Canadian waters. The Howards tie in with opening of a rink in the park.

ED GODFREY, Madison Gardens Rink, Flint, Mich., is opening a summer rink at Meyers Lake Park, Canton, O. He has leased the Flint rink for a summer dance hall.

BENNY CARTER'S Band, booked thru Music Corp. of America, drew a capacity crowd of 3,000 on June 8 in Celoron Park Roller Rink, Jamestown, N. Y., owned and operated by Mr. and Mrs. J. O. Campbell. Admission was the usual 40 cents, but despite added expense the venture proved profitable. It is planned to bring name bands to the rink during summer and consideration is being given to a tie-up between the rink and dance hall, which features one-night appearance of name acts over week-ends.

BRENNAN'S Roller Arena, near Glens Falls, N. Y., on Glens Falls-Lake George road, recently opened for its second season. Dressed last summer, rink proved a success and Operator Helen Brennan plans to increase floor space. There is now about 3,000 feet of space, to be increased to about 5,000 feet thru contemplated changes. Rink operates nightly and on Saturday and Sunday afternoons. Recorded music is used. Station wagon provides transportation from the city for children, cost including skating being 15 cents.

SEPPERINO'S Rollerdoms, Cincinnati, has put in operation its air-conditioning system for summer skating. Rink will be open nightly except on Mondays, Wednesdays and Thursdays. Sepperino's Orchestra will continue at night sessions. Daily practice periods, accom-

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panied by record music, will continue from 11 a.m. to 4 p.m.

BUSINESS at Imperial Rink, Portland, Ore., is reported somewhat below last year's mark. Warm weather has cut down receipts. Beginner and advanced classes, with about 75 in each, are held. There is no charge for instruction, but enrollees must hold tickets for the skating session which follows.

GLENN GARNER, who is connected with Portland (Ore.) Rollerdoms, has opened a rink at Astoria, Ore., for a trial period. An auditorium at the mouth of Columbia River is the site. It has a 20 by 60-foot floor. Electric phonograph and Chicago skates are used.

NEW air-conditioning system has been installed in Portland (Ore.) Rollerdoms. Business at the 60 by 204-foot rink is reported as good as that of last year.

How To Hold and Raise Present-Day Peak in Rink Business--A Symposium

PROGRESSIVE operators of roller skating rinks over the nation are moving intelligently and determinedly to maintain the present high status of the industry, now considered at the peak in its history in substantial popularity, efficient rink operation, deportment of skaters, constructive methods of handling beginners to build up patrons of the future and other vital attributes for success. That slumps of past years must not be allowed to occur is the thought that is spurring leaders in ways and means that will keep the ground that has been won and assure the gain of more.

Since the early '30s, which brought the first impetus, roller history has moved in cycles—a period of great activity followed by a cessation of interest, generally brought on by loose management on the part of operators and bad conduct of patrons. As each new upswing in the game came, methods and means improved to some degree, percentage of undecorables among rinksters as well as customers falling out.

In the past few years the strides that have developed magnificent roller skating palaces and thousands upon thousands of devoted and orderly patrons have been healthy. The three-year-old Roller Skating Rink Operators' Association of the United States came into being as a result of the magnitude which the industry had assumed, almost unrealized by those actually in it until its many problems and apparent bright future called so loudly for real organization.

Drama have been written and countless words expended upon the aims, methods and accomplishments of the USROA since its first annual convention and championship contests in Cincinnati, followed by the brilliant second annual conclave and meet in Mineola, N. Y., and the still greater gathering last spring in Cleveland. From these get-togethers have been evolved some of the things which operators hope and firmly believe will boost rinking upon its eminent high plane and make for future progress. Some of these activities are: promotions, parties, games, figure skating, skate dancing, tennis and classes, speed skating and club work. Active operators below express for readers of *The Billboard* some of their experiences and ideas about some of the elements upon which the present-day roller skating industry is calculated to stand or to fall.

PROMOTIONS—PARTIES

By W. E. (Wally) Kiefer

General Manager, Skateland, Saginaw, Mich.

Experience I have had with parties and promotions has been interesting. I found that out-of-season parties always seem to be enjoyed. That is, snow ball party in June, tropical party in December, etc.

Games are something for the individual rink operator to think about. The more dangerous the race or game, the more exciting to the participant seems to be the forte today. This is where the manager must use tact by inventing games in which entertainment value exceeds hazards. I have found that skate-dancing lessons and instruction have taken the place of parties to some extent and have almost replaced racing in rinks of small size. Skate-dance parties are of value to the rink that is not open to the public every night. The off night can be promoted as a regular dance, with all tickets sold for couples and all numbers run for skate-dance couples only. This feature can easily be promoted in rinks where skate-dancing is taught.

I have had excellent results conduct-

ing hunting and fishing parties, balloon showers; auction nights when any number of useful articles such as skates, shoes, club memberships, pairs, etc., are sold below the retail value so the patron realizes a financial benefit. Not all parties work out successfully, however. I recall promoting a country store night in a small rink in Battle Creek, Mich. After spending \$25 or \$30 for groceries, advertising, etc., we grossed exactly \$4.70 at the box office. This night, however, can be developed into a money-maker in most cases.

Other forms of parties I promote include large groups such as churches, schools, clubs and lodges. We conduct them on either a flat rental or a stipulated guarantee and split anything over. This is quite an inducement, especially to churches, which are always looking for some means of raising money for a worthy cause. This form of promotion will most likely bring in a desired class of patronage also.

CHALLENGE TO PRO

By Fred A. Martin

General Manager, Arena Gardens Rink, Detroit, and Secretary-Treasurer of Roller Skating Rink Operators' Association of the United States.

There never has been in the United States such interest evidenced in the finer art of roller skating as there is today and I believe this may be attributed to the continuous work of the Roller Skating Rink Operators' Association of the United States.

When the association was formed a little more than three years ago the majority of skaters did not know a loop from a cross-roll, but the amazing results of the classes which mushroomed overnight can only be conceived by witnessing the quality of graceful skating as performed during the April national amateur championships in Cleveland.

Operators belonging to the association are to be congratulated on their co-operation with their skaters in attempting to give them the advantage of instruction in this new field, and I think it will be only a short time before every enterprising operator will conduct regular classes in advanced skating for the convenience and pleasure of his patrons.

I might also state in behalf of the professional, who may feel that the association has turned all its attention to the amateur and left the professional practically an orphan, that three classes being instituted in the major rinks throughout the country are an open field and a challenge to the professional who "knows all the answers." I quote those words for the skater of today reads and studies every spare minute and he may not know all the answers, but I can assure you he will ask for information. We have constant inquiries from Maine to California, and I believe this country is headed for one of the biggest eras in roller-skating history.

FIGURE SKATING

By Fred H. Freeman

General Manager, Winter Garden Rollerway, Chex Vaux Rollerway, Dorchester, Mass.; Lyonhurst Rollerway, Marlboro, Mass.; Nantasket Beach (Mass.) Rollerway.

Figure skating on the rollers has definitely become a part of and a necessity in modern rinking. Forming our figure-skating club shortly after the visit to America of the English amateur champions, John and Jimmy Edstone, we found difficulty at first in interesting our patrons in figure skating, but as time and the club progressed we soon had a waiting list of patrons

eager to join the club, which now comprises 160 members.

Members meet each Sunday from 12 to 2 in the afternoon. The first hour is given over to instructions in new figures, while from 1 until 2 the rink professionals demonstrate and teach advanced skate-dance steps. Members of the figure club are permitted to practice during the week, before and after sessions, in order to advance fast enough to take up the new and advanced figures at their Sunday period.

Members must be in the rink before 12:15, as all doors are locked and the period is not open to the public. Members would rather miss their Sunday dinners than an instruction period of the figure club. Mothers and fathers accompany their children and take as much interest, if not more, than the members themselves and are constantly asking questions regarding figure skating so as to be able to talk figure skating in the family circle and to urge their sons and daughters on in their practice sessions in preparation for coming contests. Figure skating has been one of the biggest factors in bringing rink operators into contact with parents.

Figure skating, both on ice and rollers, has much in common, and rink operators would do well to co-operate with the local amateur ice bodies and, when possible, engage an expert ice professional to instruct not only the rink professional but the members of the figure-skating club as well. Figure skating combined with skate dancing will be the answer as roller skating continues to prosper, take its place in the sun with the other major sports and not become a fad, as in other years, and then again become dormant.

DANCE SKATING

By Earl Van Horn

General Manager, Mineola, L. I., Fair Grounds Skating Rink.

One of the fundamental reasons for the present popularity and growth of roller skating as a national pastime and recreation and the underlying stimulant for the opening of so many new rinks in recent months is the public's tremendous acclamation for dance skating and its patronizing of those rinks which feature this rejuvenated form of roller skating.

Any rink that intends to capitalize on the tremendous popularity of dance skating must put into effect certain tried and approved methods which my experience has proved of incalculable value in building up a clientele of regular

dance skaters and a resultant increase in business. I have listed them in the form of six points:

1. A competent floor staff, capable of doing all the dances, is the first requisite. They may then give private lessons in dancing to anyone interested and serve as excellent examples, whenever doing the steps together, to the public. A competent floor staff thus commands respect and admiration and so will find it much easier to introduce dance skating to their patrons.

2. Regular exhibitions and demonstrations must be given at frequent intervals to acquaint the public with the different dances and any new ones and inspire them to learn.

3. The operator should provide dance classes to teach patrons, before or after regular sessions, for which a nominal charge can be made. This will bring instruction within reach of everyone and not just to those who can afford private lessons.

4. Devote special numbers during regular programs for "dance couples only," and have them skate the dances as they are announced, these numbers to be open to anyone who can do the steps.

5. One of the more important steps is the formation of a rink-controlled figure-skating club, composed of the better skaters of the rink, to be taught figure skating, which is the fundamental base on which all dance skating stands. New dance steps can be introduced and taught to members of such a club, an ideal way of bringing dance skating to the attention of everyone. Being the more expert skaters of the rink, this group will readily learn new steps and pass them on to their partners, friends and other patrons.

6. The backbone of your business is not in the advanced dances, but in the simple steps that the majority of skaters can easily master, such as the Chicken Scratch, Chicago Hop, Straight Walk, Two Step Promenade, etc. These dances have many advantages, the most important being that they can be taught to an ordinary skater very easily. Another is that these dances can be done on crowded rink floors.

No matter what kind of dances skaters do, as long as they are dancing (without jittersbugging), they are enjoying themselves just as much as the more expert skaters who are doing the Fourteen Step, Continental Walk, Blues, etc. Boduous dance skating is so versatile and easily adaptable to nearly every skater, whether beginner or expert, it should be remembered that equal attention should be (See RINK BUSINESS on page 45)

Keep Physically Fit For HEALTH'S Sake—Roller Skate

It Pays To Play. Learn To Enjoy Life

on

"CHICAGO"

Roller Skates

Now Better Than Ever

Ask the Rink Manager about them

New No. 97-40 Window Cards, 10c Each; \$8.00 Per C; \$70.00 Per M.

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Your Rink Name Here

CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST.

CHICAGO

BIGGER G.-S. SHOWS SET

Ohio Steps Out With Heavy Bill

Most pretentious program booked in Buckeye history—Mo. and Ill. are ready

COLUMBUS, O., June 21.—Twenty-two circus and vaude acts have been booked thru the Gus Sun Agency to provide a two-hour grand-stand show at the 1940 Ohio State Fair, said Fair Manager Win H. Kinnan. Grand-stand revue, "Wake Up and Cheer," will be presented nightly, beginning Sunday night and concluding Friday night. Many acts on the bill will also appear in front of the grand stand during the day, with harness racing programs each afternoon from Monday thru Friday.

A thrill show, Dick Roger's Motor Mania and an assembly of radio stars have been booked for the grand stand and in the Coliseum Saturday afternoon and night, opening day of the fair. State Fair Radio Jamboree will be broadcast from the Coliseum by Station WLW Saturday night.

Four high acts have been booked for free presentations at four locations thru-out the grounds daily, once every hour, Manager Kinnan said.

These acts are the "Sky-High Girl," who does a 500-foot slide; Fred Reckless, high pole; Athleta, "The Physical Culture Girl," who does heel and toe high act, and Winnie and Dolly, high pole.

Among revue acts are Betty Co-Eds, precision dancing troupe; Alvin and Kenny, comedy duo; Barton's Circus, horses, ponies, monkeys and dogs; Six Cardews, teterboard and barrel jumping; Don Francisco, slack wire; Flying Fishers, flying return aerialists; Belford Troupe, acrobats; Faith Hope and Zingo, comedy novelty; Mart Duo, acrobats; Poodles, Hanesford and Co., noted (See HEAVY OHIO BILL on page 45)

Revue and Acts For Springfield

SPRINGFIELD, Ill., June 22.—Plans for the 1940 Illinois State Fair are rapidly being completed, according to E. E. Drwin, general manager. Night grand-stand show will be a musical revue, under direction of Edgar L. Schooley and contracted thru the Sidney Belmont agency. For matinee before the grand stand there will be vaude acts and Grand Circuit horse racing.

Five horse barns are being constructed to replace buildings destroyed by fire last September. The new fireproof barns, estimated to cost \$44,000, will contain 40 box stalls and will be on the site of the former stables, with another barn constructed southwest of the grand stand. Added improvements are being made in the water system and extra fire escapes are being provided in the coliseum and exposition building. All improvements will be completed before the fair opens, said Director of Agriculture J. H. Lloyd.

Contracts for national championship auto races to be held on Saturday have been signed by Director Lloyd and William J. Mansfield, Springfield. Contracts call for two events under sanction of the AAA contest board. Event No. 1 will consist of time trials for qualification position for a distance of one mile for each entrant and second event will be a 100-mile national championship race for a \$7,500 purse. Ralph Burraw, secretary of the race drivers' association, has been here to conclude arrangements.

Rubin and Cherry Exposition has been signed for the midway in Happy Hollow.

Strieder Visiting in Chi

CHICAGO, June 22.—F. T. Strieder, manager of Florida Fair, Tampa, is spending a few days in Chicago. He and Mrs. Strieder will spend most of the next three months at their summer home in North Carolina.

Neb. Board, With Big Show, Chary That U. S. May Train on Grounds

LINCOLN, Neb., June 22.—War talk has Nebraska State Fair management here going over the jumps, not knowing whether plans being discussed for training in Congress will reach out to interfere with this year's show or not.

Reason is that during World War I the State Fair grounds were used as a training and billeting area for recruits after the initial draft. Grounds are also assigned in mobilization orders, in event of national emergency, as a concentration point, due to close truckage, metropolitan area and bulk of Nebraska's population. Nebraska has very limited military land or facilities, only Fort Crook, a small post in Omaha, and Fort Robinson, cavalry horse-breeding outpost in far northwest corner of the State. Fair Secretary Perry Reed admittedly has three worries, the possibility of preparedness taking over the grounds, a small grain crop which is in sore need of help if the fair's agricultural side is to be of any importance and farmers are to have any money and the fact that the board has contracted to spend \$12,000 for the biggest show in front of the grand stand in 10 years.

It's the first time in years that Nebraska State Fair officials have thought about too big a crowd—because 5,000 soldiers in training would take over every roof in the fair's acreage.

New Night Show In Sedalia; Awards To Total \$54,000

SEDALIA, Mo., June 22.—Setting its premiums at a total above \$54,000, Missouri State Fair here announced that plans for all major attractions for the 1940 annual are complete. Secretary Charles W. Green pointed out that the eight-day show will include two Sundays. Last year's Sunday crowd virtually taxed facilities of the 238-acre plant, owned by the State and located at western limits of Sedalia in Pettis County. More than 250,000 saw the 1939 fair.

National championship auto races over the mile oval will be featured on both Sunday programs. There will be five days of harness racing, and Missouri State Fair Horse Show, said by experts to be one of the finest in the Midwest, will run thru six nights.

Outstanding among night attractions will be the new State Fair Circus. (See SEDALIA NIGHT SHOW on page 45)



PRaise OF NORTH MONTANA STATE FAIR GROUNDS, Great Falls, Mont., as one of the most beautiful in the nation was heard after an inspiration by Howard W. Power (right), secretary of Mississippi Valley Fair and Exposition, Davenport, Ia. Fair supreme counselor of the United Commercial Travelers, Secretary Power was in Great Falls for the tri-State convention and spent nearly a day at the fair plant with Harold F. DePue (left), secretary-manager. The 1940 fair will end a successful decade for the Montana annual, which has no debts, money in bank and a paid-up \$375,000 plant. On skyline is outline of a building which drew much praise.

Maritime Plants Are Tendered for Defense-Training

AMHERST, N. S., June 22.—At annual meeting of Maritime Exhibitions Association here resolutions were passed offering continued co-operation to military heads and offering fair plants for defense and training purposes and placing the staffs of fairs at disposal of dominion and provincial agricultural departments to assist in increased production. Action on a proposal to make all Class A fairs in the maritime provinces uniform was postponed until end of the war.

O. P. Bailey, Fredericton, N. B., head of Maritime Winter Fair here, was elected president. Mrs. Mildred A. Gray, secretary of St. John (N. B.) Exhibition Association, was named new secretary-treasurer.

Participating in discussions were J. E. Boulter, secretary-manager of Charlottetown (P. E. I.) Fair; C. F. Sypher, secretary of Fredericton (N. B.) Fair; W. W. Baird, of Amherst Fair, and E. F. Lordly, secretary-manager of Halifax (N. B.) Fair. It was disclosed that, owing to

"H. T. Boys M. C."

GRAND FORKS, N. D., June 22.—Two publicity men who started their careers on The Grand Forks Herald more than 20 years ago, worked together in the amusement field for a time and then separated, meet again at the Grand Forks Fair on June 24-29. They are Jim Malone and Pat Purcell. Malone left The Herald in 1919 to do publicity work for the Sloan auto racers. A year later he took Purcell with him to the same concern. Malone was with Sloan interests many years and during winters was connected with fairs in Florida. Back under the Sloan banner again, he is here setting a race-day program. Purcell, native of Grand Forks, worked with Hankinson, Sloan and other amusement concerns and went back to newspaper work for a time, but now is representing the Jimmie Lynch-Death Dodgers, who will stage a Thrill Day program at the fair.

facilities being taken over for war purposes, the 1940 fairs in St. John, Charlottetown, Moncton, Halifax, Fredericton and Woodstock had been canceled.

Petersburg May Be Army Base

PETERSBURG, Va., June 22.—In the event of general army mobilization, Southside Virginia Fair here will probably set an attendance record as it did in 1917, is the opinion of Secretary R. Willard Bates. Grounds near here, formerly occupied by Camp Lee, will again be used for military purposes. General George C. Marshall, chief of staff, U. S. Army, notified Congressman P. H. Drewry, Petersburg, if mobilization takes place. During the past two years two fireproof cattle barns have been erected on the fairgrounds and preparations are being made to complete the main exhibition building, making it fireproof. Fair is open to the State for exhibitions in competition. Last year the agricultural building was filled with exhibits.

McCaslin Gets Midway Post

WHITE HALL, Md., June 22.—Plans for improving 1940 White Hall Fair were discussed at a meeting of directors at Parkton (Md.) Inn on June 13, reported John T. McCaslin, Baltimore, who was named manager of the midway, free acts and advertising. McCaslin is a native of White Hall and handled the first fair here about 30 years ago. An elaborate dinner was served. At the meeting, presided over by W. Evans Anderson, it was announced that special advertising had been ordered.



INCREASED INTEREST in the second annual Twin County Fair, New Albany, Ind., has resulted in a fill in prize money to \$2,500 in 1940 as against \$800 last year, said Frank Edwards (left), secretary of Twin County Fair Association. Fair is held jointly for the counties of Clark and Floyd. Secretary Edwards is also movie commentator on WGRC, Louisville, and photo shows him in a recent interview with Anna Neagle, film star, and Director Herb Wilcox. In addition to his daily radio show Secretary Edwards operates an industrial motion picture concern.

*Acclaimed the Foremost Producers of Fireworks Spectacles
and Displays in the World*

THEARLE-DUFFIELD FIREWORKS, INC.

Chosen This Year To Produce Pyrotechnic Displays at

**NEW YORK'S
WORLD FAIR of 1940**
*Presenting nightly
on Liberty Lake*
**HEADLINES
IN FIRE**
*Sensational fireworks
Displays dramatizing the
outstanding events of the
Day.*




**SAN FRANCISCO
BAY EXPOSITION**
*Presenting nightly
on Treasure Island a*
**FESTIVAL OF
FIRE AND FLAME**
*Magnificent Displays that
attract great crowds to
the Gateway every night.*



AND IN ADDITION

WE PROUDLY CONTINUE TO SERVE MOST OF THE LEADING STATE, DISTRICT AND COUNTY FAIRS, AMUSEMENT PARKS AND CIVIC CELEBRATIONS THROUGHOUT THE NATION, WHERE OUR REPUTATION FOR SERVICE AND SATISFACTION WAS BUILT AND HAS BEEN MAINTAINED FOR WELL OVER A QUARTER OF A CENTURY.



Thearle-Duffield's Exclusive Electric Spectacle

"THE FESTIVAL OF LIGHT"

Giant fifteen million candle power Searchlights command attention for miles. A glorious addition to spectacular fireworks Displays furnished in units from three to seventeen. Demanded for return engagements wherever shown.

THEARLE-DUFFIELD FIREWORKS, INC.

155 NORTH CLARK STREET

CHICAGO, ILL.

DRAMATIZED FIREWORKS DISPLAYS FOR ALL OCCASIONS

"One Million Texans Can't Be Wrong!"
SPACE NOW SELLING

FOR

1940 STATE FAIR OF TEXAS

DALLAS, OCTOBER 5 TO 20

1939 ATTENDANCE, 1,036,708

Write now for Premium List, State Fair
Foreword and Prices on Space
and Concessions

ROY RUPARD
SECRETARY

RHODE ISLAND STATE FAIR

6	★	SUPPORTED BY STATE	★	6
DAYS	★	APPROPRIATION	★	DAYS
6	★	ONLY AGRICULTURAL AND	★	6
NIGHTS	★	INDUSTRIAL FAIR IN THE	★	NIGHTS
	★	STATE OF RHODE ISLAND	★	
	★	AUG. 28 thru SEPT. 2, 1940	★	

Ideal Location. Center of Thickest Populated Area in the Nation.
A. N. PECKHAM, MANAGER, KINGSTON, RHODE ISLAND.

WANTS

LEGITIMATE CONCESSIONS OF ALL KINDS. CLEAN SHOWS, RIDES.
Interested in signing good Carnival having six or more rides.

POSITION WANTED FOR CAPABLE MAN!!

Desire make connection where capable man is appreciated. Past 23 years in Booking Business with Acts, Revues, etc., for Fairs. Good personality, businesslike appearance, sober. Married, age 49. Considered Top Salesman, Business Manager.

— Write or Write —

BILLIE J. COLLINS

General Delivery, Waterloo, Iowa, or Address 517 S. Union Ave., Apt. B, Los Angeles, Calif.

GREATER READING FAIR

7 Days Nights

With Reduced Admission
BIGGER AND BETTER THAN EVER

SEPTEMBER 8, 9, 10, 11, 12, 13, 14, 15, 1940

Good locations open in Buildings for Exhibits, Jewelry and Novelty Stands.
Desirable locations open for Lunch and Refreshment Stands. Also for
Merchandise Wheels and other Legitimate Concessions at reasonable rates.
CHARLES W. SWOYER, Sec., 522 Court Street, Reading, Pa.

FIREWORKS

Can still be obtained for July 4th. Now booking for fairs and summer celebrations.
Service, quantity and quality second to none. Phone, wire or write

ILLINOIS FIREWORKS CO.
BOX 792, DANVILLE, ILLINOIS

Fair Grounds

ROGERSVILLE, Tenn.—Hawkins County Fair here has been reorganized and will be sponsored by the Parent-Teachers' Association with Mrs. H. B. Legg, secretary-treasurer, and Hal Haynes, manager. Much community interest is reported in the 1940 annual, for which Crystal Exposition Shows have been booked.

BRANDON, Man.—Buildings at Brandon Fair grounds will be used to house 200 refugee children who will arrive from Europe soon. They will be housed at the grounds pending distribution in the Brandon area.

KERRICK, Sask.—Success of 1939 Kerrick Fair, after lapse of several years, has prompted the board to make plans for another one this year. Live-stock will be featured. Officers are president, J. Irving Bell; vice-presidents, J. F. Whetter, W. Nesbitt; secretary-treasurer, D. J. Hartley.

TAYLORVILLE, Ill.—Improvements to the plant are being made for the 1940 Christian County Fair here, said Secretary C. C. Hunter. Big Republican and Democratic Days are scheduled, with candidates and political speakers. Ho-stades grand-stand show, Horse Show and races. Illinois' Miss Majorette will be chosen and crowned Tuesday night in a State-wide competition in which 100 high school drum majorettes are expected to enter.

PARSONS, Kan.—Plans are on for weekly free entertainment during July and August, winding up with Tri-State Fair here as a climax. Civic and patriotic organizations will take turns sponsoring shows to be held Thursday nights, starting on July 4. Programs will include vaudeville, screening of 16mm. movies and some circus acts.

CALOARY, Ala.—Crows are laying new paving within the grand-stand enclosure, all-vision fence in front of the grand stand has been completed, as well as a new band stand in front of the attraction platform, water has been piped to center field, new horse corrals have been built and padlocked and mutual enclosure will be pared in time for the 1940 Calgary Exhibition and Stampede.

SHAWANO, Wis.—Fire on Shawano County Fair grounds, on June 17 destroyed a portion of the horse barns with damage estimated at about \$1,000.

PRINCETON, Ind.—Gibson County Fair here has booked West's World's Wonder Shows for the 1940 midway and is erecting a new art hall and 1,000 feet of chain-link fence, reported. General Superintendent Charles A. Stecia, Jim Poole, Chicago live-stock man, will speak on the live-stock industry.

BARRON, Wis.—Articles of incorporation have been filed by new Barron County Fair Association. Arrangements have been made to take care of a \$7,900 mortgage against the fairgrounds held by Dr. O. M. Sairo, Rice Lake, Wis. County board of supervisors recently voted \$2,000 toward lifting the mortgage and \$1,000 is being contributed by interested persons. Remaining \$4,900 will be raised from a first mortgage on the property.

SKI JUMPING THRILLER

without snow

Featured at N. Y. World's Fair.
Sensational Night Performance—Highest, narrowest incline—Leaping big gap with The Torch—Using No Safety Device.
29-20 302th St., BELLAIRE, L. I., N. Y.

CARNIVAL WANTED

For Week August 11-16.
Also Concessions of All Kinds.

Logan County Fair Assn.

LINCOLN, ILL.

L. B. SHROYER, Secy. Conc.

St. Francois County Fair

SEPTEMBER 19-20-21

No contracts yet made on rides, shows, concessions. Over-advance collected. Write P. H. YEAL, Secy., Farmington, Mo.

50th ANNIVERSARY

Sun's Booking Agency 2199 Springfield, O.

BUY NOW SAVE

SUN BOOKS
Everything
UNDER THE SOA

FOR RENT

Cafeteria Building at Toole, From Fab Grounds, Ionia, Michigan, week of fair, August 12 to 17. Write us for particulars.

IONIA FREE FAIR

IONIA, MICH.

Want Novelty Exhibits

HOUSTON'S FALL FAIR

Sponsored by South Texas Exposition, Inc. October 20 thru November 2. Space in main building available. For detailed information write to 2318 Fall Ave., Houston, Tex.

WANT For
Bare Annual

BARRY COUNTY FAIR

Aug. 6, 7, 8, 9, 10, Hastings, Mich.
High-Class Wagon Arranged Act for Grandstand and Between Acts. Reply:

ORVILLE BATES, Hastings, Mich.

CONCESSIONS WANTED

MILFORD, IND., STREET FAIR

AUGUST 7, 8, 9, 10

Write Bill Es on Stage, Address: EUGENE W. FALKNER, Secy., Milford, Ind.

WANT SHOWS—SHOWS

Great paid attractions for Midway. West August 12, Also Legitimate Concessions.

FRANK A. BOWEN
MUSKINGUM COUNTY FAIR

Zanesville, O.

CONCESSIONS WANTED

ALEXANDRIA FAIR

Alexandria, Ky., Saturday, Sunday and Labor Day, August 31-September 1 and 2

A. W. SHAW, Secy.
Newport, Ky.

Want Rides and Concessions

15TH ANNUAL

ELMORE TOWNSHIP FAIR

AUGUST 21, 22, 23, 24

Geo. Thompson, Elmore, Ind.

CARNIVAL WANTED

For Revere-Chowen Fair, Woodford, N. C.
Week October 7th
and
Lillian Fab, Lillian, N. C. Week October 21st.

T. R. WALKER, Secy., Lillian, N. C.

CASS COUNTY FAIR

September 8 to September 7

Write for Legitimate Concessions of All Kinds. Please
Send Address:

PAUL FIFE, Secy., Cassopolis, Mich.

FREE ACTS

Send available ones. Give full particulars in first letter.

MANAGERS OF
FRANK PAIRS, CELEBRATIONS, WRITE

CHRISTINE MAGUIRE BOOKING OFFICE

1107 Riverside Bldg., Indianapolis, Ind.

WANT CARNIVAL

Rides and Concessions for week of September 18 to 21

MONROE COUNTY FAIR ASSN.

Madisonville, Tenn.
R. E. HOWARD, Pres.

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

Grand-Stand Shows

BIGGEST program in 85-year history is slated for Gibson County Fair, Princeton, Ind., reported General Superintendent, Charles A. Steele. Attractions booked include rodeo with 125 head of stock and 80 people, Illinois fireworks, Dana Deal Minstrels of 80 people, Walter Quice Troupe, comedy riding and aerial barn, name band and 100-people stage show, WLFs Barn Dance and barbeque and running races.

CAPT. F. F. FRANKS, airplane stuntster, is giving his services free at an air show in Nashville, Tenn., on June 30 for benefit of the American Red Cross, according to W. J. Webster, his new personal manager.

RITA AND DUNN, high wire, have been contracted for the fairs in Taylorville, Ill. and Jackson, Mo. They played Gallon, O., with J. R. Edwards Shows on June 17-22.

SEDALIA NIGHT SHOW

(Continued from page 47)
Specially created for the Missouri fair and produced under direction of Earl O. Stebbins, the new night show will be presented on the huge outdoor stage and will be personally handled by Edgar L. Schooley, veteran producer. The fair this year marks its 40th anniversary.

HEAVY OHIO BILL

(Continued from page 42)
clean and equine act; Altona high revolving novelty; Groszokko, "The Man Who Hangs Himself," high aerialist; Five Eltons, high aerial review; Walls Brothers, comedy bar trio; Three Decks, comedy aerial; Cornhuskers, musical quartet; Layne and Lee, comedy duo, "How to Become Acrobats," and Six Rinaldos, Arabian tumbling troupe. Several additional acts are expected to be booked.

"This is the greatest bill ever contracted for an Ohio State Fair," said Manager Kinnaman. "Introduction of the four free acts scheduled for hourly performances on the grounds is a feature new this year."

WARNING OF MARKEY

(Continued from page 38)
equitable admission tax one that will not work a hardship on the amusement park industry.

"Of course, we expect the exemption to be lowered and none of us object to being taxed on patriotic grounds, but we do object to a program that is going to work a hardship and place our industry in a precarious condition."

"Wire your representatives immediately to support the House bill taxing admissions costing more than 30 cents in preference to the Senate admission tax schedule."

CRAIG BEACH CROSS

(Continued from page 38)
15 cents for adults and 10 cents for children. Bathing is free. Midway includes penny arcade, pinball games, shooting gallery, novelties, poolroom and six games. Roller Coaster, Loop-o-Plane and Merry-Go-Round are operating.

Dance pavilion, given over for a period last season to roller skating, is regaining its status as a dance spot. It operates nightly and during afternoons when picnics are slated. Park plan is the policy. Bank nights are on Fridays and Benny Jones' Orchestra provides music. Free movies are shown except on Saturdays and Sundays. They are attracting crowds.

Cottage reservations indicate a record year, Manager Mallory said. Picnic bookings are on a par with former seasons. Policy of occasional free acts prevails and Sunday afternoon band concerts are offered. Outboard motor boat races are scheduled for Sunday afternoons.

P. A. TURNS TABLES

(Continued from page 38)
injury while giving a free performance on June 12.

A whistled signal in the near-by roller rink, corresponding to a signal given by the performer's husband and manager, Donald Coleman, caused the bear tragedy. With the signal she began a 500-foot slide for life suspended by her teeth, but Coleman was not quite ready, and only succeeded in stopping her as she neared the ground by means of a rope, which produced chest burns.

It happened, however, on June 15, about 10:45 p.m. A clip on the rope with which the girl's slide is checked, broke. She struck the ground, slid for con-

siderable distance and sustained numerous skin abrasions. Unconscious, she was taken to an emergency room and a doctor called, who sent her to a hospital for observation.

Through the police the newspaper heard about the accident and almost begged for a story in time to catch its last Sunday morning edition. "I was almost tempted to tell 'em to go to" said Zieselman, "but the publicity instinct won and they got the story."

Injuries to Miss Coleman were not serious. She wanted to do her two-day the following day, but her doctor forbade it.

MEADOWBROOK IS EVEN

(Continued from page 36)
Round and square dances are staged on Sunday afternoons for 15 cents. Decker's Red Shirts furnish music.

Major addition to the park is Mr. and Mrs. George Bennett's Lady Loop. Other concessioners are Bill Turner, melodeons; Roy Swigart, photo gallery; Walter Kelsby, cafe in ballroom and theater; Harold Michaels, roller rink, which opened on June 11 and is to operate four days weekly. Ponies and Miniature Autos are also at the park.

Officers are R. R. Haugh, president; W. D. Funk, vice-president; C. G. Covert, assistant manager; Junior Shumway, grounds superintendent, and Juanita Leiby, office manager.

RINK BUSINESS

(Continued from page 41)
given all classes of dance skaters. Don't make the mistake of entering to just one group, the better skaters.

RACING B. O. ASSET

By Lois Reynolds
Proprietor, Arcadia Roller Rink, Chicago.

Many operators disagree over the advantages and disadvantages of speed skating. True, in the past speed skating had a tendency to disrupt the morale of the rink system. Fortunately for rink operators, there has been a general awakening to the possibilities of speed skating as a box-office stimulant, as well as promotion of national competition among young speed enthusiasts.

Never before had amateur skating enjoyed such national success as in the past two years; there probably are several reasons for this. However, in my opinion, there are two outstanding reasons for the revived interest in speed skating. First the untiring efforts of the ISRA, speed skating promotes the growth of today unlimited possibilities to further their amateur ambitions in national competition events sanctioned by the Roller Skating Rink Operators' Association.

In the past five years speed skating has become "big time," thanks to the continued successes of the Roller Derby Association. Professional speed skating now provides amateur speed skaters the golden opportunity of turning professional and thus acquiring a highly remunerative position as well as maintaining the amateur competitive spirit.

Many speed clubs have been formed in various cities under strict supervision of rink management. This type of club appeals to the speed skater and provides additional revenue to the rink operator. The plan is highly productive in producing national championship material. Invariably box-office receipts soar at skating seasons featuring competitive races, spectators are amused, participants are plentiful, conduct is excellent and, most important, a sound friendly relationship is established between rink patrons and management. This truly is the greatest asset. Guard it well.

CLUB WORK

By Gordon R. Woolley
Proprietor, Woolley's Roller Rink, Salt Lake City.

Clubs have a very definite place in roller rinks, serving an educational as well as a social function. Well organized clubs do much toward fostering better skating generally by merely setting before the public an example of good, graceful skating.

An important requisite for efficient functioning of a club is loyalty to the rink to which the club belongs. Visits



—GREATEST ARRAY OF SUPREMELY FINE ATTRACTIONS IN THE AMUSEMENT WORLD—

**SUPER-MUSICAL PRODUCTIONS
STAGE, TRACK AND AERIAL ACTS
WESTERN RODEOS AND STAMPEDES
POPULAR RADIO ENTERTAINERS
SENSATIONAL THRILL-DAY FEATURES
BANDS AND ORCHESTRAS**

**CAPT. F. F. FRANKS AEROPLANE HOUSE CRASH—
BIG ATTENDANCE BUILDER**

**SEND DATES FOR
ILLUSTRATED CATALOG**

**BARNES-CARRUTHERS
FAIR BOOKING ASSN.
121 NORTH CLARK ST., CHICAGO**

**INDEPENDENT CONCESSIONAIRES, Get Set for the
TRI-STATE FAIR—AMARILLO, TEX.—SEPT. 16-21**

The Biggest Show in History

FREE AFTERNOON SHOW

Big Attraction in front of grand stand daily assures big crowds.

BIG NIGHT ATTRACTION

One of three big Coronado Celebrations of the Southwest. Cost of thousands.

For locations, write today to TRI-STATE FAIR ASSN., P. O. Box 2450, AMARILLO, TEXAS.

**RIDES WANTED
Georgetown, Ill., Fair
AUGUST 26-31**

C. E. SPANG, Mayor, H. PARKS, Sec.

**ATTENTION
FAIRS AND CELEBRATIONS
Acts of All Kinds
LARGE AND SMALL REVUES
SIDNEY BELMONT
Fullerton Bldg., ST. LOUIS, MO.**

American Legion Fair

Lawson, Indiana, September 5-8-7.
Rides, Shows and Concessions wanted. Write
E. W. HOWREY, Secy.

**WANT
FOR GREENVIEW, ILL., HOMECOMING
JUNE 27-28-29
CONCESSIONS AND SHOWS.
Contact DONALD O'BRIEN, Secretary.**

benefits for the rink manager. (Space would not permit of the publication of the terms of Fred Bergan and C. V. (Carp) Sefferino on Teaching Methods and Speed Skating, respectively. These will appear later.)

B. & G. Latonia Biz Levels Off

Rain hampers midway operations after good start—officials land fun zone

COVINGTON, Ky., June 24.—Altho Beckmann & Gerry Shows got off to a promising start at Latonia Race Track here on June 14 as midway attraction at Kenton County Centennial Celebration, under Elmer Kenton Fair Association auspices, organization's business for the 10-day stand which ended last night was only fair. Big turnout on the brilliant midway at opening, despite much rain, gave indications of a healthy draw for shows for remainder of the week. However, up to Friday night the anticipated big business failed to materialize. Saturday and yesterday resulted in better attendance and business.

Rain last Saturday and Sunday played a big part in making week-end business. Of the varied entertainment menu offered, however, shows' huge fun zone, laid out in capable style by Co-Owner Barney Gerry and Assistant Manager Walter A. White, proved the best draw. Prince Nelson, high wire, held forth as the free attraction from opening until the following Tuesday, when Higgins, sky man, and Flying Romas took over. Bingo games, for which \$20,000 had been offered in prize money, got comparatively little play after Sunday night and a smaller price for cards and smaller prizes were substituted. After the free attractions, there was dancing to the (See B & G at CENTER on page 49)

West Coast's Early Season Satisfactory

SAN FRANCISCO, June 22.—West Coast Amusement Co., with headquarters here and at Oakland, Calif., reports a satisfactory season to date with billing on the show heavy on the circus end and business likewise. Featured free acts are Jack and Martha Joyce's Circus. Reserved seat tickets are priced at 10 cents. Closing act is the Three Meteors, starring Bob Cunningham. Acts have been successful in developing considerable repeat business.

Shows left here June 18 to take up their regular northern route into Oregon and Washington. Discarding railroad travel, shows will move out of Stockton, Calif., next week on trucks. Manager, Mike Krokos having completed a deal to purchase for delivery at that point eight new trucks and semis.

Personnel has been enlarged but officials remain the same. They are Mike Krokos, Louis Leod, Harry Meyers, W. T. Jessup, general agent; Ted Lovitt, second man and contract agent.



READY FOR A DIP in the Gulf of Mexico are Mr. and Mrs. Charles Golding, who are open 14 hours a day with their two ultra-modern pineapple whip trailers at Galveston Beach after some successful spring dates, including Fort Worth (Tex.) Southwestern Exposition and Fair Stock Show. Mrs. Golding is the former Peppy Parsons, operator of one of girl shows and frozen custard equipment on carnival midway.



TRAFFIC WAS STOPPED in front of the State capitol, High street, Columbus, O., on June 12 by Dodson's World's Fair Shows' twin-elephant band truck. Assisting in war relief fund drive of the American Red Cross, Ohio unit, the show management provided Charles Clarke's Dodson Post, American Legion, band and members of the out of the Gay Force Regus. The girls were in garden frocks with colorful parasols and sided in attracting huge crowds. Sammy, "The Honkey Man," did his bit toward the fund-raising campaign. Photo by Roland W. Richards.

Philly Mayor Gives Shows Clean Slate

PHILADELPHIA, June 22.—Blaming the traces on ulterior political motives on part of some to embarrass the administration, Mayor Lamberton gave carnivals appearing here a clean bill of health as answer to many critics. During the last administration the late Mayor Wilson arbitrarily banned all carnivals, refusing to issue the \$100 licenses as provided by city law. However, Mayor Lamberton, who had been accused of being a "blue-nose" and blamed for "shutting the town tight," (See Philly Mayor Okehs on page 50)

Strates Binghamton Start Good; Watertown Is Okeh

BINGHAMTON, N. Y., June 22.—Altho James E. Strates Shows followed the Ringling circus to here, business at opening Monday night was better than any other in shows' many visits to this city, reported Beverly White. Weather was ideal and all reported exceptional play.

Despite intermittent rains in Watertown, N. Y., shows garnered fair results. Business was somewhat off from last year, however. Joseph Dion's Freak Animal Show joined in Watertown and did well. Bob Mansfield's Casino de Paris is proving a worthy attraction and, like Dion's, Gerard's Vanities, is getting liberal play. Zachehl's human cannonball act is clicking and business on shows for the last fortnight has been fair.

Mo. Invasion Fair For Buckeye State

ST. LOUIS, June 22.—Buckeye State Shows played Festus, Mo., last week and Washington, Mo., this week to fair business. Dates mark the first time shows have invaded this section, but organization has quite a number of celebration and fair dates booked for the remainder of the season in the State. While playing Festus a number of show people from this city visited with members of the shows. Shows make a good appearance, with everything in good shape. Rides have been repainted and show fronts elaborated upon and redecorated. Staff comprises Joe Galler, owner-general manager; Mrs. Josephine Galler, treasurer; Harry Lamson, business manager; Dale Gurlik, assistant manager; H. G. Starbuck, secretary; Frank Gaske, special agent; Russell Cooper, chief electrician; Ted Evans, chief mechanic. (See BUCKEYE STATE on page 50)

West's Personnel Honors Memory of C. A. Wortham

DANVILLE, Ill., June 22.—While West's World's Wonder Shows were exhibiting here recently, a large part of the personnel visited the tomb of the late C. A. Wortham in a body and placed floral wreaths on the shrine of the former widely-known showman.

Rev. R. W. Showes, personal friend of Wortham, conducted the services and spoke in glowing terms of the many good qualities of the deceased and of the loyalty of showmen to one another in time of stress.

Dodson Chalks Best Stand of Season at Columbus, O., Date

COLUMBUS, O., June 22.—Dodson's World's Fair Shows closed the best week's business of the season here on June 17, under Columbus Elks' Band auspices at the Cleveland avenue showgrounds. Date proved profitable and pleasant for both committee and shows. Nate McCoy Jr., Elks' band manager, and committee co-operated, as did The Columbus Journal, Dispatch and Times and stations WBNS, WOOL and WHKC. Despite a day and date showing with the Ringling Circus on June 16, shows garnered an excellent opening night when about 4,000 passed thru the main gate. Intermittent showers throught the week, mostly during the day time, did not affect business.

A number of special events which materially increased good-will and boosted gate attendance were held. A show was presented on the lawn of the Children's Hospital by acts from Ray Cramer's World's Fair Freaks and Jessie Clarke's Gay Parade, with Charles Clarke's Dodson's Show Band providing the music. Arrangements were made by Roland W. Richards, director of publicity. On Wednesday noon, Charles Clarke's Band and girls from Gay Parade Revue, co-operating with American Red Cross, entertained on High street in front of Ohio State Capitol building for an hour. Night of June 14, Elks' Championship (See BEST FOR DODSON on page 50)

Scott Early Summer Trek Results in Par Business

FREEWATER, Ore., June 22.—George T. Scott Shows, which opened the season on May 1 in Bonners Ferry, Ia., to good results, closed a week's stand here on June 8 to fair business, despite a bad break in the weather. Following the opener in Bonners Ferry, Ia., shows chalked a satisfactory stand in Sandpoint, Ia. Handicapped by cold weather, shows drew a blank at Newport, Wash.

Kenneswick, Wash., always a winner for the organization, again proved a lucrative engagement. Next stand was Weston, Ore., where all got revivals. Line-up includes Night in Hawaii, Red Lindsay's Athletic Show, Chief White Eagle, assisted by Kallan; Africa Speaks, Flo Jones and troupe; Adams Family Circus Slide Show, and Working Farm. Small Animal Circus, featuring Coco, educated monkey, is proving popular, as is the Flying Adams Family, free attraction.

Rides include two Ferris Wheels, Baby Autos, Jitterbug and pony ride. Concessioners are Don Matney, three; George Mitchell, palmistry; Marib Cook and wife, photo gallery, and El Captain Cain. Shows' front entrance is well illuminated. Mrs. H. Wright has charge of tickets and Chub Kleinhart is mechanic and electrician. W. H. Wright, general agent, returned here after a successful booking trip.

Marjorie Kemp Critically Injured in 'Drome Crash

FARGO, N. D., June 22.—Marjorie Kemp, owner and trick rider of the motordrome bearing her name on Royal American Shows, was in a critical condition this week in St. Ansgar Hospital, Moorhead, Minn., suffering from injuries sustained in an accident during her last performance in that city on June 15. Miss Kemp and her 550-pound lion, Sultan, were hurled to the bottom of the motordrome's pit when an axel on her miniature auto snapped.

Members of the troupe, afraid to enter the drome because of the lion, summoned Miss Kemp's brother, Walter B. Kemp, who induced the apparently un-injured beast to return to its runway and then went in to rescue his unconscious sister. At the hospital, physicians said Miss Kemp had suffered internal injuries, face and body lacerations and bruises. Late this week she is reported to have shown slight improvement, but Miss Kemp plans to remain here until she is safely on the road to recovery.

Texas Expo Does Business In Ill., Despite Elements

JOLIET, Ill., June 22.—Altho rain has prevailed almost every day of Texas Exposition Shows, four weeks in Illinois territory, management announced here this week that business thus far has been (See TEXAS EXPO IN ILL. on page 50)

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

By STARR DE BELLE

En Route East. Week ended June 22, 1940. Dear Miss: The past week was one of travel. Train left Conflite, Mich., early Monday morning, its destination then unknown. As a matter of fact, the destinations of many of our future moves are still either held as a sacred secret by the office or our general agent is holding back all contracts of his future bookings to insure a full season's work for himself. The train arrived in Detroit late Monday night, over the Water Level Route. A careful check-up by the dining-car operator showed the water supply high but the beer low. We then decided to park until daylight or later. This all depended upon the time the breweries opened. Tuesday noon found the train again roving on its way, arriving in Toledo by 6 p.m. Work quickly spread thru the coaches and onto our swanky Inter-car dormitory that we would sidetrack there until midnight. The false rumor

not only delayed the show but caused the train to have to back up 80 miles. At this point our check-up showed 15 people short in the Pullman cars and 30 short on the flats. Returning to pick them up, all reported at 12 p.m. Cleveland was made by 3 a.m. Several hours were spent in checking supplies. The report showed beer again low, water medium, baked ham out and bread, potatoes and onions holding their own. By Wednesday noon the train continued on its route well stocked for the day. At 3 a.m. on Thursday we arrived in the Buffalo yards.

While coal and water were being taken on or the crew was being changed, the boxes decided to check up on equipment. To their dismay the wagons were counted three short. The lot manager, trainmaster and every workman was summoned to the dinner to try to figure it out. The workmen swore that they had headed the rides in the (See BALLYHOO BROS. on page 49)

Club Activities



NATIONAL SHOWMEN'S ASSOCIATION
INC.
Palace Theater Building,
New York.

writes to say that he likes the position so well he is thinking of running for the job permanently. Vice-President Art Lewis reports his second week layover in New London did not turn out as well as expected. Max Gruber says that as soon as weather is good he will be more than glad to hold a benefit for the organization. Arthur Campfield and Arthur Hill discuss war details regularly but there isn't any argument inasmuch as both agree to agree.

Members were glad to hear that A. J. Kautz is recuperating nicely from his appendectomy and hope he will be back in action soon. Outside of reminding members that dues are always in order and to keep the annual banquet in mind—November 27, at Hotel Astor—there isn't much to convey to the roster of the organization this week, except to extend birthday congratulations to John Leander, Mack Goldberg, June 20; Yermie Stern, 27; Peter Macaulay, Edward Lewis Clayton, 28; William J. Haltenbeck, 30; Morris Levi, Harry Sussman, Paul N. Deniah, Frank Mitchell, Dick Collins, Max Sharp, July 1; Joseph Phillips, 2.

Ladies' Auxiliary

Ruth Barnett and Adele Ingels were proposed by Fanny Linderman, who, incidentally, tendered a quota of the auxiliary a dinner party on the showgrounds in Hawthorne, N. J. A lovely repast was served in the cookhouse and Sister Linderman was a grand hostess. Following dinner the party took in the attractions and fraternal greetings were exchanged. Included in the gathering were President Midge Cohen, Secretary Anita Goldie, Lillian Brooks, Mabel Schoonmaker, Irene Greene, Ethel Gross, Pearl Meyers, Dolly Udowitz, Blanche Henderson and Sister Cohen's niece, Louise and Frances Aldrich, of Beckmann & Gerety Shows. First annual picnic, scheduled to be held at Valley Stream but switched to Palisades Park, was a huge success, Leah Greenbaum and her committee outdoing themselves. Pledgitations were extended Sister Lillian and Brother Mack Brooks on their anniversary. Auxiliary donated \$100. to the American Red Cross, the money coming from the Boss Hamid Sunshine Fund.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., June 25.—Very little doing around the club these days. A few come and go, however. Brother Mel Vaughn's State Fair Shows this week move to 17th street and Indiana avenue. Shows did well at 22d and Brooklyn streets under auspices of the Colored American Legion Post. Valentine Troupe is free attraction. Show uses a 10-cent rate.

Brother Carl W. Byers, Byers Bros. Shows, came in from Brunswick, Mo., on business connected with the No. 2 unit which opens June 24 in Plato, Mo. He said the No. 1 show carries eight rides, 10 shows and 20 concessions. Precision Pottery was the free attraction. Larsen's Kiddie Band also is with it. No. 2 unit will be under management of Brother Jimmy Byers and will play low exclusively. Brother Norris Caswell, past president, is on a trip to Richmond, Va. Banquet and Ball Committee is getting in some good work in advertising the annual event, which will be held on New Year's Eve. Membership Committee reports the drive for new members is meeting with success and from present indications club membership will show a substantial increase.

Michigan Showmen's Association

DETROIT, June 22.—Little activity prevails around the club rooms since last regular meeting was held on May 1. Meetings will be resumed again on October 1. Most of the membership is out of town for the summer, but several members are employed at local parks. President Leo Lipps and Ray Meyers have installed rides at a local highway spot.

NEW 8-CAR WHIP

We have just published a new booklet of replacement parts for All Whips, 4th and 5th. It also contains valuable Whip information. Every Whip operator is welcome to a free copy. Send for it today.

W. F. MANGELS CO., Coney Island, New York

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IMPERIAL SHOWS
CAN PLACE FOR BALANCE OF LONG SEASON

CRIME SHOW, LIFE, MOTODROME, MONKEY CIRCUS. Have complete outfit for Big Shows or Equine Shows. Can use only Shows that are new and novel. Want Attractions for Circus Side Show, Legitimate Merchandise Concessions, also Cigar, Candy Apples, See Cops, and what have you? Our bookings include the following Indiana: Fabel, Lorian, Lagerport, Coshen, Terre Haute, Franklin, Beeville, Also Charleston, Ill.; Le Roy, Ill., and a number of Fall Street Celebrations. Evanson, Ill., week June 24; Linton, Ind., week July 1.

MAMMOTH JULY 4TH AND DOMINION DAY

6 DAYS SAULT STE. MARIE, MICH., JULY 1-6 6 NITES

Open every day at noon. Parade, Free Acts, Fireworks, Band Concerts, Contests. This is an annual event backed by the merchants. **THREE BIG PAY DAYS. PLENTY OF TOURISTS. BILLED FOR 100 MILES AROUND.** Can place Merchandise Concessions that use stock. Will sell exclusive Novelties. Also Frogan Cuffins, Wand Meter Drama and new Grand Shows. Opening for Siring Cigar Player and Doctors for Hawaiian Show. Jalny out of office. All address: Hancock, Mich., all this week.

WORLD OF PLEASURE SHOWS

KAUS EXPOSITION SHOWS, INC.

Want legitimate Concessions of all kind except Cookhouse, Bingo, Pop Cdn and Apples, Penny Arcade and Novelties. Want Man and Wife for Illusion Show. Can place Managers with Rider for Motodrome. All address: **MANAGER A. J. KAUS, Haverstraw, N. Y.** this week; next week, Matamoros, Texas.

SILVER STATE ATTRACTIONS

WANT for fourth of July Celebration, Montpelier, Idaho, July 2 to 8, and rest of 2nd season. Side Show Manager that knows how to handle Side Show People. Also want Talkers and Grinders. Celebrations and Fairs to follow. Cookhouse, \$150.00; tickets \$25.00, \$50.00 celebrations. Legitimate Concessions of all kind. \$25.00 celebrations, \$75.00. No exclusives. Address: **C. W. ALLTON, Magna, Utah, June 28-30; Montpelier, Idaho, July 2-8.**

MILLER BROS.' SHOWS

Firmen's Gigantic 4th July Celebration, Kingston, N. Y., Week July 1st. American Legion State Commission, Garberville, Pa., Week July 8th. **SHOWS:** Place First-class Girl Show, will furnish complete outfit. Want Monkey Show, Fun House, Milder Circus, Snake Show. Want Musicians for Musical Shows. Can use good Talkers for all Shows! Winches, write. **RIDES:** Place Occups, Pony Rides and Stegos. Want Merry-Go-Round Foreman and Help that can drive same. **CONCESSIONS:** Place Concessions of all kind. **PORT READING, N. J. THIS WEEK**

WANTED FOR SPENCER, W. VA.

Week of July 1st to 8th, Inc., with 10th Annual Celebration July 4th and several other good. West Virginia spots to follow. Sides and conflicting with our five sides. Menes with or without own outfit, especially good Girl Show. Have new food and banners for same. Help needed for a few legitimate Concessions. Through Co-Op, Quinn, Eberly, Mower, Jeter, Pan Games. Fair representatives and Commission in West Va. come to Spencer and see this show before you leave. All address: **JACOB PRYOR, MP., Sneyd Side, Ohio, this week; then Spencer.**

PRYOR'S ALL-STATE SHOWS

HORTZ SHOWS WANT

Shows with or without outfit. Want Concessions that work for work. Side Help that can drive truck. For particulars—Write for more data to Hertz. Here (the Kibbe, Cow Show, Showmen, Sunville, Mo., June 24th to 28th; Wheeling week Fourth.

THE MIDWAY CHAMPION

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22180 Side Show Top only \$75.00. Can be seen John R. Ward Shows this week, 84, Vernon, Ill. **CHARLES DRIVER—BERNIE MENDELSON**

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HILLSHAPE STUDIO, AUGUSTA, ME.

Recovery for Losses From Transportation and Storage

By LEO T. PARKER, Attorney at Law

FREQUENTLY owners of circuses, carnivals and other traveling shows sustain financial losses when apparatus, equipment and materials are damaged, stolen or destroyed while stored in warehouses, storerooms, vacant lots and the like. In other instances equipment is damaged or lost while being transported by common or private carriers.

Therefore the purpose of this article is to thoroughly and completely explain various phases of the law in order to enable owners, officials and employees to readily determine when and under what circumstances common carriers, private carriers, warehousemen, owners of private property and the like are liable in damages for the loss of or damage to apparatus, equipment and materials.

First, it is important to know that in many instances shippers have experienced difficulty in recovering from common carriers, such as railway companies, express companies, motor-truck transportation companies and warehousemen for damage to or loss of the shipped equipment.

Therefore it is well for all shippers to realize that a carrier is practically an insurer of the safe arrival of shipped goods which it accepts for transportation. In other words, a common carrier is liable for all loss except such as may be caused by (1) the act of God, or (2) a public enemy of the United States, or (3) the fault of the shipper, or (4) the inherent nature of the goods.

Moreover, altho the damage is due to one of these four causes, the carrier still is liable for any damage which may result by its failure to exercise reasonable care to protect the shipment from such loss or damage.

The courts have defined an act of God to be "an irresistible physical force which is not perceptible by ordinary or extraordinary human foresight, care or inducement." Therefore an act of God may be an extraordinary heavy down-pour of rain, an unusual flood, a cyclone, an earthquake or other similar natural disturbance.

For illustration, in the late case of *Farr vs. Union*, 105 Fed. (2d) 437, it was shown that a shipment of circus equipment was damaged by flood waters which unexpectedly rose before the carrier could remove it from the car. The shipper filed suit, but the higher courts refused to hold the common carrier liable, and said:

"The test to be applied is not the hindsight test, but the foresight test. The question is: Could the carrier reasonably have anticipated that damage would be caused by such an act of God? The question in the case is: Did appellee (carrier) act as a reasonably prudent man would under all the circumstances existing as they did at that time?"

If the shipper had introduced testimony proving that the carrier had failed to remove the goods from the car because its employees did not use ordinary good judgment in anticipating the flood, the court would have held the carrier liable. This same rule of the law is applicable where goods are lost, damaged or destroyed as a result of the inherent nature of the goods. For instance, in a leading case the higher court refused to hold a common carrier liable for destruction of goods by fire when the evidence showed that the fire was caused by a short-circuited electric battery which the shipper failed to properly pack.

Distinction Between Carriers

Now while a common carrier is liable practically as an insurer of shipped goods, the liability of a private carrier is much different.

Legally a common carrier is any carrier which holds itself out to the public as

being ready to transport goods for all who demand the service. However, a private carrier is one who transports goods for only selected persons or firms. For example, the owner of a motor truck whose business is transporting carnival equipment for either himself or the owner of the equipment is a private carrier, provided the owner of the truck does not haul for every other shipper who wants service.

The public or private character of the carrier does not depend, however, upon the number of persons or firms for which hauling is done, but upon whether the carrier will haul for all members of the public who may require the services.

If a private carrier damages or destroys shipped equipment the owner of the truck will not be held liable unless the shipper introduces convincing testimony proving that such damage or loss resulted from negligence or lack of ordinary care on the part of the truck owner or his employees.

A private carrier and a warehouseman are liable in damages for injury to or loss of shipped equipment only if it is proved that the carrier or warehouseman was negligent in safeguarding the merchandise.

For illustration, in *Cook vs. Transfer Co.*, 10 F. (2d) 549, it was disclosed that a shipment was placed on a motor truck. When the shipment was delivered to the consignee it was discovered that the equipment was damaged. It was contended by the owner of the motor truck that the damage to the equipment was not occasioned by his negligence.

However, in view of the fact that the owner of the equipment proved that there was no cover on the truck and that the equipment had been wet the higher court held the trucking company liable because it was negligent in failing to cover the shipment.

On the other hand, a private carrier may commit certain acts which increase its ordinary liability. For example, if a private carrier deviates from the route specified by a shipper, the carrier becomes an insurer of the safe arrival of the shipment. In other words, a carrier cannot violate a contract and at the same time claim the benefit of such contract.

For instance, in *Ward vs. Gulf*, 134 S. W. (2d) 917, it was disclosed that the higher court said:

"If a carrier commits a breach of the contract of affreightment which goes to the essence of the contract it is not entitled after such breach to invoke provisions of the contract."

This same rule of the law is applicable to warehousemen. In other words, a warehouseman never is liable for loss or damage to stored goods unless his negligence resulted in the damage. Therefore to avoid liability for lost, damaged or destroyed apparatus, equipment or materials, a warehouseman is legally bound to exercise "ordinary care" to safeguard the stored merchandise against damage.

On the other hand, it is important to know that there is no fixed standard in the law by which a court is enabled to definitely decide in every case what conduct of either a private carrier or a warehouseman is reasonably careful and prudent. What may be deemed ordinary care in one case may under different surroundings and circumstances be gross negligence.

For instance, in one case (117 So. 884) a higher court held that the owner of a small warehouse was not legally required to supply a night watchman because the income derived from the business would not justify an expenditure of this nature. On the other hand, another higher court soon afterward decided that the owner of a large-capacity warehouse was negligent and liable for

loss of or damage to stored goods where he failed to provide a night watchman.

Obviously, failure of a warehouseman to provide adequate fire protection results in his liability for loss of equipment by fire. Also some courts have held warehousemen liable for theft, where it was shown that the warehouse was not equipped with a burglar alarm.

Warehouseman - Obligated

A warehouseman always is liable for the full value of apparatus, equipment or materials missing from his warehouse if the owner of the circus, carnival or other traveling show proves that the warehouseman received the same in his warehouse and no satisfactory testimony is given by the warehouseman to explain the disappearance of the valuable materials.

Another important point of the law is that either a private carrier or a warehouseman is liable for theft of equipment or merchandise if a disinterested employee if the testimony indicates that the private carrier or the warehouseman had good reason to believe that the employee was not trustworthy.

In one case, for example (240 Pac. 459), a shipper used a warehouseman to recover the value of materials which had been stolen while in storage. Altho the warehouseman denied that any of his employees were dishonest, the patron proved that upon several occasions stored goods had been stolen from the warehouse and that the thefts apparently had been performed by warehouse employees. In view of this testimony the court held the warehouseman liable for the loss.

Sometimes a warehouseman assigns a special room or compartment and keys thereto are given to the owner of the goods. Under these circumstances also a warehouseman is expected by the law to use ordinary care to prevent loss of or damage to stored merchandise. Moreover if the owner introduces testimony proving that the warehouseman failed to use ordinary care to protect the stored merchandise and furthermore he proved that the goods are missing, the warehouseman is liable unless he proves that such loss did not result from negligence of his employees.

Any property owner who accepts payment from the owner of show goods for use of his property for storage purposes is legally a paid bailee and therefore is bound to use the same degree of ordinary care to safeguard the equipment as required by law of a private carrier or a warehouseman.

On the other hand, a person who without any charge stores apparatus, equipment or materials in a building, or on a vacant lot or elsewhere is not required by law to use any care to safeguard it. The law assumes that a person who receives no compensation for his services cannot afford to expend time, effort and money. Therefore a bailee who makes no charge for his services is liable only where a loss results from his gross negligence.

Reasonable Payment Assumed

It is well-established law that a person who agrees to store materials for the owner of a circus, carnival or other traveling show without pay or compensation cannot collect anything or any payment for his services. However, if nothing is said about payment, the law presumes that the owner of the equipment will make reasonable payment in consideration of the services rendered.

For illustration, assume that a common carrier, a private carrier or a warehouseman or a friend receives a telephone call from the owner of goods, as follows: "Will you send your truck over

and transport certain material to the depot for me?" The owner of the truck agrees to do so, but nothing is mentioned regarding the charges for the service. If the owner refuses to pay the transportation bill the carrier may sue and recover a reasonable amount for the services rendered. All of the higher courts have upheld this law.

Compare the above explained law with the decision rendered by a higher court in the recent case of *Dothel vs. Giesler*, 45 Pac. (2d) 1257. Here it was shown that valuable equipment was placed in storage without consent of its owner.

The storage account was never fully paid and the legal question arose whether the warehouseman held a lien on the equipment to secure payment of the storage charges. The court held that, altho the equipment was placed in storage without the consent of the owner, the latter had in the past paid a part of the amount due for storage and this act resulted in the owner and the warehouseman being in exactly the same legal relation as if the owner had personally authorized storage of the goods.

Limitation of Liability

It is a well-settled law that any contract between an owner of equipment and a common carrier, private carrier or warehouseman which completely exonerates the latter from liability for negligent damage to the goods is void as being against public policy.

For example, in the recent case of *Benn vs. Monarch Transfer and Storage Co.*, 9 S. W. (2d) 822, it was disclosed that an operator delivered to a warehouse a quantity of equipment for storage. A warehouse receipt was given in which it was agreed that the warehouseman should not be liable for fire or any other cause beyond the warehouse company's control.

Later the operator was informed that a fire had mysteriously started in the warehouse and had destroyed his equipment. He sued the warehouseman for the full value of the goods.

The warehouseman argued that he could not be held liable because the warehouse receipt clearly relieved him from responsibility for the loss of merchandise by fire and also because neither himself nor employees negligently caused the fire. However, the jury carefully considered all details of the testimony and held the warehouseman liable.

Also see *Hubbard vs. Matson Nav. Co.*, 93 Pac. (2d) 846. Here the legal question was presented the court whether a contract is valid by which a common carrier endeavors to limit its liability. This court said:

"Since complete exonerations clauses in a contract between a common carrier and a shipper are invalid, partial exonerations clauses will only be permitted where the shipper receives a special benefit in the form of a special low rate in return for his promise to accept limited damages."

Liability of Warehouseman

The higher courts consistently hold that a warehouseman always is liable for conversion if he sells stored goods without sending the true owner of such goods a notification which conforms with statutory requirements, or if he fails to advertise the intended sale in strict accordance with the law.

For instance, in *State vs. Terry*, 135 S. W. (2d) 833, the higher court held a warehouseman liable for full value of the stored goods sold to remove the storage charges. In this case the notification of the intended sale was sent to a husband instead of to the wife who was the true owner of the goods. The far-reaching effect of this decision is apparent. Obviously, therefore, a warehouseman is liable to the owner for full value of stored goods sold not in strict accordance with State law which specifies the method of advertising the intended sale.

WANTED AT ONCE

Lectures and repairs people for Hall of Science, W. Va. or write

DR. R. GARFIELD

Orlin & Wilson Shows, East Liberty, Pittsburgh, Pa.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 22.—Several columns ago we notified the members that their 1940 certificates of membership had been prepared and forwarded to them. We have had acknowledgment from some but we are still waiting to hear of the receipt of certificates from the remainder of the membership. We are informed that some members from experience have found these certificates of value in establishing identification of their organizations as members of this association and helpful from an officer-record standpoint.

As has been previously announced, individual personnel membership cards which are issued annually to the personnel of member shows, are now ready for distribution and are available upon request. Listing sheets for this purpose were mailed to each of the members and additional copies can be had without delay upon request.

Altho it appears that our annual visitation schedule will be unusually heavy this summer, we still can accommodate a few more shows in this respect, and we desire to emphatically reiterate our previous request that the member shows desirous of having a representative of the association visit their shows contact this office as soon as conveniently possible, giving their preference as to time and place of such visitations and whether it is their desire that the representatives of the association address their personnel on activities of the association. We cannot stress too strongly that it is essential toward developing an intelligent routine that this information be forwarded as soon as possible.

An interesting item relative to high-way development as affected by the defense program is to be found in a recent copy of The Congressional Record under sponsorship of Congressman Randolph, of West Virginia. Any member show interested can obtain a copy by contacting the association's office.

B&G AT CENTEN

(Continued from page 48)

music of Ted Fio Rito in the race plant's big paddock. Cooper South Equipment Co. furnished the p.-s. system.

John R. Welsh, centennial's managing-director, co-operated with management. Tuesday, with good weather, a fairly big crowd turned out and shows did much better than rides, but all obtained some play. Wednesday was the best day, with Thursday close behind. General Manager J. C. McCaffery and Harry Kenna, Amusement Corp. of America, visited Tuesday and Wednesday and on Saturday Press Representative William E. Naylor and Centennial Manager Walsh escorted Mayor Joseph D. Scholtz, of Louisville; Mayor James O. Stewart, Cincinnati; Carl Saunders, managing-editor, Cincinnati Post, Kentucky edition; Mayor William Beutler Jr., of Covington, and other Ohio and Kentucky officials on a two-hour tour of the midway.

Partly saw Peter Kortes' Side Show, visited Gay Parade and Hawaiian Nights and all complimented management on shows' appearance and attractions. The eight Diesel light plants garnered much attention from the three mayors. Barry Shannon, general manager, Col. E. R. Bradley's 10th Hour Farm, visited Bill Naylor on Wednesday. Altho centennial official did little newspaper advertising, local papers did a good job for the shows. The Post carried front-page show pictures and stories on four consecutive days and The Cincinnati Times-Star, Kentucky edition, also was liberal with space. Cincinnati editions, however, were not so liberal, which had a tendency to keep away much patronage from Cincinnati proper.

Saturday, from 1 to 8 p.m., a special Children's Matinee was held. Special prices and free gate admission helped considerably. Co-Owner Fred Beckman was the subject of a special story in Friday's issue of The Cincinnati Post. Omer J. Kenyon, promotion representative, came over from Dayton, O. Thursday night to visit Co-Owner G. Grey. Eddie Johnson had the territory well billed and illuminated billboards were used in Kentucky and Cincinnati.

Line-Up

Partial roster of shows includes Fred Beckman and Barney S. Carey, managers; Walter A. White, assistant manager; R. C. Ward, superintendent; William E. Naylor, press representative;

Whitley Wales, concession superintendent; T. H. Bradford, trainmaster; Dan Faust, chief electrician; Tony Ybanes, secretary; Glenn Buck, auditor; Harry Bert, special agent; Eddie Johnson, advertising agent; Joe Sanderlin, The Billboard and mail agent. Eight Diesel light plants are under supervision of Dan Faust, with Jim Wormley, assisting, and Earl Laird in charge of No. 1 plant; J. P. Duffy, No. 2; Wayne McCall, No. 3; James Bard, No. 4, and J. W. Tull, sleepers. Train consists of 29 flat cars, two stock and nine pullmans.

Shows: Gay Parade Revue, Nancy Leo and Dave Miller, managers; Curtis Berry and Nancy Miller, talkers; Kent Miller, Buddy Moon, Harry Goelin, Roy and Rubin Maroquine and Eddie Sears, orchestra; Taboo Mitchell, Narissa Dumas, Brenda Benton, Katherine Heese, dancers; Evelyn Berry, Evelyn Goelin, Fern Miller, Beatrice Maroquine, Connie Benson, Betty Moon, Billy Dudley, chorus; Joe Hatfield, canvas; Gilbert King, electrician; J. D. Reeves Jr. and Clayton Justus, tickets; Shanghai Lewis, chef, Daughters of Eve, Curtis Berry, manager; Whitley Olson, tickets; John L. Lewis, lecturer.

Hawaiian Nights, Bill Holt, manager; Paul D. Sprague, talker; Harold Klotzwyk and Peter Johnson, tickets; Joseph Rodgers, Dave Koles, Sam Marey, Nat Palmer, Bru Kasl, Francis Brown, Louis Cavier, Gladys Macey, Evelyn Marchette, Edna Kasl, Merritt Moore and Guigo Boilemann, musicians, singers and dancers; Hell Drivers, Zeke Shumway, manager; Jack Knox and Bill Nicholson, tickets; Buford Smith, talker; Virginia Shumway, globe; Harley Manley, high cycle; Carl and Esther Boboff, strong act and high act. All Baba Castle, H. C. Landaker, manager.

Hollywood Monkey Circus, Earl Chambers, manager-talker; De Rea, tickets; Jack Zachary, unsee; B. D. Russell, trainer; Jake Tipton, tickets, Monster, Doc H. D. Hartwick, manager; Betty Hartwick, talker; Peppy Lamb, animal lecturer; Squintorium, J. L. Murray, Walter Morse, James Sullivan, Harold Ward, William Hicks and Blackie Woods, Royal Hawaiian Midgrets, Anna Sanderlin, Mary and Earl Philina, Paula and Johnny Valkanova, Mike Sokolaky; Harry W. Waters, musical director; Joe March and Lester North, tickets.

Kortes' Freaks, Peter Kortes, manager, with Mrs. Kortes and Leta and Dorothy, assisting; Barney Nelson, armless wonder; Shackles, escape artist; Althea, monkey girl, and Mona Eyevan, nurse; Eko and Eko, abeech-headed men; Patent Sisters, Albino twins; Shadow Harry, skeleton man; Johnny Gilmore, one-quarter boy; Sealo, seal boy; Lorenzo, mentalist; the Waldrons, glass blowers; Duche, puppets; Larry Johnson, sword swallower; Andy Cooper; Five Tantaas, cannibal heads; Allen, rick writer, and Bingo, clown; Bill Elk, Nick DeLo, tickets; Victor Roper and Joe Prevan, lecturers and talkers. Exposed Shows, Mr. and Mrs. George Vogeated, managers; Merrill Keith, talker; R. Rymer and J. Scott, tickets; L. Baker, B. Widdon, James Smith, electricians; Dorothy Salisbury, Anne Russell, Nellie Spow, Louise Martin, Elizabeth Campbell, Mary Sudduth, Rachel Wair, Virginia Williams, Robert Burroughs, Walter Farrell, William Kline Jr., Lyle Daniles and William Nicholson, ensemble.

Concessions

Pop corn, Ralph Anderson, Dan Jackowitz and Arthur Shea, three-year-weight, scales and candy floss. Mr. and Mrs. O. Crocose, managers; Pat O'Bryan, Frank Figuero, Louis Kaiser, Floyd B. Holloway, Ham and bacon and corn games, W. B. Jones, Larry O'Brien, Eddie Burnett, Frank Lichter and Ester King, Bingo, Sam Feinberg, manager; John Smith, caller; Archie Gilbert, Jimmy Ligon, Dan Freeman, Al Looker and Buster Shoats, B. & O. Coffee Shop, Charles McDougall, manager; Bill Remore, griddle; Mrs. C. McDougall, cashier; Clyde Robinson, Owen Wilson, Richard Gody, Gene Land and Ellis Stuart White, waiters, Coffee Shop No. 2. C. Hayes, manager; Tony Williams, C. Edwards, J. Adam, waiters; Phippond, Jennie Irby, Peter Bloom, Marvin Wood, Pin stand, Dick Crawford, Russell Dennis, Bob King, Bill Penot, Radios, Ralph Anderson, Raffle-dazzle, Dutch Wilson, J. B. Bybee, Harold Livingston, Bill Bloom, Ham and bacon, Sam Aldrich, Blower, Ray Below, Bert Smith, J. Turorb, Paul Studebaker.

Birds and pets, Benny Spencer; blankets, Cliff Swisher; rolldown, Harry Dennis, Ralph Vogel, Tommy Carey, Albert Spraul; buckets, E. J. Karrison; Jim Little, Earl Dixon, Frank Harris; short-range gallery, Donald Kiste, Donald Peterson; ball games, Doris Bekw, Esther Crawford, Dorothy Smith, Mickey O'Rielly; mouse game, Mrs.



Be "Home" EVERY NIGHT THAT YOU'RE ON THE ROAD!

"ANYPLACE IS HOME—WITH A SCHULT TRAILER" means a lot to showmen who spend weeks on end, touring with their outfit. A Schult affords the maximum of home-like comforts and convenience. Comfortable lounge, restful beds, and complete privacy. Large closets for clothes and costumes and lots of drawer space. Efficient oven stove... Refrigerators... Showers... Toilet. Many exclusive features. Eight models with 28 different interiors. Because Schult is the world's largest trailer builder, you get better quality for your money. Write for big FREE CATALOG and name of dealer.

SCHULT TRAILERS, INC.
DEPT. 205 ELKHART, INDIANA

SCHULT TRAILERS

HAMILTON, OHIO - HAMILTON, OHIO
BIG ANNUAL 4TH OF JULY CELEBRATION
WEEK COMMENCING JULY 1ST

Grand Stand Attractions, Big Fireworks Display, Automobile given away. Advertised for hundreds of miles. Want Platform Shows, Fat Girl, Midgets or any money-getting Shows. Want Merchandise Concessions of all kinds.
Write or Wire J. J. LLOYD, Hamilton, Ohio

COMPLETE SIDE SHOW WANTED

TO JOIN IMMEDIATELY FOR THE BALANCE OF THE SEASON
Due to Miss Anthony Leaving Show
CAN PLACE SNAKE SHOW OR ANY GRIND SHOWS OF MERIT
CAN PLACE MERCHANDISE CONCESSIONS
We play Belle Fourche, So. Dak., on the streets for the fourth of July, with Cheyenne, Wyo. Frontier Days to follow. Also 12 Fairs and Celebrations.

Wire: **JACK RUBACK, ALAMO EXPOSITION SHOWS**
Rapid City, So. Dak., This Week; Belle Fourche, Week July 1

ANNUAL FOREST FESTIVAL AND CENTENNIAL CELEBRATION COMBINED

MANISTEE, MICHIGAN, JULY 23-31
Can place fully equipped Side Show or any other attractions that do not show. Want complete Concessions of all kinds. Green Bams, Cook House, Fire Cook and Lead Gallery. Show will operate on downtown location in Manistee public park. Our long Fair Season begins July 23 and extends until late in October. Write or wire

W. G. WADE SHOWS
MURKESON, MICHIGAN, THIS WEEK

GREAT LAKES EXPOSITION SHOWS, INC.

10 SHOWS "America's Brightest Midway" OUR FAIRS START IN JULY 10 RIDES
WANT THE ONLY ALL 4TH OF JULY CELEBRATION, with 10 weeks of Celebrations and Fairs to follow. CONCESSIONS of all kinds. No Expense—JUST GAME, AMERICAN PAINTISTS, DEAD GALLERY, CANDY FLOSS, ALICE STYLISH and WHIRLS of all kinds—Broomsticks, Fireworks—FERRY, AIRCRAFT, PLACE DEPTIUM, WBS or without transportation. CAVARIE OPERATOR FOR GIRL, SIBBY and TONING RIDGE. Also young, nice-looking dancing girls. Top salaries. CAPABLE MAN FOR NEATLY FRAMED SNAKE SHOW, THE RANGER WANTS FOR NICE SHOW, Man to handle Small, Snake Lecturer, Fire Engine, Mechanical, Dog show, BEARD BLOWN WITH THEIR OWN CUTS. Can place HIGH INTERNATIONAL PRIZE ACT (in subject of water). (This word is right). Address: AL WAGNER, Mgr., Ottawa, Ill., this week; Oresy, Ill., Big 4th of July Celebration next week.

WANT TO BUY

SMITH & SMITH CHAIR-O-STAKE, shown by car, wire or write. Want to hear from Ben Smith, 1014 N. 1st St., Alton, MO. Also want RED OAKWELL, car, INDEPENDENT AMUSEMENT SERVICE, Wood River, Ill., this week; Licking, Mo., week July 1; Boise, Mo., week of July 8.

BUTCH WHITESIDE'S CONCESSIONS
WANT show made Wheel Man starting this week. Also a Red Wheel Man. Can use a few extra Men for General Help. I have various Tables and Cotton Shows at all our Fairs and Celebrations. Show books and all other odds and ends. Write to "BUTCH" WHITESIDE or Wm. "BOURNE" KELLY, Box 80, Mpls's General Show, Dallas, Tex., at this week; Laramore Falls, Mo., week July 1st.

GIRLS GIRLS

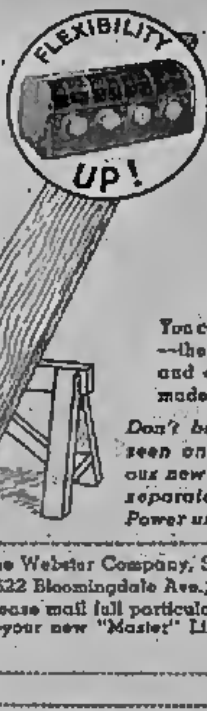
Account enlarging Better for Fairs, was Girls that can dance. With Van, Paro, Tom Kemp and others that have work with me, better. Can also hire. Please write: All answers: JULIE ENGLISH, WEST'S WORLD'S WOKER SHOWS, 110 West, Kitzco, Illinois, week July 1st, Channah, Illinois.

Tell the Advertiser in The Billboard Where You Got His Address.

It's here at last—

Moulded SOUND

—the surprise of this month's radio-sound trade show



NEW

The amplification that you mould as you need it—MOULD, with your own hands to suit your needs—exactly!

You can increase or decrease—the treble, then the bass—and assure yourself tailor-made sound.

Don't buy sound till you've seen and heard the marvelous new "Master" line—with separate mixer—HUMLESS. Power units—25-45-75 watts.

The Webster Company, Sec. IN-12
5622 Bloomingdale Ave., Chicago
Please mail full particulars on Moulded Sound—your new "Master" Line.

WEBSTER-CHICAGO

"The Sound of Tomorrow"

ANNUAL LAKE COUNTY JULY 4th CELEBRATION

CROWN POINT, INDIANA
40,000 Attendance
Will place Athletic Show, Bird Show or any Show that can get money. Opening for Merchandise Concessions and Live Pony and Raffle Rides. Other Rides contracted.
Address: ED ROSS, Lake Hotel, Cory, Ind.

TILLEY SHOWS WANT

Manager with Acts for Side Show. Will furnish complete outfit. HARRY FINK and DICK MILLER, write me. Can place you. Can also place Snake Show, Fun-house, Glass Show, Mechanical Show, Fat Show.
Can place Concessions of all kinds for Henry, Ill. Fourth Celebration, July 3 to 6. Nothing over ten cents. No coupons. Address: Ladd, Ill., this week.

C. W. NAIL SHOWS

Can place beginning July 1. Peoria, Ark. 34th Annual Reunion, and balance of season, near Coon Camp. Want Corn Game and not a would-be manager. Can place Cigarette Gallery, Game Rack, Bowling Alley, Kumper, String Game or any Ten-Cent Stick Game, neatly framed Snake Show or Long String. Must have own outfit. Want small Concessions. All join on wire to C. W. NAIL SHOWS, Dierks, Ark.

WANTED GRIFFIN AMUSEMENT CO.

General all-around Rides Men. Have four Rides. Wire your lowest salary and how soon you can get here.
JACKSONVILLE BEACH, FLA.
1000 BINGO IN SEVEN ATTRACTIVE COLORS
1500 BINGO IN SEVEN ATTRACTIVE COLORS
Markers, Master Charts, Coupon Tickets, Grand Award Cards, 10000, etc.

TRIAL PAPER PADDLES FOR ALL LEADING WHEELS

WHITE—WIRE—PHONE
11 E. 37th St., SCHULMAN New York, N. Y.

Los Angeles

LOS ANGELES, June 21.—Mr. and Mrs. Al Irwin and Mrs. W. C. Corbett, of Houston, and Hazel Hayes, Fort Worth, Tex., after a week of sight-seeing in Southern California left for San Francisco and Golden Gate International Exposition. During their local stay party was shown around the movie studios and Hollywood Park by Steve Henry, and Elton (Scoop) Henry gave the party a sky trip in the Goodyear airship Resolute. Carl H. Steffen Superior Shows had a good week at the Braumsted, Calif., Cherry Festival. Dan Stiver, who operates concessions on the show, was here for a short stop. Arthur Hockwald and Charley Hugo are promoting Merchants' Trade Show. Ross R. Davis reports rides and concessions at Lincoln City and Griffith parks are doing well. Jimmie Quick came up from Long Beach, Calif. Charley Eubanks, of Chicago, was in town en route to the Golden Gate International Exposition, San Francisco. Albert Lewis, of Boston, was here for a brief visit. Virvan Gorman was noted downtown among Coast Defenders. Tommy J. Myers, former Crafts Enterprises auditor, was in town and Steve Drule came in from Long Beach, Calif. Clarence Crane came up from Santa Monica, Calif., for a visit.

Joe Nichols came in from the beaches, where he reports business is fair. John M. Miller is recuperating at his home in Santa Monica after a prolonged illness. Great Peoples is chairman of Gene Biscailuz's sheriff's annual barbecue at Santa Anita Race Track. Mr. and Mrs. Charley Livezey are vacationing in the desert near Victorville, Calif. Frank Henlon, ride owner and operator on Silver Spray Pier, Long Beach, Calif., visited. A. Samuel Goldman is recovering from a recent illness. Harry B. Levine and wife left on a trip to High Sierras. Jack Reubensdale and Maury Isaacs motored in from New York en route to Golden Gate International Exposition. Charley (Daredevil) Delpe is completing new rigging for his act. Eddie Gamble again is handling the July 4 show at San Diego, Calif. Joe Horwitz, retired trouper, is with a local cab company. Mr. and Mrs. Conston Paradis came in from Pittsburgh.

TEXAS EXPO IN ILL.

(Continued from page 46)
satisfactory. The weather has been bad, shows have found working conditions good in the Northern section of the State, with everyone seemingly working and plenty of money in circulation.
White shows were in Little Rock, Ark. Suite Dixon sustained a broken leg, but

he has recovered sufficiently to operate the miniature train. Mr. and Mrs. Harry Howard joined recently, he to take charge of Harry Loder's Temple of Mystery. Mrs. R. B. Thompson was welcomed a shower here by women members of the shows here. Capt. Ben Moulton motored to Chicago to buy some new equipment for his high pole act.

BEST FOR DODSON

(Continued from page 48)
Hand played at the Capitol grounds downtown, for flag-raising ceremonies in conjunction with Flag Week and then marched to the showgrounds and played for an hour at the Dodson's Shows' main gate. Members of all local orphanages were entertained at a special matinee Thursday. Ice cream bars were donated by Moore-Ross Dairy Co. while candy was furnished by Kroger Grocery and Baking Co. Mrs. Ida Williams Ballie, co-owner, remained in her private car almost all week, because of a slight illness. Mel G. Dodson Jr. and wife, Dorothy, rejoined here, returning from a short visit in Boston.

Globe Falls
Globe of the world fell from entrance front on opening night here, but no one was injured. A steel bolt holding a main bearing gave way soon after gates opened, the globe crashing to the ground and Neon sign carrying the shows' name was smashed to bits. Day Parade proved popular here. A new train crew supplanted the one released here, and is in charge of Jack O'Brady, with Red Kelly, assisting. Farnsworth & Lynch Trained Pica Circus left here and a new Illusion Show is to be added. Ray Cramer, who also has the circus side show, will operate the new unit, with Eddie Hagen as manager, and Mrs. Hagen assisting on the inside. Doc Kink joined from New Orleans to become inside lecturer. A new free act, Capt. Speedy Phoenix, joined here. Jack Kink, of Fair Apollon, free act, celebrated his 27th birthday anniversary June 18.
Miss Pat Kelly, dancer of Guy Paroo Revue, mourned the loss of her father, John Patrick Kelly, who died on June 3. Mrs. Ida Williams Ballie entertained Mrs. Terry Martin, wife of shows' special agent at dinner in shows' private eat. Mrs. Marjorie Hoops was a guest of Mrs. Terry Martin on a midway tour. Ruth Hale was removed from the shows' train on arrival here, to St. Francis Hospital, for an appendectomy. Her father is a confectioner with it. Mr. and Mrs. Clara Reedy, of Chicago, visited Mr. and Mrs. B. Brundage, penny arcade operators. Mrs. T. Lee is reported to have sustained a severe spinal injury from a fall while shows were in Richmond, Ind. She is recovering in Reed Memorial Hospital here.
Visitors included Mrs. Herman Bantley, Bantley's All-American Shows; Buckskin Ben Stalker, Jack Minshall, son-in-law and grandson, Arby Minshall.

PHILLY MAYOR OKEHS

(Continued from page 46)
has been permitting carnivals to show here as long as they comply with the law. As a result, the past two months have found almost two dozen carnivals playing locally.
At City Hall it was pointed out that complaints registered against carnivals had been lodged not by private individuals or organizations, but by city officials who are at odds with his honor on political issues.
To answer charges made by these officials, Mayor Lambertson instructed Director of Public Safety Stookey Malone to investigate the complaints. After investigation, Director Malone reported that charges of gambling and nudity were groundless. And as a double-check on the police chief, Mayor Lambertson has his executive secretary, Walter Allessandrini, also make an inspection. Again complaints proved groundless. As a result Mayor Lambertson's clean bill of health for carnivals sticks.

BALLYHOO BROS.

(Continued on page 46)
wagons but knew nothing more. The lot man swore that he had sent them to the runs, the tractor drivers claimed that they had hauled them to the train and the trainmaster had witnesses to prove that he had loaded them. All members of the train crew remembered poling them up and over the docks. Here, indeed, was a mystery. There were no recent spots on the flatcars to prove that they had not been loaded. Several hours were wasted in measuring the flats and wagon space to prove to the bosses' satisfaction that they weren't

there. Then it suddenly dawned on the management that it had left them in winter quarters last spring, so the train proceeded on its journey.

Syracuse was made by nightfall. The office staff again took time out from its sleeping to recheck the train. This time we were in a serious predicament. There wasn't a dining car to check and the 10 coaches supposed to be behind the diner were missing. After much wiring they were located in the Buffalo yards, having become uncoupled there when we pulled out. The day was lost in waiting for them to be brought on. Saturday morning we were on our way again. With an entire week of travel, it was no more than natural that six people began to feel a bit inclined to bathe and do the family washing. Twenty miles out found the water tanks bone dry. Again we were held up in a country town where the depot agent informed us that no hydrants close to the tracks were available.

The horses tied to the city hall and contacted the fire chief, who agreed to water the coaches by laying 1,500 feet of hose. Nightfall found the show in Albany. Here the train was held up for two hours, just long enough for the trainmaster to visit an old girl friend in the town. Late Sunday night the train arrived in Boston. Supplies were taken on and we were about to start when Pete Ballyhoo decided to take three hours out, giving everyone time to exercise and to air the berth car and the stateroom dogs. We are still going while this is being written. Understand that we have a short run on a branch line out of here. Am mailing this at the depot. Will let you know where we are going and what big news will break next week.
MAJOR PRIVILEGE

BUCKEYE STATE

(Continued from page 49)
Pat Brown, builder. Bido show is in charge of Billy King, with Whitin Krumer and Ted Richards on the front and Mrs. Paul Cutler, lecturer. Acts and attractions include: Nelson Martin Family, tattoo artists; Mrs. Billy King, headless girl; Mrs. Martin, sword barrel; Morris Lindsay, fire eater; Jack Mackenna, King of the Rifle; Paul Russell, annex. Girl Show is in charge of Pearl Johnson; Fun-house, Ralph Miller, manager; pony track, John Williams, owner-manager; Monkey Show, John Williams; Minaret Show, Jack Murray, manager; Don Conway, band leader.
Rides are Ferris Wheels, Foot Raggatt, formen; Rwell Lott and Mrs. D. Bruns, tickets. Tilt-a-Whirl, Charles Harvey, formen; J. Fitcher Barnes, Joe Bando and Mrs. Frank Oskina, tickets. Merry-Go-Round, Joe Libarkin, formen; Paul Branpan and Mrs. Leola Crocker, tickets. Kiddie Rides, Mrs. T. Finley, owner; Kenneth Ekenhorst, formen. John Ford has the cookhouse and is assisted in its operation by B. J. Cook, Jack Williams and Max Bateman.

Among concessioners are Mr. and Mrs. Earl Crane, Mr. and Mrs. J. C. Hamilton, Harry Kinnell, Fay Curtis, Mrs. Pearl Harvey, Rozelle Harrison, Mrs. J. C. Sheppard, Ed Aliff, Ray Sager, Harold Lowry, Doc Angel, Lucille Starbuck, Mr. and Mrs. C. D. Davis, Russell Green, Mrs. and Mrs. C. R. Kadzale, Mrs. Pat Brown, Edna Welch, Vic Crocker, Clyde Bouswell, Mrs. Harry Lamon, Eloise Lowry, Frank Baggett, Charles Savage and Jesse Harrison Jr.

Rides, Carnival Booths

Part of All Complete Units to Rent. Big Range Tent—All New Canvas.
Sole Owner, O. J. VAN BILLIARD, Meath Water, Pa. Ph. 580.

WANT COOKHOUSE HELP GEORGE WELCH

Own West's World's Wonder Shows, Madison, Ill.

W. S. MALARKEY

Can place Novelty, Glass Shows and Concessions for American Legion Celebrations, World's Fair, etc. Correspondence, 111-387 So. 26th St., Dept. 1700, New York.
W. S. MALARKEY
McLennan Building, Birmingham, N. Y.

H. P. LARGE SHOW

Wants for Kilmarnock, Ill., 4th July Celebration. Special Trick, Lightning Concessions of all Kind. Rides and Drinks offered. Shows of merit.
P.O. Box 10, June 28-29

Why the Cliff Jewell Murder Can't Be Solved

By PAUL M. CONAWAY

HAVE you ever tried to solve a murder mystery? Maybe you've never faced the problem in real life, but the chances are you've read detective stories and similar fiction. And you've probably hazarded a guess as to the identity of the criminal several pages before the author revealed his usually surprising conclusion.

If you've had any experience along this line, the State of Georgia will no doubt welcome your consideration of bountiful facts unearthed about the strange death of Cliff Jewell, widely known concession operator.

Jewell's still-warm body was discovered in his maroon-colored Buick coupe, parked a few feet from a main highway near Americus, Ga., on a bleak November night in 1938.

At first glance it appeared to have been an ordinary homicide. The killer had apparently acted in reckless disregard to leaving clues behind.

But now, more than 18 months later, the slayer is still free, despite the efforts of Georgia's justly famed State troopers, able and experienced county and city police officers and private criminal investigators.

"What's happened to the Cliff Jewell murder case?" is a query often heard on carnival lots throughout the country. A thousand different answers have probably been given.

Investigation Goes On

If you think that in the passing of time the investigation has cooled to the point of collapse, you're wrong.

Probably as much study and thought is being given to the crime now as in the weeks following the discovery of the mangled bullet-riddled body on the night of November 10.

Of course, there are no suspects in jail or questioning, no sensational developments, but the slow process of carefully checking and re-examining each minute fact or implement involved in the death is going on steadily. Thousands of letters have been written from Coast to Coast.

To Sheriff W. P. McArthur of Sumter County, Americus, the Jewell slaying has proved a challenge. Catching murderers isn't new to Sheriff McArthur, who is now rounding out his 16th year in office. It doesn't pose as a Sherlock Holmes or Philip Vance but he has a singularly high record for law enforcement, crime detection and conviction in Sumter—county of about 32,000 souls.

One has but to question a half-dozen residents picked at random on Americus streets to learn also that the citizens are keenly alert to the Jewell case and are anxious to help in its solution; this despite the fact that Jewell was a stranger and had been in town only a few days before his tragic end, and the case thus far showing no local connections.

No blame is attached to the sheriff for the failure to solve the puzzle, apparently because the voters of the county only a few weeks ago renominated him for another term of four years. Democratic nomination is equivalent to election in Georgia.

Major Lon Sullivan, commissioner of public safety, Atlanta, on recent occasions has made special inquiry into developments in the case. Capt. A. L. Hutchins, of the department's bureau of identification, has been especially active in the investigation.

Most of the work of State troopers is centered with highway traffic, but on request they co-operate with local authorities in investigating crimes of other kinds.

It happened that two State troopers were the first to discover Jewell dead in his car.

"Once Mr. Jewell was found dead on highway there was, of course, some word for the department to investigate the case," commented Major Sullivan. "It is now listed as unfinished. It is not soon forgotten."

Many known facts have been established about the slaying and about incidents occurring prior to the killing. More than "the usual" number of clues became available immediately. Sheriff McArthur explains, "but all summed down to nothing of great value."

Facts in the Case

Here are some of the more important facts listed in the official records of the case by Sheriff McArthur:

Cliff Jewell was a concession operator booked with West's World's Wonder Shows playing the Americus fair.

On Thursday night, November 9, his biggest "money-making" concession was closed, the sheriff said.

The next afternoon, Friday, November 10, the sheriff reported he had reliable information Jewell had about \$2,500 in his possession.

Late in the afternoon Jewell drove from the lot.

At 8:10 p.m. he stopped at Williams' service station, Cotton avenue and Forsyth street, where young Abner Belcher put 16 gallons of gas in the car.

Belcher said Jewell was alone and explained he intended to drive to Dawson, Ga., where he had played with the West show the previous week.

Spence, of the Americus barracks of the State highway patrol, returning from Albany, saw Jewell's car parked on the side road.

The car appeared to have been abandoned, so the troopers stopped to investigate. Opening the coupe's door the officers saw Jewell's body sprawled over the seat. Hasty examination showed he was dead. He had been struck by two .38-caliber pistol bullets. One bullet had entered the left side of his head, plowed thru his brain and came out on the right side of the head. Another entered the left side of his body, passed thru his heart and came out under his right arm.

Ignition keys to the car were gone. Also missing was the flashlight borrowed from the Americus station. The large sum of money he was reputed to have carried also was gone.

The scene of the slaying was near what is called Sumner City, a wide place in the road to Albany, 86 miles south of Americus. On the last ride, Jewell's car had apparently traveled direct from Americus to the lonely stretch of highway near a Negro church about eight miles from town. Officers said tracks indicated the car had stopped on the pavement and had been backed into



HORRIBLE OF ASPECT, this sight greeted the eyes of Georgia State Troopers on a November night in 1938, when they stopped to investigate a car parked on a lonely road near Americus, Ga. It was some minutes later before the victim was identified as Cliff Jewell, widely known concession operator. His slayer is still at large. (Official photo of the Bureau of Identification and Investigation, Georgia Department of Public Safety.)

"Just before he drove off," explained Belcher, he made an odd request. He asked me if I would loan him a flashlight for a few hours. There wasn't a used flashlight in the place, but I took one out of the new stock and told him he could use it if he left a dollar deposit, which he did, promising to have it back at the station early next morning.

Next in the chronological series is the testimony that Jewell's car was seen parked off the highway in the exact location where his body was later found. This time was placed at about 8:40 p.m., approximately 30 minutes after the car drove away from the service station.

O. M. Welch testified, according to the coroner's inquest findings in the Sumter County Courthouse, that he saw the Buick machine in the side road as he drove to Hawkinsville.

There were two cars parked at the scene at the time, according to Welch's statement to the coroner's jury. One was Jewell's, which had backed off the paved highway, and the other was parked off the pavement, headed south. He said there were several people standing around Jewell's car, but he paid no particular attention to the scene.

It was two hours later, at 10:45 p.m., that Troopers E. L. Forester and J. H.

the dirt side road, apparently preparatory to turning around. There were tracks, too, of another car—maybe the machine Welch reported he saw parked two hours before the body was found.

To this day, Sheriff McArthur said, no one has been found by officers who saw the second car except Welch.

"While we are considering various theories," the sheriff explained, "it does not necessarily mean that the killer was in the second car. There is the remote possibility that persons in the second car discovered a man had been shot but failed to report it because they didn't want to be bothered with a murder investigation."

Believe Slayer Was Friend

There is nothing about the Jewell murder that is remarkable, except in its difficulty to solve, Sheriff McArthur declared.

"The killer was not an especial artist at the job," he commented. "There was little effort made to remove traces after the brutal job was done."

Officers are unanimous in their belief that Jewell drove his car to the lonely spot and that he was sitting under the steering wheel when the first shot was fired. Apparently the first shot was fired

by someone who stood outside of the car beside the left window at the driver's left side, many officers believe. Then when the victim toppled over, the door was opened and the second shot discharged to make sure of death.

"This leads us to believe that the man who killed Cliff Jewell was a friend or at least a trusted acquaintance," commented Sheriff McArthur. "It seems unlikely that he would have driven to the place, carrying with him, or meeting there, a total stranger."

"Most discouraging to the investigators," Sheriff McArthur declared, "is something we never met up with in a major crime before.

"That very night we started the usual routine of questioning, and we learned there was a sort of code of show business under which showmen are supposed not to talk to law-enforcement officers, revealing any information of value."

"Naturally," he continued, "we wanted to learn everything about Jewell. He was a stranger to us. We knew nothing of his habits, his contacts, his appointments, his business or social dealings. No one would talk freely, frankly and give us this background information needed in every investigation."

Finally, their patience exhausted, the officers picked up nine persons for official questioning, the sheriff related.

"These folks would not say any more locked up than when they were on the outside, so we shortly afterwards released them. A strange thing, we thought, one of their own brutally killed, but they didn't seem to want to help us by telling things they were bound to know were valuable to us."

The sheriff emphasized that he recalled "the majority of showmen are right-thinking men."

"But you can't get away from the fact that lots of showmen have a claustrophobic feeling that seems to distrust the intrusion of the law, even where there's a killing done."

Showfolk's Co-Operation Lacking

"One thing blocking the solution of the Jewell murder mystery is that we're not getting the co-operation from the people we're interested in helping—the carnival people," Sheriff McArthur declared. "Stopping killings can't be regulated within a show—it's a job for the law. As long as a murderer such as who (See JEWELL MURDER on page 68)

3000 BINGO

Keep watch cards, Mark on white wood markers, selected for sides. No guessing marks. Put up in the following sizes and prices: 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.50; 200 cards, \$6.00; 250 cards, \$6.50; 300 cards, \$7.00; 350 cards, \$7.50; 400 cards, \$8.00; 450 cards, \$8.50; 500 cards, \$9.00; 550 cards, \$9.50; 600 cards, \$10.00; 650 cards, \$10.50; 700 cards, \$11.00; 750 cards, \$11.50; 800 cards, \$12.00; 850 cards, \$12.50; 900 cards, \$13.00; 950 cards, \$13.50; 1000 cards, \$14.00; 1050 cards, \$14.50; 1100 cards, \$15.00; 1150 cards, \$15.50; 1200 cards, \$16.00; 1250 cards, \$16.50; 1300 cards, \$17.00; 1350 cards, \$17.50; 1400 cards, \$18.00; 1450 cards, \$18.50; 1500 cards, \$19.00; 1550 cards, \$19.50; 1600 cards, \$20.00; 1650 cards, \$20.50; 1700 cards, \$21.00; 1750 cards, \$21.50; 1800 cards, \$22.00; 1850 cards, \$22.50; 1900 cards, \$23.00; 1950 cards, \$23.50; 2000 cards, \$24.00; 2050 cards, \$24.50; 2100 cards, \$25.00; 2150 cards, \$25.50; 2200 cards, \$26.00; 2250 cards, \$26.50; 2300 cards, \$27.00; 2350 cards, \$27.50; 2400 cards, \$28.00; 2450 cards, \$28.50; 2500 cards, \$29.00; 2550 cards, \$29.50; 2600 cards, \$30.00; 2650 cards, \$30.50; 2700 cards, \$31.00; 2750 cards, \$31.50; 2800 cards, \$32.00; 2850 cards, \$32.50; 2900 cards, \$33.00; 2950 cards, \$33.50; 3000 cards, \$34.00. Extra Neely Green with \$100.00. Per 100, \$2.50.

3000 KENO

Made in 30 sets or 100 cards work. Played in 9 rows across the card—out up and down. Light weight card. Put set of 100 cards, tally card, calling marker, \$3.50.

LIGHT WEIGHT BINGO CARDS.

Mark on white, postal card thickness. Can be replaced or discarded. 2,500, size 6 1/2", per 100, \$1.25; 100 sets, \$125.00. Atlantic Game Shop, Real Deal 3,000 Jack Pot Bingo (status of 7 numbers), per 1,000 \$15.00; 100 sets, \$1,500.00. 3,000 Small Pot "Bingo" Bingo cards, 5 1/2" x 7" cards, pack of 25, size 4 1/2", per 1,000, \$1.25. 3,000 Pathological Bingo cards, 5 1/2" x 7", per 1,000, \$1.25. 3,000 cards, \$125.00 per set. Marked in pack of 25, per 100, \$12.50. (Package rates on these orders.)

Bingo Card Markers, in strips, 25,000 per 1.25

One Board and 100 numbered cards, screen back, subscription book, mat, drum, etc. and sample cards free. For any C. O. D. form, 25 percent extra is accepted. Instant delivery.

J. M. SIMMONS & CO.

19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOKS

Our New Super Mixed with a heavy double head and larger wheels. This machine was used at the New York and California Fairs. Entire Electric Candy Flok Machine and Full Set of 100 models. Free literature. ELECTRIC CANDY FLOK MACHINE CO. 102 South Ave. Co., Rochester, N.Y.

Care Ball stand in Palmyra (N. J.) Park, his second year there.

WHEN the pilot is dropped the ship (or show) usually proceeds into deep water.—Top Line Larry.

JOHNINO Zaechini Bros. Shows in Titusville, Pa., was the Poole Hibbilly Show, members of which include Fred Poole, owner, and Smokey, Shorty, Hooper and Deady Poole.

POPULAR midways on Art Lewis shows is Ginger Macey, four-year-old daughter of Mr. and Mrs. Nat Macey, who have the Poole Shows on the organization, reports Alysia Potter Morency.

CORN GAMIE operators with Wallace Bros. Shows, Mr. and Mrs. Abe Frank card from Pineville, Ky., that their son, Buddy, joined them recently to spend his summer vacation on shows.

AMONG members of Convention Shows who joined the Loyal Order of Moose when the organization was in Wellsville, N. Y., were Gerald Barker and Louis Augustino.

PAST PRESIDENT of Missouri Show Women's Club and now publicity director, Kathleen Riebs left St. Louis on June 10 for Blue Ribbon Shows, where she will operate palmistry.

If you can go far enough and last long enough, you are bound to hit a red one.—Colonel Patch.

TRANSPORTATION superintendent on Sol's Liberty Shows, Al LaDeuse was a St. Louis visitor last week, when he took delivery on a big water tank truck for use on shows' midways.

FORMER head lithographer, Joe Baker admits that while en route to Olympia, Wash., he saw Douglas Shows moving toward Seattle after an engagement in Tacoma, Wash.

MR. AND MRS. RALPH VERON card that their side show was destroyed in a storm recently in Gonzales, La., delaying plans for the No. 2 show, which will not open now until July 4 week.

FEATURED singer with Dark Town Revue on Crystal Exposition Shows, Flo Dent was entertained in Green Hotel, Bristol, Va., by a party of 28 showfolk friends recently.

HAVING recovered from three broken ribs sustained in a blow-down in Washington, Del., Eddie Rummage is now chief for Ben Motz's cookhouse on J. J. Page Exposition Shows.

Not for Umpelays

YOU DON'T NEED \$1,000,000 to be happy and enjoy life in the carnival business. Only a chump wouldn't enjoy living the life of ease provided in the midway world. Nothing to worry about, nothing to fret over—just a life of happiness and luxury. When we're hungry we just sit in the cookhouse, near some good juke-pots, order the best of food and eat our fill. Need money? Well, hol it's just punch, punch, punch at the cash register. When that coin's gone, all we have to do is get another meal ticket. Come easy, go easy!

When it's bedtime all we have to do is to get to the cart, reach overhead and turn on the switch. That may blow the fuse, but what difference does that make? Just flop on the bed and hit the hay. Sleep! Sure, as long as one likes. Nobody wakes you up in the morning and nobody cares whether you get up.

When you're good and ready to say "Mornin'" to the rest of the troupe, you just tear for the pie car. Order anything from fruit or juices to Canadian bacon. No worry, no grief, no cash needed—it's just punch, punch and punch again. Someone with a car is bound to be headed for the lot. What if you are late? There are no regular hours for dinner. Get served any time in the cookhouse. Yeah, this is the life; no clock to punch; no financial worries. Spend summers in the north North and winters in the warm South. It's only the truck suckers who get into this business that don't like it.—DIME JIM JOHNSON.



A MEMBER of Tilley Shows for eight years, last three of which have been spent as The Billboard sales agent, Mike T. Leo has been on the road with various carnival organizations since 1921. Prior to that he worked in several Chicago parks.

MANAGER of James bingo stand on Zaechini Bros. Shows, Don Winkler was called to Portsmouth, O., while shows were in Titusville, Pa., because of the death of an aunt.

CENSUS showed that there are 10,000 half-and-halves in show business and 5,000 more in training.—Side Show Sal.

JACK H. NATION, vet carnival trouper, is in National Military Hospital, Dayton, O., recovering from a broken leg which he sustained when hit by an auto. His wife says he'd like to read letters from friends.

WINDING up his school term with high honors, William Davis, youngest son of Mr. and Mrs. C. D. Davis, on Buckeye State Shows, joined them in Denimphau, Mo. He plans to travel with his parents and return to school in the fall.

HAVING been out of the business for the past two seasons, W. H. (Duke) Brownell, well-known agent and special events promoter, pencils from Miami, Fla., that he plans to return to the road about July 1.

OPERATED upon on May 18 in St. Thomas Hospital, Nashville, Tenn., Wanda Lee is still seriously ill and will not return to the road this season. She adds she'd like to read letters from friends.

MRS. MATTIE JONES cards from High Point, N. C., that anyone knowing whereabouts of C. LeRoy Jones have him contact her immediately, as his brother died and he is needed in High Point to settle the estate.

SUGGESTION to poker-players and would-be managers: Why not go where your talents (if) will be fully appreciated?—Ex. Sybilie Weblin.

RECENT additions to the motordrome on John H. Marks Shows include Earl Ketting, rider, and Wallace Smithley, manager. Ketting also installed his Miniature Train Ride at the stand in Charleston, W. Va.

OPERATING his three shows, Deep Sea, Big Snake and Paris Before Dawn, on D. S. Dudley Shows is Jack (Tex) Hamilton, he reports from Crosswell, Tex. Rosette is featured dancer on Paris show.

WHILE Buckeye State Shows were in Denimphau, Mo., General Manager Joe Gailer motored to Memphis to attend the national Shrine convention and to confer with Public Relations Counsel Ted Johnson, who has offices there.

MEOUIE McClain cards from Man, W. Va., that warm weather there resulted in good business for Mighty Monarch Shows and adds that Curly Shoemaker is planning to add a new walk-in bingo.

SINCE returning from a journey home to attend the funeral of my daughter in Indiana, I have been doing well with Carroll Miller's Oddities on O. J. Razch Shows," reported Peggie Rainbetti from Painted Post, N. J..

"JUST came up here from Florida, where I spent the winter tending bar," wigwag Tim Greene from Barberston, O. "Haven't decided whether to wait until the fair starts to take to the road. Am currently tending bar in a local night club."

WHEN the g. a. misrepresents to a committee, it might be tolerated, but when he misrepresents to the boss, THAT is, indeed, another matter.

WHEN Zaechini Bros. Shows played Titusville, Pa., Don Winkler, manager, and crew of H. W. Jones' bingo store were doctored out in new uniforms, Francis Pietro, who has been handling store's milk, has been transferred to the Jones store in Sea Breeze Park, Rochester, N. Y.

FORMER ELECTRICIAN with various carnivals, including Eric B. Hyde Shows, Edward A. Oliver is confined in his home, 210 South Main street, Winston-Salem, N. C., where he is recovering from a paralytic stroke. He says he's like to read letters from friends.

WIFE of Superintendent Pop Whitman on Sol's Liberty Shows, Mrs. Jean Martine Whitman returned to the show from American Hospital, Chicago, where she underwent an operation. She's well on the road to recovery, reported Roy B. Jones.

"MELSON BROS." SHOWS opened in Seat Pleasant, Md., on June 10 under American Legion Post auspices," letters Spencer L. Stines, who helped handle shows' publicity campaign, from Maryland Park, Md. "Business was fair and a good crowd turned out for opening."

AMONG visitors to Hilderbrand's United Shows No. 1 Unit in Pittsburg, Calif., were Mike Kekos and Charles Walpert, West Coast Amusement Co.; Hugh Bowen, Joyland Shows; Pearl de Pallaton, Alice Borin, Katherine Herrasing, Katherine Quival, Rex Baxter, Lucille King and Dorte Friedman.

WHILE World of Mirth Shows were playing Hawthorne, N. J., Mrs. Max Linderman was hostess to a group of members of the Ladies' Auxiliary, National Showmen's Association, at a cookhouse dinner. Among those present were Midge Cohen, auxiliary president, and Anita Oatlin, secretary.

FAMOUS last words: "This is the best State in the Union for a pay gate and we will stay here all summer, no matter if everybody on the inside starves."

THAT emergency came in the office trailer on Bandy's All-American Shows has been working overtime of late. No sooner had the hickory stick been discarded by Assistant Manager Harry E. Wilson than Frank Shepherd, vet chief electrician and The Billboard sales agent, sustained injuries to his foot.

HAVING BOOKED his Hall of Science with Colin & Wilson Shows, Dr. Ralph Garfield joined the organization in Mount Pleasant, Pa. With Garfield are Mrs. Garfield, inside lecturer; Paul Blizard and George Marshall, front; Wilma Blizard, nurse; John Kelly, tickets, and Charley Pocock, inside.

BORN and reared on midways, Martha Bartels, daughter of Mr. and Mrs. Carl O. Bartels, spent a week's vacation with her parents on Zaechini Bros. Shows in Titusville, Pa. This year Mrs. Bartels is in charge of the main ticket office, while Carl is holding down the secretary's berth in the office wagon.

"HAVE just returned home from Baltimore, where I visited friends at K-O Club and Betty Mills' Stock Club," pens Pinky Pepper (Billy Logsdan) from Johnstown, Pa. "Took delivery on a new house trailer and joined Beams Amusement Co. for remainder of season."

IN A recent issue it was reported that Mr. and Mrs. Howard Bellerus visited Art Lewis Shows in Norwich, Conn., and made a substantial donation to the NEA Jamboree. It should have been the Art Lewis Development Association Jamboree, which is held each Wednesday night throughout the season.

TELLING townpeople that you are owner or manager of the show, when you are not even on the staff, may cause trouble and certainly is of no benefit to anyone.

JACK SNYDER, 6-year-old son of Bill Snyder, Zaechini Bros. Shows' publicity director, sustained painful the not criti-

EVANS' HIGH STRIKER

HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING!

PERFECTLY LEGAL EVERYWHERE!

A lively big money-maker indispensable for Parks, Fairs, Pleasurs, Carnivals, Homecomings... wherever people gather out of doors!

Evans' Striker has more flash—gets the crowd's strong and substantially made of very best materials, brilliantly finished, built to stand exposure and hand use. Easily transported. Included are standard with steel chaser track, base and striking beam, 50" bronze gang, nickel-plated tool steel chaser, braces and 2 nuts.

Image of Evans' High Striker machine and advertisement for H. C. Evans & Co. Complete 1940 Catalog FREE! H. C. EVANS & CO. 1520-1534 W. ADAMS ST., CHICAGO

Advertisement for M. K. Brody, featuring illustrations of various machines and a list of items for sale like Paper, Paper, Paper, etc.

Advertisement for POP CORN and MIDLAND POPCORN CO. with contact information for Minneapolis, Minn.

Advertisement for TUNING—REPAIRING—REBUILDING ORGANS and CALLIOPEs, featuring Frank Organ & Calliope Shop.

New ELECTRIC CORN POPPER



Make up to \$5 to \$50 daily earnings!

Lowest Priced Electric Popper on the Market

Got in the popcorn business and Make Real Money

Where can you make more money than in selling popcorn? Everybody says it—yourself too. The popcorn stand is always profitable with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to see it all.

30 DAY FREE OFFER!

If your order reaches us within 30 days—with \$10 down payment balance, \$29.50 O. O. P. we will send subject to guarantee at our store, FREE! enough popcorn and bags to pop \$25.00 worth of corn. Your customer pay for your popcorn. Act quickly.

GET STARTED NOW. SALESMEN Send for Money-Making Plan

DOES WORK OF \$300 MACHINE! TURNS OUT 100 BAGS AN HOUR. POPS A BATCH IN 3 MINUTES—WET OR DRY. Simplicity is one thing you will like about the EXCEL. No fussy mechanical whistles. Comes complete with cord and plug, ready to connect. Fits the window and is mounting post in the corn and popcorn. Makes a batch of popcorn in 3 minutes. No suspect of any popcorn on the market. Easy to clean. Requires no constant repairs. The beautifully lighted case and visible corn popping thru the screen cover attracts the crowd.

FULLY GUARANTEED. Among the 21 features—quantity delivered price also low, equipped in sturdy metal and polished aluminum electric light and beautifully decorated with multi-colored transparencies. Through small screen, 12-1/2" x 20" light. Weight, 35 lbs. Has 100 bags capacity, only \$39.50 retail, but bags in 5 to 1 ounces. Heated element guaranteed for a year—and really more features too numerous to mention here. ALSO BARGAINS IN REBUILT MACHINES. EXCEL MFG. CORP. Dept. B-640 Muncie, Indiana

cal burrs to chest, face and arms at his home, in St. Petersburg, Fla., recently when he dropped a lighted match into the gasoline tank of an airplane stored at rear of the Snyder residence.

"MILO ANTHONY'S De Luxe Side Show left Alamo Exposition Shows in Walsenburg, Colo., and jumped 650 miles here, pens Irish Jack Lynch from Riverton, Wyo. "Unit joined the Burke Shows here and will play a series of celebration dates in Montana with the organization. Mrs. Anthony is recovering from a recent illness."

HAROLD (WHITEY) ELLIOTT, scale operator of lots and for the past year with Ford Chevrolet Co., Kansas City, Kan., returned to his home in Kansas City, Mo., after an extended trip thru Iowa, Kansas and Missouri. He advised that he sold Mel H. Vaught, of State Fair Shows, some additional motor equipment.

MRS. GRANT SMITH (late Johnny J. Jones "Buster Sue"), Mrs. Johnny J. Jones and E. Lawrence Phillips, of Johnny J. Jones Exposition, visited Mr. and Mrs. John W. Wilson and Mr. and Mrs. I. Ceilin on Ceilin & Wilson Midway in Mount Pleasant, Pa. Starr De Belle and Col. George Hennessy, also of the Jones contingent, visited.

"BERNARD McDERMOTT and I saw Ideal Exposition Shows here and J. A. Glaze Amusement Co. in Kingwood, W. Va.," letters J. W. Hartigan Jr. from Morgantown, W. Va. "Visit marked the first time I'd seen Glaze in 13 years. At that time he was set up here and I ran into him in Connelleville, Pa. He came over to see the Al G. Barnes Circus."

COOKHOUSE COSSIP: "Yes, Horace, we will play ten of twelve of the biggest falls in the country, but the best will not announce the route just yet."

RIDE MEN of Hildebrand's United Shows, who spent considerable time enhancing their wardrobes, while shows were playing Pittsburg, Calif., were William Summers, Delbert O. McCarty, Harry Thomas, Jack Bright, Dave Pennington, Dave Shannon, Robert Brown, Joe Butrick, Ed Pyre, Vance Horton, Alfred Tenzon, George Vandervoort, Burt Warren, Jack Conklin, Steve Bernard and Frank Graham.

D. W. (CRAZY HORSE) POWERS letters from U. S. Veterans' Hospital, Jefferson Barracks, Mo.: "Still receiving treatment here, where we have a picture show twice a week and other attractions. Dr. Thomas A. Nyland recently gave all patients a treat by introducing Bob Bowman, St. Louis Cardinal pitcher, to all. Buddy Rogers, who is filling an engagement here, also took time off to visit the hospital."

DONNA AND CHARLES KEPPER card from Brownwood, Tex.: "Have just joined Marine Firestone's Side Show on Bill Hanna Shows. She has many new faces in the line-up, but we were pleased to see three that we knew, namely, Marvin Smith, manager, and wife, Leatia, sword swallower, and Johnny, human dynamo." Donna is doing real-time, and Charles has the ticket box on the organization.

E. E. BAILEY letters from Bradenton, Fla.: "Opened with Crowley's United Shows in Fort Arthur, Tex., and was secretary for two months until stricken with pneumonia and taken to a hospital in El Paso, Tex., where I remained two weeks. I came here to recuperate, which is proving a slow process and my doctors have advised me not to troupe again this season. Am down here at my daughter's winter home."

THE late Johnny J. Jones had an iron-clad rule that he must not be approached by attaches while he was talking with strangers. Some present-day owners would greatly benefit by making such a rule.

MR. AND MRS. MOXIE HANLEY, Kansas City, Mo., returned to their home

after a two-week trip thru Arkansas and Missouri, on which they visited a number of carnivals. Trip was in the form of a belated honeymoon, as they were married last March and were unable to take a planned trip thru the South at that time. Hanley for many years was in the carnival field before entering business in Kansas City.

QUESTS of Mike Kekko and Leo Leon, of West Coast Amusement Co., at Livermore, Calif., rodeo recently were Walton

CONCESSIONAIRES!! NEED SERVICE!!

WE GIVE SAME DAY SERVICE!! NEED LOWEST PRICES!! WE MEET LOWEST COMPETITION!!!

WANT PLEASANT DEALINGS!!!

WE GUARANTEE TO PLEASE OR MONEY CHEERFULLY REFUNDED PRONTO.

17 YEARS OF PLEASING PARTICULAR PEOPLE

Our 100-Page Catalog of Newest Items—Yours for the Asking.

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"STRIKE IT"

The Miniature "High Striker"

Build To Stand The Knocks—NOT A TOY. Used To Sell Any Merchandise. Play a 5c or 10c game (as you like). Get in on BIG profits. Send for plans and details.

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J. C. MOORE

P. O. Box 234, FREDONIA, PA.

ADRIAN JULY 4TH CELEBRATION

Northwestern Shows furnish the entire Midway, including Tuesday evening, July 30. One show, fully main concessions of all kinds (except pop corn, photo gallery, coin game, guess age, guess weight), wonderful spot for first class concessions. Also shows. We have many good exhibitors and plans following. Address where we can both get with all season. I will be at Adrian in late Monday afternoon. Job list. Address all inquiries to:

F. L. FLACK, MANAGER
NORTHWESTERN SHOWS
24 E. WOODBRIDGE ST., INDIANAPOLIS, IND.
Phone, Columbia 5282.

WANT

RIDES, SHOWS, CONCESSIONS FOR MONTPELIER FAIR AND RACE MEET

MONTPELIER, INDIANA, JULY 15-20

Or will consider Small Carnival. This is a brand new carnival. NO HIGH CATER.

Also want Acts and High Grade Program and Banner Man for Sheridan Fair, July 30-August 1, at area. Address all communications to TOM BRKER, SHERIDAN, IND.

MARION COUNTY FREE FAIR

New Belle, Ind., Aug. 17 to 19.

Want Shows and Concessions of all kinds. Bigger sell. This fair is growing bigger and better each year. The Marion Fair Board would like to hold the 4th Fair Grounds at Indianapolis this year. Write FLAHERT HOBARTS, Wagoners, Indiana, Thomas Amusement Enterprises of Indianapolis will furnish ideas but what you want, either Will-a-Will, Orpheus or Hollywood. Write for New Method plan. (See Clr) Incl. sponsored by George H. Hines Co., July 22-23. Write CLIFF THOMAS, 2447 E. Washington St., Indianapolis, Ind.

SECOND-HAND SHOW PROPERTY FOR SALE

100.00—Tent, 20x40, two Pops, 2x2.
125.00—Barber, Glass, Soda and Treat.
Carnival Showman Hand with Mirror. Sell them.
75.00—Small Side Show Bar Organ.
50.00—Each—Fifty Six Show Reapers.
We buy High Grade Candy, Glass, Machines.

WELL'S CONSIGNMENT SHOP
20 So. Second St., Philadelphia, Pa.

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ON CASH OR C. O. D. ORDERS

Lowest Prices—Fastest Service in America

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SNOW CONE AND SOFT DRINK FLAVORS

GOLD MEDAL FLAVORS ARE THE BEST BUY FOR THEY

taste better — cost less

— go farther — easier to prepare

You're healthy money if you don't use GOLD MEDAL FLAVORS this year. Write for new prices list and details about our special deal on a new Exhibit for Showers.

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J. J. PAGE SHOWS

Will play best Fourth of July Celebration in the South, Paintsville, Ky., July 1 to 4. Can place legitimate Concessions that operate for stock and 10c. Good opening for Photo Gallery, Mitt Camp, Protein Candied, Snow Cones, Novelties, String Game and other legitimate Concessions. Can place Manager and Clr for Hollywood Revue. Would consider good organized Carl Show. Have wonderful outfit for same. Can place Trumpet, Trombone and Tuba for Colored Minstrel Show. Everybody wins, no time to waste. The above Fourth of July spot is a proven date. This is our third year there. Address:

J. J. PAGE, Mgr., Lexington, Ky., this week; Paintsville, Ky., next week. Yes, we have 12 tents.

HOW IS YOUR COOKHOUSE and LIGHTING EQUIPMENT??

Repair your old Equipment by ordering Parts from us. We carry a Complete Line of Repair Parts for Gasoline Stoves, Oil Stoves and Gasoline Engines in stock ready for immediate shipment. Our Central Location serves you best in time and money. Let us know your needs and we will supply you.

Terms: 25% Deposit, Balance C. O. D.

A. G. BRAUER SUPPLY CO.

2106 WASHINGTON AVE., ST. LOUIS, MO.

CENTRAL STATES SHOWS WANT

For Eastern Exhibitors' best and largest July 8th and 4th Celebration, Rides and Race Meet at North 8 days and 8 nights. Free acts. Concessions—All even priced. Scales; all others, come on. Will buy Shows not conflicting. Have complete Grand Show down. Want complete Side, Main and Top drive tracks. W. W. Show wants April. New 10 story and celebration to follow. This one starts Tuesday. Want Barber, Mirror and Special Agent who has car. July 29th. Open with June 28th.

Write: MANAGER, CENTRAL STATES SHOWS

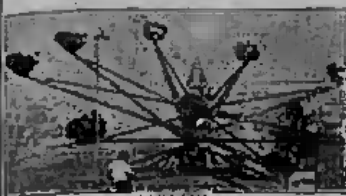
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A. HASSAN

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Patellon and Lucille King of Hildbrand's United Shows No. 1 Unit, O'Brien the West Coast organization extending hospitality were Hunter and Margaret Farmer, Charles and Edith Walpert, Irving Tol and Ted Right, Frank and Marie Forest, Mr. and Mrs. Ted Leavitt, Ralph Deering, Tony Ocho, Arleen Morrison and Mr. and Mrs. Jack Joyce.

OPERATING their girl shows on All-American Exposition Shows are Russ and Irl Morgan. Russ has the Comphols, roster of which includes Peggy Harris, Mickey Brown and Arline Plano. Musical Treasures, under direction of Milton has Jeanne Renee, Dixie Dunn and Sandra Taylor. Both shows have been modeled and are sporting new fronts. The Morgans recently took delivery on new car in Marion, Ia., and contemplate adding a house trailer soon.

AFTER a successful tour with Wallace's Shows last season, Peggy Finbow presenting her fan dance in International Club on Sims Greater Shows. Stars in the line-up are Donna Ward, Corinne and Anita Heinebeck, Jeanette Ambley, Violet and Frances Currie, Ann Martin, Jerry Bennett and Kitty Allaco. Fiti Paquin is doing the talk. P. (Stanley) Rice has the tickets. Enchy LaFar, bees caravanners. Betty

King, producer, Royal Sorcerers provide music.

TEACHER (to bright son of carnival owner): "Johnny, what are the duties of present-day side show managers?" Johnny: "Their duties are to give the show a small percentage on the outside and swallow all the inside for themselves."

NOTES from Mighty Shreeley Midway by an executive: Louis Schwartz is clowning on the streets and midway with his trained duck, Fatima. Bill Rice, mail man and The Billboard agent, is having an index filing system installed in his post office wagon so as to know who's who with show's family. White Harper is commission agent for John D. Shreeley. Wild Bill Thompson and wife, Effie, have been busy, he with truck duties and she in the posing show. Clay May, special agent, has turned out to be a geologist. Steve Kutney has the Jaxnor ride and Dutch Fredrickson the Penny Arcade.

A SURPRISE BIRTHDAY PARTY was rendered Mrs. Harry Lamson, of Buckeye State Shows, on June 18, while shows were playing Festus, Mo. Lunch and refreshments were served to all women present and Mrs. Lamson received many gifts. Participating in the party were: Mesdames Joe Guller, C. D. Davis, J. C. Shepp, D. H. Harrison, Eugene Baggett, Charles Harvey, Russell Green, Frank Gaskins, Kenneth Davis, John Wylander, Earl Crane, Russell Cooper, Joe Hammond, J. O. Hamilton, Victor Campbello, Harry Starbuck, Pat Brown, Lorraine Wallace, Charles Savage, Johnny Ford, Dilly King and the Misses—Twe Russell, Gladys Webb, Pearl Johnson, Ruby Green and Eloise Lowry.

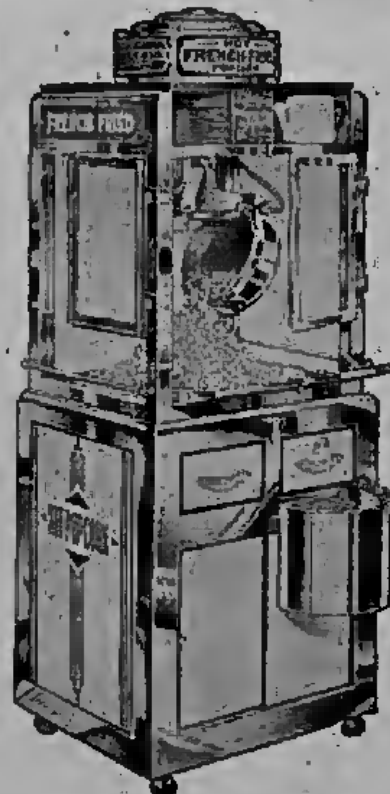
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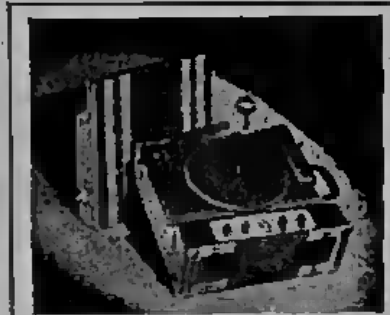
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Direct From the Lots

BY THE SHOWS' OWN NEWS REPRESENTATIVES

Dee Lung's (Motorized)

Faribault, Minn. Week ended June 8. Location, Rice County Fair grounds. Auspices, VFW Post. Business, below normal. Weather, heavy rains.

Shows still stand here proved the most disappointing so far this season as a blank was chalked for the week. Intermittent heavy rains every day, while total rainouts occurred on important nights. Special children's matinee, Saturday, was slow, as was Saturday night. Sunday was not so good either, despite the fact that large crowds came out from races held on the fairgrounds. Preparations for fair dates was not halted, however. W. H. Osmblen and son, scenic artists, applied final touches to new

Jungletland Show. Robert Crews is manager. Manager J. D. Blackburn reports the Minstrel Show is in shape for fair. All ride foremen are enjoying a period of relaxation after strenuous weeks of painting and repairing. Lloyd Stalter, Caterpillar foreman, and Virgil Stalter, Caterpillar foreman, report they are ready for the fair. Among visitors here were Mr. and Mrs. W. A. Lindeman, secretary, Brown County Fair, New Ulm, Minn.; G. G. Tompkins and his secretary, of Austin, Minn.; Mr. and Mrs. Oscar A. Erickson, secretary, Dodge County Fair, Kasson, Minn.; and Mr. Bell, Anoka, Minn.

JOHN PARABOUS.

World of Mirth (Railroad)

Hawthorne, N. J. Week ended June 15. Location, Weldman Oval. Auspices, American Legion Post. Business, good, weather permitting. Weather, two days rain.

Rain killed opening and closing nights. Saturday gave indication of being better than ordinary until rain began at 9:30 p.m. Crowd entered shows and remained under awnings in the hope that it would be only a shower, but midway soon was flooded, resulting in an early teardown. Kiddie's War Babies show wagon broke away from a tractor and went thru the railing of a bridge en route from train to showgrounds Sunday night. Wagon teetered on edge of the bridge which was 40 feet above the Passaic River and was returned safely with the aid of a heavy crane supplied by a local utility company. Press estimated several thousands witnessed the rescue. Agent Spielens had much leveling done to rear end of lot, which resulted in ample free-parking space. Special crews were on hand to see that parking was handled efficiently. On Wednesday the second Red Cross night, sponsored by General Manager Max Linderman, was held. General Agent L. Harvey Cann returned here after a short business trip. Dr. Anson B. Ingals is staff physician. Mr. and Mrs. Henry Susman visited. Jimmie McKenzie joined to spend his vacation with his mother, Fannie Harfield. Mr. and Mrs. Phil Plant also visited.

JIM McFUGH.

Endy Bros. Expo (Baggage cars and trucks)

Garfield, N. J. Week ended June 15. Location, Garfield Park. Auspices, American Legion Post. Business, good. Weather, fair.

Altho shows were the third in here they chalked good midway patronage. Shows were well patronized, but rides fared poorly. French Casino, under management of Norman C. Wolf, was top money-getter, with Scandals a close second. All shows and rides have been repainted and organization presents an ultraclean appearance as set up by Eddie Lippman, sergeant, Chicago, of Garfield Police Department and committee chairman, co-operated. Local papers were liberal with space. George A. Kerestes, vice-president, joined here after recovering from a several weeks' illness. Harry Heller and personnel of Heller's Acme Shows visited. Kaus Exposition Shows, playing Lyndhurst, and World of Mirth exhibiting at Hawthorne, exchanged visits with showfolk here. First benefit of the season was satisfactory and more than \$20 was deposited in the fund. Norman C. Wolf, with only a few hours of preparation, presented a good show and did a good job of emceeing. Former Secretary Sam Carver left here.

J. B. MANNHEIMER.

Art Lewis (Railroad)

Pawtucket, R. I. Week ended June 15. Location, High School Field. Auspices, American Legion Post. Business, fair. Weather, rain, cloudy and cool; thunderstorm Saturday. Fee gate, 10 cents.

Element weather continued here and business suffered accordingly. Thunderstorm Saturday, cleared about 3 p.m., and a big crowd of liberal spenders came on the lot. Motorcade added a new rider here in Speedy Bowers. Kathryn Teuscher doing well with Hickman baby and Paris show. Nat and Dorothy Mercy's Police is clicking. Nina Johnson is with the Vanities. Tilly Perry has good set-up in Mackey Mouse. Circus Manager

Lewis entertained mayor, city manager and officials. Fourcater Primer was liberal with space. Mrs. Louis Sage left for Bridgeport, Conn. George Roy is doing well at daughter's home. Howard Ingtham smused and produced the Train Crew Revue, successfully at the weekly jam-boree. As usual, Wynno Morency and Julia O'Donnell gave much help, with Dorothy Mercy making the costumes and helping generally to succeed. Percy Morency did a good job of laying out the lot. Eddie Belmont was busy assisting the boss. George and Eraldo Hamilton left here. Lightning struck the Motor-drome Saturday, damaging center pole, smashing p.-a. system and ruining lights. Art Converse's Side Show is clicking, as is Howard and Thelma Bryant's Minstrel Show, directed by Sammy Lewis. Dantini is improving his illustrations in Treasure Isle. E. B. Braden had front of the midway under control. Owner Art Lewis took several airplane trips.

DICK COLLINS.

Rubin & Chery (Railroad)

Nadion, Wis. June 11-17. Location, Commercial avenue. Auspices, V. F. W. Post. Business, great. Weather, two days rain; four days clear.

Stand proved a swell spot and all shows, rides and concessions did well. Rain hit the first two nights, but clear skies the remainder of the week brought out big crowds. Sam Gordon has been busy since season opened creating new ideas for his concessions and front end of the shows, has plenty of neon, chrome and indirect lighting. Among the leaders are Harry Berger's ham and bacon, Charley Schubb's Cocker Spaniel, Johnny Delaport's blowers and Seymour Berger's gift shop. Visitors seen in Tommy Marlin's cookhouse included Bernie Mendelson, O. Henry Tent and Awning Co.; Ned Torti, Wisconsin De Luxe Corp.; David Schwartz, A. C. A. and Louis Leonard concessioner, Vera Park, of the French Casino, celebrated her birthday anniversary with a party, and Irving Zolub visited his mother in Milwaukee. Reported by an executive of the shows.

Sol's Liberty (Motorized)

Kankakee, Ill. Week ended June 15. Location, Neal Showgrounds. Auspices, V. F. W. Post. Business, fair. Weather, unsettled.

Rain continued to be a bugaboo and first two nights here were lost. Local patrons were plentiful but were not in a spending mood as far as concessions and shows were concerned. Rides did well, however. Leslie Small, publisher of The Republican-Times, and party visited several times. Bud Lucas, Chicago staff photographer for PLO, was on the lot taking shots for future use. Jacques Goules joined with new Sex-o-Mania show, with Johnny Till handling the front. Other arrivals were Jimmy Miller, pitch-tilt-you-win; Ruby Gobb, cigar gallery; Mrs. Jack Kelley, palmistry stand; Davis Lieberwitz, who joined his parents, Mr. and Mrs. Dave Lieberwitz, of corn-games note; Mr. and Mrs. Carl Carlson, Margaret Scott, Beverly Knigge, Marcel Green, magician, and Robert Huddleston, pony boy. Mr. and Mrs. Phil Heyde were frequent visitors. Mike Donohue, former showman, and Viri Hill and family, of Streator, Ill., were guests of Mr. and Mrs. Solomon. Art Elroy, Red Scott, Art Moe, Harold Gleason, H. B. Hardin, E. A. Rogers and Lill Sheppard took delivery on trailer houses here.

ROY D. JONES.

Zacchini Bros. (Motorized)

Titusville, Pa. Week ended June 15. Location, Tannery Show Lot. Business, excellent. Weather, rain Monday; good remainder of week.

Altho faced with a cloud-burst and flooded lot Monday night just before opening, nature was kind remainder of week with the result that date was shows' best so far this season. Employees worked Monday night draining and drying the lot and trucks, hauled many loads of sawdust and shavings and grounds were in excellent shape for Tuesday, Wednesday and Saturday matinees established new high records. Titus-

ville Herald was generous with space and 40 newboys were shows' guests on the midway Tuesday night. Excellent publicity was gained Thursday when Bruce Zacchini, general manager, announced shows' contribution of \$100 to Titusville Chapter American Red Cross for war relief. Hugo Zacchini was an honored guest and addressed members of Titusville Lions Club Wednesday night. R. White, owner of Streets of Morocco Show, was also a dinner guest at the club. Members of Good Fellowship Club held their usual meeting in Dope Show tent Wednesday night after closing hours. Plans were completed for another dance to be held when show exhibits in Clam-pot. Honoring Mrs. Toby Karcand on her birthday anniversary Tuesday, eight members of the Bridge Club held a bridge party and served refreshments in the Decker cookhouse at 5:00 p.m. A large pink and white birthday cake attracted much attention.

BILL SNYDES.

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Funland
(Motorized)

Pecktonburg, Ky. Week ended June 15. Location, ball park. Auspices, Kiwanis Club. Business, good. Weather, nice, three nights. Pay gate.

With plenty of co-operation from Committee Chairman Hon. Leroy Combs, got proved fairly successful for shows. Fickett and Pucky Hollis, free attraction, continue popular. Lot Superintendents Ben M. Toth is handling moves in good style. J. J. Marion is much improved since his recent operation. Heth & Miller Concessions continue to click. L. E. Heth left on a business trip. Charles English's Hollywood Revue is scoring, as is Conn & Dixie's barbecue stand. Skinner's new Polka You Don't Know Show topped shows here. Mrs. Albert Heth's new concessions are doing okay. Mr. and Mrs. Cook's new neon photo gallery. Cassandre Mack is handling the front of Jay Box Funhouse.

TED C. TAYLOR.

J. F. Sparks
(Motorized)

Pikeville, Ky. Week ended June 8. Location, Don Ramsey ball park. Auspices, Junior Order of United American Mechanics. Business, fair. Weather, good.

With splendid committee co-operation, shows managed to do a fair week's business here despite the fact they followed in on the heels of another show. Rain ruined Friday's Kiddie Matinee, but perfect weather made possible a fair Saturday business. Owner Sparks made

two successful booking trips during the week. Tilt-a-Whirl topped rides and Chairplane, under Foreman Leo Mire, had an appreciable increase. Pluto Brown's Cotton Blossom Revue topped shows. Mrs. Sparks' bingo had a splendid week. Stand has added a phonograph turntable to p.a. system and Caller Bob White entertained members daily with new records. Mrs. Gus Olmos, wife of cookhouse concessioner, joined here, bringing their son, Harry, and daughter, Rena. Dutch Kohlman joined as lot superintendent and Curly Wittington took over cookhouse grill. Charles Dostelick is handling the chuck-a-luck and R. H. Kats added his show. Mrs. Reed Davis and Mrs. Leo Mire took over the Merry-Go-Round and Tilt-a-Whirl ticket boxes.

RAY ALLEN.

Blue Ribbon
(Motorized)

Mishawaka, Ind. Week ended June 15. Auspices, I.P.W. Post. Business, fair. Weather, bad.

Rain followed shows in here and first half of week was almost lost. However, a few braved the weather and came out. Thursday, Friday and Saturday were up to expectations and brought week's gross up to par. Gilbert Tracey's Ten-in-One and Marion Kessler's Modernistic Revue were damaged by a blowdown on Monday afternoon, but were ready again at opening. Committee, headed by John Price, co-operated. Visitors included Mr. and Mrs. J. C. Weer and son, of South Bend, Ind., and Mr. Wilda, president of Car Coach Co. Manager L. E. Roth advises he is meeting with success on his

Southern booking trip. Ride-O and Boomerang led rides, while Marion Kessler's Owl Revue topped shows. Fred Clark's Hell Riders and Joyce Mark's Exposé were next in line. Visits were exchanged between personnel of shows and amusement park here. LEE NEWTON.

World of Pleasure
(Motorized)

Alpena, Mich. Week ended June 15. Location, Market Square showgrounds. Auspices, American Legion Post. Business, good. Weather, excellent. Pay gate.

With the exception of intermittent showers on opening night, Monday, good weather and business prevailed here. A four-month strike, which ended a few weeks before shows' arrival, retarded much active spending, but on the whole the midway held its own as an average date. Committees and town officials co-operated and The Alpena News was liberal with space. Steve Kumlis's billposting crew did a good job here. Shows are enlarged over last year. Free acts are Ella Carter, Selig Tropits and Wrenita and Dolly. Alpena fair officials visited nightly and lauded shows.

JERRY (SHORTY) LEWIS.

Motor City
(Motorized)

Essee, Mich. Week June 1-9. Location, Jefferson Avenue showgrounds. Business, good. Weather, good.

Move in here, about 125 miles, was made in record time and shows got under way Monday at 7 p.m. It was the first general carnival weather shows have had since opening middle of March. A small cloud-burst hit Friday afternoon accompanied by a strong wind, which blew down several concession tops. Weather was plain that night. Saturday afternoon and night were good, while Sunday drew large crowds of good spenders. Stanley's Ten-in-One led the midway, while Howard's Funhouse was second. Penny Arcade and Snake Show did well, as did Miss America and the Crime Show. Gill Cohen's four stores did well, while all other concessions got good play. New main entrance is completed. Many members of World of Pleasure, Happyland and Wolverine shows visited. Victor Carneal, Mighty Sheeley Midway, visited twice during the week. General Agent Bob Dranson spent Sunday back with shows for the first time in four weeks.

HARVEY (DOC) ARLINGTON.

Crowley's United
(Baggage cars and trucks)

Loftland, Colo. Week ended June 8. Auspices, American Legion Post. Business, poor. Weather, fair.

Shows arrived from Denver and were ready for opening, which resulted in a small crowd and no money. Manager Wells kept the boys at their painting and shows are almost all repainted for the first time since leaving quarters. Mr. and Mrs. Sammy Lowry's Motor-drome is popular, as is Jo Ann Roberts' Side Show. Jackie Kantell's Hawaiian Show is holding its own. A number of women made a 25-mile trip into Estes Park during the week. Included were Mrs. J. L. Chambers, Mrs. R. L. Boyd, Mrs. Myron Cleveland, Mrs. Beale Morgan, Mrs. Jewel Wilson, Mrs. Robert Kolb, Mrs. Osborn, Mrs. Larry Reed, Mrs. Maxine Pacey, Mrs. Cunningham, Mrs. Ray Blankenship, Mrs. O. C. Crowley, Mrs. Kirby Yates and Mrs. Delilah Ison. Ray Blankenship, secretary, went to Denver and presented his wife with a new car. L. W. Hutchinson, 24-hour man, has been doing good work ahead of shows. Mr. Levine, of Denver, visited.

B. L. BOYD.

Buckeye State
(Motorized)

Douglas, Mo. Week ended June 8. Location, edge of town. Business, poor. Weather, hot, rain Saturday.

Lot at edge of town was a good one and many friends visited and renewed acquaintances made when shows played here six years ago. Extremely hot weather during the week and a heavy rain on Saturday kept business down. Dale Curtis was busy superintending wardrobe and cash for new colored show. Chief Mechanic Ted Evans began a mid-season overhaul of trucks, and new name boards have been placed on all trucks. C. T. Messergill, of Dallas, delivered a new iron safe and spent several days installing and testing it. General Manager Joe Gailer and Assistant Manager Harry Lemon went to Pine Bluff, Ark., on

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business. All enjoyed frequent fishing trips on the Current River. Visitors included Judge James F. Fulbright and family; W. C. Coody, secretary; Ozark Summit Exposition, and party; and G. H. Darby and party from Puxico Home-Coming Committee.

Newport, Ark. Week ended June 7. Location, center of town. Business, poor. Weather, fair, nights cool.

This week showed the smallest gross of season so far. Location was along the lake front, and it seemed like patrons were afraid they would interfere with the showfolk's enjoyment at swimming and fishing parties. All had a swell vacation and voted Newport a good place for holidaying. General Manager Joe Oailer made a swing thru Missouri conferring with committees along the show's mid-summer route. Visitors here included General Manager Jimmy Laughlin, West Bros. Shows; the Gordons, free act, and Miller Marshall and J. L. Novak, of White County Strawberry Festival Committee. Russell Green's baby recovered from pneumonia and is back with the show. Kack Harrison is back on the sick list, but Clay the artist's arm was sufficiently improved for him to start dressing up the new truck and trailer purchased during Memphis stand.

TED JOHNSON.

O. C. Buck (Motorized)

New Britain, Conn. Week ended June 7. Location, South State street. Auspices, Kensington Volunteer Fire Department. Business, below par. Weather, perfect after Monday.

After a swell week in North Adams, despite inclement weather, shows finally got a good break in weather here but it was of no avail and date was probably the lary of the season. This is the home town of Business Manager William (Bill) Gorman and he greeted many friends all week. Artist Wells repainted, Varieties and Superba Show and Mr. and Mrs. Lloyd Coffey now have three shows on the midway. The Coffeys purchased a new trailer, as did Ray Highsmith, Jerry Wilson, Walter Jones and William Owens. H. W. Jones, owner of bingo stand, visited, as did Jockey Roland; Max Linderman and L. Harvey Cann, World of Mirth Shows; Harry Drees and party, Art Lewis Shows, James Evans and Donald Frear Jr. took over the popcorn, peanuts and candy apples for E. G. Evans. Bill Owens did a good billing job. One of the gayest parties of the season was that held by Mr. and Mrs. William Simdell. Guests included Mr. and Mrs. Don Frear, Mr. and Mrs. Louis Langen, Oranville; Buck and Mr. and Mrs. Lawrence Klehau. Lealie and Kenneth Highsmith arrived for a visit with their father, Ray Highsmith, cookhouse owner. They were accompanied from North Carolina by Misses Sallis and Mary Hancock, sisters of the late Mrs. Julia Highsmith.

R. F. McLENDON.

Gold Medal (Motorized)

Caspian, Mich. Week ended June 15. Location, showgrounds. Auspices, Caspian Volunteer Fire Department. Business, poor. Weather, cool, some rain.

Caspian, a suburb of Iron River on the Gogebic range which has always been an unusually good date for the shows, did not come up to expectations this year. Not one good day's gross was secured out of the five-day stand. On moved in from Cashkosh one of the big buses was forced off the road and overturned, killing Uncle Tom Leep instantly. Uncle Tom had been a member of the shows since its present ownership. Thomas J. and Millie Nolan joined and took over foreman's job on Tilt-a-Whirl. Stella Sullivan left for a visit with her parents in Iron Mountain and George Thell and Eddie Johnson entertained friends in Iron River. Miller Bros. purchased a new truck to transport their concession merchandise during the fair. Scholl Bros. joined with their frozen custard, as did Jack Gregory with candy floss.

H. B. SHIVE.

Al Baysinger (Motorized)

Fulton, Ill. Week ended June 15. Location, opposite post office. Auspices, Fire Department. Business, good. Weather, fair.

With an active committee and fire chief and mayor co-operating, date gave shows a fair week's business. Maple Williams' cookhouse and eight concessions did okay, as did Joe Williams' bingo stand. Wednesday afternoon a surprise was held for Mrs. A. B. Baysinger in a grove adjoining the showgrounds in celebration of her birthday. Covers were laid for 20 women all of whom partook of the luncheon made up by Mrs. Maple Williams. Those present included Misses Norma Johnson, Jackie Davis, Evelyn Lee, Maple Williams, J. Miksaasen, Lucille Bunch, Maxine Ashbrook, Tillie Widmer, J. E. Johnson, Berlie Bartell, Sylvia Clifton, Bertha Loakey, Fayre West and Mae Cooper, and the Misses Maude Keel, Shirley Johnson, Helen Eubanks, Dorothy Austin, Jeannette Johnson and Opal Havens. Many gifts were received by Mrs. Baysinger. Most of the women present baked cakes and pastries. After the midway closed that night a luncheon was served at the cookhouse for the personnel by Mrs. Baysinger. Doc Johnson is adding new acts to his Side Show each week.

FRANK J. LEE.

H. P. Largo (Motorized)

Noble, Ill. Week ended June 8. Location, City Park. Auspices, City. Business, fair. Weather, good.

Shows made the move from Buckner, Ill. in good time and were set up by Sunday night. Committee from American Legion Post visited at opening on Monday night and on Tuesday night a committee from Chino, Ill. visited. Edmundy, Ill. Chamber of Commerce committee was on hand Wednesday. Mayor Cook and other city officials turned out nightly and co-operated. This week was the first since opening 12 weeks ago that shows came thru Tuesday without rain.

Buckner, Ill. Week ended June 7. Location, downtown. Auspices, fire department. Business, good when weather permitted. Weather, rain three days, cloudy and cool.

A large crowd turned out for Monday night's opening here and good business prevailed. Night was marred by a light rain, however, which came just as school exercises, held across from the lot, were ended. Tuesday was lost to rain and, although shows had two other days of inclement weather, date proved satisfactory. Maye Daniels and committee were on hand nightly and co-operated.

SAM COLLINS.

West Bros. (Motorized)

Stoniz Falls, S. D. Week ended June 14. Location, West 12th street golf course. Auspices, VFW Post. Business, fair. Weather, good.

Located at West 12th street golf course, shows chalked one of the best weeks of the season here. Stand was the second of the season where ideal weather prevailed throughout. From opening night on crowds packed the grounds and spending was distributed among all departments. For the second consecutive week Rolloplans topped rides, followed by Skooter and Tilt-a-Whirl. Shows were exceptionally well patronized, and Bert McVillie's Revue and Speedy Woods' Motor-drome vied for top honors. Joe La Palmer's Nodist Show bowed here and got off to a flying start. Another show inspired by Speedy Woods is nearing completion. A number of showfolk played several rounds of golf here. Charley Peeman, former showman headquarters here, visited nightly. He also sold new house trailers to Mr. and Mrs. Andy Rasmussen and Mr. and Mrs. Cliff Barnhart.

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and dance of season was held Thursday night on Skooter with almost all on board enjoying the get-together. Butcher's band provided the music and Ted Cooky was emcee. Daily Argus Leader was liberal with space and committee co-operated. Visitors included George Cutler, Don Cooke and wife, of Fairly Little Shows; George Tibbett, and Mr. Rodin, Rodin Novelty Co.; Andy Hana, Tommy Tucker and Harley Sadler. DON TRUEBLOOD.

lar. Scenic department is rebuilding and repainting Funhouse front. Eddie Miller has rebuilt and repainted his girl show front and is doing well with it. Mickey Marston's new snake show is clicking. Jack Watson has a new top for his Penny Arcade and is building a new panel front. Harry Boyles' new photo gallery is always crowded with customers. Several new house trailers made their appearance here. V. L. DICKEY.

West's World's Wonder

(Fairground)
Danville, Ill. Week ended June 15. Location, fairgrounds. Auxiliaries, American Legion Post, Business, good. Weather, variable.

Also shows last Monday and Tuesday in rain, engagement proved satisfactory. Shows and rides turned in a substantial profit and concessionaires did well. Charlie Lee, insurance man, visited, as did Ed Sullivan, El Bridge Co. The Danville Commercial News, long antagonistic to carnivals, finally gave shows a front-page story. Local radio station also co-operated, as did speakers. Manager Frank West is superintending much work on the rides and shows in preparation for the fair. Sunday showing in Danville kept a few of the attractions from opening in Decatur on Monday. EDDIE EGGER.

Happyland

(Carnival)
Ann Arbor, Mich. June 4-9. Location, fairgrounds. Auxiliaries, American Legion Post. Business, fair. Weather, variable. Shows lost a night moving in here and those who didn't go roller skating, left the local movies. This was show's 2nd successive year at this location under same auspices. Weather was better than during previous engagements, but business did not improve much. Fair attendance was about the same as last year, but the gross on shows and concessions dropped off a little. Bob Miller's Fearless Flyers continues popu-

Hilderbrand's No. 1

(Motorized)
Pittsburg, Calif. Week ended June 25. Location, 10th street at Yreaves. Auxiliaries, F.O.S., Business, fair. Weather, cold and windy. Pay gate, 10 cents.

With warm days, extremely cold nights and high winds attendance and business here was only fair. FOX Drum Corps paraded and committee co-operated. Saturday night, with high winds and cold weather, was the worst of the week. Free acts were well received. Many showfolk went to San Francisco to visit Golden Gate International Exposition. Saturday night, with high winds and cold weather, was the worst of the week. Free acts were well received. Many showfolk went to San Francisco to visit Golden Gate International Exposition, while others made daily trips to Oakland, Calif., on business. On June 11, Hilderbrand left on a trip up the Russian River, and Manfred Stewart, accompanied by William Summers, went to Los Angeles on business. Frank Keas' wild animal exhibit was augmented by several animals. Mr. and Mrs. Peter Richards spent two days visiting GOLF and sights around the bay region. Capt. Bill Fox entertained many friends here, while the writer entertained at a local cafe in honor of his sister, Pearl de Pelaton. Alice Borin and Katherine Homans. He was assisted by Manfred Stewart. Charles Marshall is recuperating rapidly since being transferred to Santa Anita Rest Sanitarium, Temple City, Calif. The writer and Tommy Miller went to Oakland where the writer visited his family. Secretary John Hobday and Ida Mae Sanger visited in San Francisco. Mr. and Mrs. Clyde McCahn were busy reconstructing their concessions. Mor-

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ence Appell and Whitey Olson made several trips into Oakland on business. Special Agents George and Ruby Morgan entertained at a local nightery and Mr. and Mrs. Al Korban purchased the Cloo Quilla house trailer and are remodeling it. Reggie Harrison entertained many visitors. Lorraine Miller left for her home in Calumet, Mich., to visit relatives. Among those commuting seven miles daily to an auto camp in Oakley, Calif., were Mr. and Mrs. Ralph Tolson, Mr. and Mrs. Bull Montana Walker and daughter, Phyllis; Mr. and Mrs. Manfred Stewart and Mr. and Mrs. Peter Richards. Swimming pools here received a great play from showfolks, as did the Mayor's lounge adjoining the lot, where nightly dances were held. Mr. and Mrs. Earl McCann made several fishing trips to near-by streams. Mr. and Mrs. Ray Durnberger's photo gallery was popular. Florence Appell's dressed-up ducks topped the midway again.

Los Gatos, Calif., Six days ended June 8. Location, Santa Cruz at Boyce streets. Auxpsies, L. L. L. - Business, fair. Weather, hot. Pay Gate, 25 cents.

Situated in the heart of town, shows drew large crowds nightly. Free acts, Hilderbrand's elephants, Capt. Bill Fox's lions, Regate Marlow's Hollywood Sky-rockets, White's performing dogs and Chief White Feather and Red Cloud's troop of dancing Indians, were well received. Many showfolk made excursions to Santa Cruz, the Big Trees and numerous swimming parties were organized. Charles Marshall, who was expected to be able to leave General Hospital, Los Angeles, and return to show must remain at Santa Anita Reat Sanitarium, Temple City, for six weeks more. Owner O. H. Hilderbrand made several trips to San Francisco and San Jose on business. Mr. and Mrs. Earl McCann's Athletic Show topped midway, with Florence Appell's dressed up ducks leading concessions. Mr. and Mrs. Peter Richards reported a fair week with their concessions. Mr. and Mrs. Robert Brookman visited nightly. Mr. and Mrs. Cloo Quilla visited relatives in Sacramento, Calif. Frank Kna's Mickey Mouse Show is doing well. Mr. and Mrs. Rhinhold Utke reported fair business with their baby ride. General Agent Lucille King spent a day here and then left for Bakers, Calif. Special Agents George and Ruby Morgan held a cocktail party for 14 upon their departure for Pittsburg. Mr. and Mrs. Earl Richardson's cookhouse continued popular. Mr. and Mrs. Ray Durnberger are building a new

house trailer which will house their photo gallery. Frank Dykes went to San Francisco on business.
WALTON DE PELLATON.

United American (Motorized)
Olaton, Ia., Week ended June 15. Location, ball park. Auxpsies, Disabled American Veterans Post. Business, poor. Weather, ideal except rain Tuesday. Included midway.

Another work on the wrong side of the ledger. Shows made a fast 300-mile move from South Beloit and opened on time Monday night and, altho it was first show here this season, residents evinced little interest and first-night crowds were slim. Committee gave little co-operation. Local newspaper adopted a frigid attitude toward shows even after the writer entertained over 65 carrier boys Wednesday night with free rides and special performances in Mel-Rol's Slide Show and Hamilton's Illusion Show. Margaret Smith, daughter of Mr. and Mrs. Hightower, made her first slide for life here and was well received. Mr. and Mrs. Roy Coons made a flying trip to Waterloo, Ia., to visit the latter's sister. Mrs. Jackie Hall returned to the troupe after a two weeks' absence and then made several out-of-town trips during the week. Marvin Laird, T. V. Palmer and several other attaches were under the weather here with acute indigestion, and Mr. and Mrs. Baker left to join another show, as did Shorty Parker. Nig Shope joined as talker on the Illusion Show and a birthday party was held in Mr. and Mrs. Gehritz's house trailer. General Agent Edw. R. Disney paid the show a flying visit here, and Ben Doty, former trouper and now an Oelwein police officer, renewed acquaintance with several of the personnel. Charles Clark and several other members of Oelwein Fire Department called on the writer to inquire about Hansen Shows, which he represented here five years ago.
WALTER B. FOX.

Hughey & Gentsch (Motorized)
Pasopoula, Miss., Week ended June 8. Location, fairgrounds, Highway 99. Business, good. Weather, scattered showers. Move here was made in good time and shows played to plenty of business. Rides and concessions did capably.

Slim Moore and Alex Vincent went to New Orleans for more stock. W. W. Gilbert visited on Friday and Saturday. J. A. Gentsch, co-owner, made several business trips during the week, and J. W. Wright and family joined and are working for Slim Moore. Billie Hisco, writer's wife, is working in penny pitch with Catherine Portius. Saturday night excellent business prevailed. Morris Albert and wife, who joined some three weeks ago, report good business. Roy Magee, owner of Little Rebel ride, visited Saturday. J. A. Gentsch left for Winona, Miss., to return his children. Baby Sister and Sunny Boy, to their grandparents, Cloola Walker, sister of Mrs. Gentsch, also returned home after a three-week stay on shows.

Pasopoula, Miss., Week ended June 1. Location, Moody's lot, Highway 99. Business, bad. Weather, fair. Move from Picayune, Miss., saw shows

arrive early and all was ready for opening. Albert Engeman (Monkey Joe) did not open on schedule because of motor trouble. Business started slowly, with rides doing little. J. A. Gentsch, co-owner, went to Philadelphia and Winona, Miss. The writer bought a living top here. Showers Thursday held attendance down, but Friday gave increased business. Slim Moore, Jack Petty and Alex Vincent are among show's top domino players. Saturday started with cloudy weather and scattered showers, but ended okeh.
HARRY HISCO.

Silver State
Tonopah, Nev., June 4-9. Location, beside softball park. Business, excellent. Weather, fair.

Business here for shows was double that of last year and location beside the softball lot was a good one. Midway drew capacity crowds nightly. Ten-in-One again topped shows, with Death Valley Monsters a close second. Tilt-a-Whirl was best among rides, with Merry-Go-Round next. Jack DeSalvo, who operates dart shooting gallery for Mrs. Allison, added Jack Johnson here. Last four weeks have surpassed last season by far.

Shipp, Calif., May 27-June 2. Business, good. Weather, fair.

Shows caught this tourist town at the peak of its season and good business resulted. Ten-in-One topped shows, while Tilt-a-Whirl led rides, with Loop-o-Plane next in line. All others reported satisfactory results, as did concessions. Reported by an executive of the show.

Patrick's Greater (Motorized)
Baker, Ore., June 10-15. Location, Valley and Clark streets. Auxpsies, American Legion Post. Business, good. Weather, good.

Show opened Monday night with a parade, led by Junior Drum Corps, thru downtown streets. A large crowd witnessed the parade and followed it to the showgrounds, helping make Monday night one of best of the week. Shows repeated their parades on Wednesday night, with the local high school band leading and received much favorable publicity thru local papers and radio, arranged thru General Agent Shel Barrett. Mrs. Howard Turner came in from San Francisco to spend the week with her husband. Both then returned to San Francisco. Mrs. Capt. Eric Van Der Wall joined her husband here, coming in from Tulsa, Okla. She will be with it the remainder of the season. Willard Meredith, Mrs. Patrick's brother, came in from Spokane to spend his vacation with Mr. and Mrs. Patrick. Gene Pepper, Corcoran and company joined Dick Arnold's Dancers of the World Show. Bimbo, diving dog, is proving popular with the kiddies. Daring Zerado was well received. Fritz Hinkle returned after visiting with his mother and father in Seattle. Eddie Boswell added a novelty spindle, along with his palmistry stand and ball games. Jerry Foster added a bottle ball game after returning from Canon, Okla., where he went to make a celebration. Mrs. Foster was in charge of his concessions in his absence. Tony Lombardo's grind store well fished. Joe Beatty, formerly with American Circus Corp., joined as public relations man. Bob Adams, wife, Vivian, and baby left here. Robert Emerson, magician, entertained Kiwanis and Rotarians clubs. New annex with Beanie Beattie is proving popular.

Thompson Bros. (Motorized)
Millsboro, Pa., Week ended June 2. Auxpsies, Fire Department. Business, poor when weather permitted. Weather, variable.

Shows were up and ready for opening Monday night after the move here from Phillipsburg, Pa. Date turned out on the right side, despite the variable weather and committee co-operated. Four show-owned rides did well, with shows and concessions registering fair results. Charley Craig's eating stand worked to par business. Joseph Regan is doing a good job as lot and concession superintendent. Mr. Leon, an attraction, is popular. Shows recently took delivery on a new sound truck as well as a new Kiddie Auto Ride. Shows work under a free act, free gas policy.
JAMES THOMPSON.

Alamo Expo (Motorized)
Canon City, Colo., Week ended June 1. Two-Day Rodeo Celebration June 2-3. Business, fair. Weather, cold two days.

Feature of week's stay here was a trip thru Colorado State Penitentiary located in Canon City. All members were guests of Warden Best. Members purchased rings, belts and other souvenirs made by inmates. Wednesday and Thursday were only good days here. Rodeos drew large crowds from surrounding cities. Cold again ruined Saturday night's business. Women members formed a club here, with the object of establishing a hospital fund. E. Cooper, formerly of Silver States Shows, joined with her palmistry stand. Mickey Wilson also joined here. Harry Rosenthal, Ben Bronstein, Denver councilmen, visited. Tittle Jones, niece of Owner Jack Foxback, arrived to spend her summer vacation.
LARRY MULLEN.

Palace United
Odin, Ill., Six days ended June 15. Location, City Park. Business, excellent. Weather, good.

Monday night's opening here gave shows their best business of the season so far. Shows carry four rides, three shows and 18 concessions, including bluffs, managed by Bud Wornack; Marie Lambert has two ball games and peep dates; Gene Harrison, pitch-tilt-you-see; Kenny Wright, ball game, Mickey Mouse penny pitch, photo gallery and dart game; Mr. and Mrs. Sullivan Datta, fish pond, and Lewis Stanley, palmistry stand. Whitey Johnson joined with a cork gallery and did well. Cookhouse operated by Mrs. Sarah Ballinger. Owner Bill Wadsworth and General Agent W. E. Lambert made several trips in the interest of the shows. Princess Olga reports good business on her Ferris wheel, which is operated by Bill Russell. Claude and Lola Anderson have pop corn, peanuts and amusements. Personnel includes Bill Wadsworth, owner-manager; Mrs. Giggle Wadsworth, secretary; W. E. Lambert, general agent-business manager; Kenny Wright, electrician; Gene Harrison, lot attendant; Sarah Ballinger, The Billboard agent and main man. Shows include Curly Nelson's Dancing Girls, Athletic Show, and Oklahoma Cowboys; a hillbillie show.
GIGGLES WADSWORTH.

Mar's Caravan (Motorized)
St. James, Mo., Week ended June 1. Auxpsies, Fire Department. Weather, good. Business, fair.

Money was scarce here and, altho good crowds were on hand, little was spent. Mrs. Eugene Sides visited her husband, who operates the hoopla. A. J. Anderson, of Denver, uncle of Owner McNece, joined here. Many visitors were on hand as lot was on Highway 66. Owner McNece and S. C. Emerson celebrated birthday anniversaries this week. A party was held at the cookhouse and personnel attended. Gifts were tendered both Mrs. Lou Moore sustained head and knee injuries in an auto accident. She is expected to be recovered in about three weeks. Doc O'Malley is framing a photo form show, to add to his other two shows on the midway. W. B. Carnes, artist, is redecorating show fronts and wash boxes. Owner McNece made a flying trip to St. Louis. General Agent 5600 left to complete bookings in Arkansas and Texas. Billposters Louis and Scott are doing a good job. Fred and Lyle Eder report good business with their ice cream stand.
J. P. MALONE.

Union, Ore., June 4-8. Auxpsies, Eastern Live-Stock Show. Business, good. Weather, rain one day.

Move from Dayton, Wash., was made on schedule and shows opened to good business Wednesday night. Thursday drew near capacity, but rain on Friday slowed business to fair. Saturday was show's biggest day so far this season. All reported satisfactory results. Mr. and Mrs. Zerado operated their new cane rack here, and Mrs. Katherine Rutherford, of the St. Smith's cookhouse, left for a visit in San Francisco with her mother, who will return to shows soon. Nappy Olson has started work of modernizing and streamlining the Merry-Go-Round. He also has opened a blanket stand. Paul Custer, fire-eater, left Lawrence. Lafonde's Slide Show. Diamond D. Dewey's Rodeo Deans spent much time with their friends here. All shows enjoyed excellent business with the biggest returns going to the side show. Annex under management of Beanie Beattie.
DON (LEFTY) QUENDON.

IT'S ALL AROUND!
FOR THE BEST IN SOUND!

USE Erwood
Erwood Sound Equipment Co.
224 W. MURDOCK STREET
CHICAGO, ILL.



1940 FAIR DATES

ALABAMA
Alexander City-East Ala. Fair Assn. Oct. 12-19. Lewis B. Dean.
Anniston-Cornington Co. Fair. Oct. 12-19.
Troy P. Littlejohn, Troy, Ala.

ARIZONA
Duncan-Greenville Co. Fair Assn. Oct. 22-28.
A. B. Frances.
ARIZONA
Jeddah-Louis Miller Co. Fair. Oct. 2-11.
Natchez-Indo-Grav.

CALIFORNIA
Anderson-Stu Dist. Agril. Assn. Sept. 12-14.
B. O. Reynolds.
Anthony-Covina Costa Co. Fair. Aug. 21-24.
T. H. Urra.

FLORIDA
Live Oak-Suwannee Co. Fair. Probably first
held in West. Leslie C. Waddell.
Orange-Orange Florida Expo. Feb. 23-28.
M. H. Crawford, Ft. Dickford.

MISSISSIPPI
Fayetteville-Fayette Co. Fair Assn. Oct. 1-4.
G. Martin.
Alabama-Ozarkian-Blount Co. Fair. Oct. 7-13.
F. O. Logsdon, Atalaha, Ala.
Huntsville-Alabama State Fair. Sept. 27-
Oct. 3. Douglas K. Baldwin.
Cotton-Choctaw Co. Fair. Oct. 14-19.
D. S. G. Tatum.

MISSISSIPPI (cont.)
Panola-Britts Co. Fair Assn. Oct. 8-13. Mrs.
Helen Beery.
Metcalfe-Boonville-Martin Agril. Assn. July
27-28. Dolph Young.
Fayetteville-Kidder Co. Fair Assn. Aug.
27-28. J. A. Whittman.
Piedmont-Alabama Co. Agril. Fair Assn.
July 24-28. Ernest W. Schaefer.
Plymouth-Amador Dist. Fair. Sept. 12-15.
G. W. Wall.

CONNECTICUT
Avon-Chester Fair. Sept. 25-28. Wm. L.
Baird, Jr., Box 119, Windham, Conn.
Bathfield-Bathfield Fair Soc. Sept. 14.
Rita M. Bulter, Waterbury, Conn.
Berlin-Berlin Orange Fair. Sept. 13-14.
Edith L. Ostrum, Kensington, Conn.
Bridgewater-Windham Co. Agril. Soc. Aug. 23-
24. W. F. Herr.
Cheshire-Hatfield Orange Fair Assn. Sept.
11. Helen M. Webb.
Chester-Chester Agril. Soc. Aug. 31. William
C. Elzak.
Hedge-Neck-Hedge Neck Fair Assn. Sept.
2. Leonard J. Selzer, R. D. 1, East Hampton,
Conn.
Danbury-Danbury Fair. Oct. 8-12. George
M. Norris.
Dorham-Dorham Agril. Fair Assn. Oct. 4-8.
John A. Jackson.
Gulfport-Gulfport Agril. Soc. Sept. 22. Marie
C. Griswold.
Hartford-Hartford Agril. Soc. Oct. 1.
E. J. Johnson.

FLORIDA (cont.)
Tampa-Florida Fair & Gasparilla Assn. Jan.
29-Feb. 3. J. E. S. Grier.
Webster-Webster Co. Agril. Fair Assn. May
1-3. H. K. Coverton, Bushnell, Fla.
Winter Haven-Florida Orange Festival. Jan.
20-25. (tentative). Almon R. Shaffer.

MISSISSIPPI (cont.)
Hawthorne-Clayton Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

MISSISSIPPI (cont.)
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

MISSISSIPPI (cont.)
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

MISSISSIPPI (cont.)
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

MISSISSIPPI (cont.)
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

MISSISSIPPI (cont.)
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

MISSISSIPPI (cont.)
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

MISSISSIPPI (cont.)
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.
Hickory-Hickory Co. Fair Assn. Oct. 1-4.
G. O. Edger.

Ordon-Sheridan Co. Fair & Races. Agr. 28-30. Dale Baronesse.
Olsen-Parkins Co. Fair Assn. Aug. 19-21. W. E. Ganley, Secretary, Rob. A. Olsen.
O'Neil-Banner Co. 4-11 Fair. Sept. 8-10. Mrs. Violet Johnson.
Orrison-Brown Co. Fair Assn. Aug. 19-21. E. K. Marshall.
Ortlington-Crawley Co. Agr. Soc. Aug. 21-Sept. 2. Edgar News.
Osage-Adams Co. Fair. Aug. 25-27. H. W. French.
Oswego-Packer Co. Agr. Soc. Aug. Last week in Aug. Frank Drey.
Osage-Packer Co. Agr. Soc. Aug. 21-23. Robert L. Morrison, Secretary.
Osborne-Dakota Co. Fair & Club Show. Aug. 22-25. Robert L. Voss, Dakota City.
Osborne-Richardson Co. Agr. Soc. Sept. 1-13. Jesse Harris.
Oshkosh-Crawley Co. Fair. Aug. 24-25. R. W. Schmitt.
Oswego-Cass Co. Junior Fair. Aug. 28-31. S. J. Prunty.
Oshkosh-Brown Co. Agr. Soc. Aug. 31-Sept. 2. O. D. Housen.
Oshkosh-Rushville Co. Fair. Aug. 26-30. E. A. Wilson.
Oshkosh-Kimbark Co. Fair. Aug. 21-30. Vert L. Carrell.
Oshkosh-Collins Co. Agr. Soc. Aug. 27-30. L. D. Wurdeman.
Oshkosh-Dakota Co. Fair Assn. Aug. 27-30. Monte Kliffm.
Osborne-Nebraska State Fair. Sept. 1-8. Perry Reed.
Oshkosh-Lancaster Co. Agr. Soc. Sept. 1-8. H. F. Frazier, R. 5.
Oshkosh-Lancaster Co. Agr. Soc. Aug. 19-18. M. R. Neuhouser.
Oshkosh-Gardner Co. Fair Assn. Sept. 5-7. Paul Tempel.
McCoy-Red Willow Co. Fair. Sept. 14-15. Elmer Kay.
McCoy-Crawley Co. Agr. Soc. Aug. 19-17. Steady Peterson.
Mitchell-Brown Co. Agr. Soc. Sept. 1-14. C. P. Harwood.
Miles-Annisette Co. Fair. Sept. 6-9. David Miles.
Miles-Rockwell Co. Fair Assn. Aug. 28-29. Madison Sage.
Morrison-Kearney Co. Agr. Soc. Sept. 11-12. L. G. Evans.
Osborne-Herr Co. Fair. Aug. 18-21. C. H. H. McPherson.
Osborne-Lyon Co. Fair Assn. Aug. 22-24. J. P. Mital.
Omaha-At-Barn-Live Stock & Horse Show. Oct. 5-12. J. J. Isaacson.
Ogden-Loup Valley Agr. Soc. Sept. 8-12. C. E. Mose.
Orleans-Richardson Co. Free Fair Assn. Aug. 22-24. G. F. DeFoss.
Osborne-Fair Co. Fair Assn. Aug. 26-28. Louis A. Harrison, Shelby, Neb.
Oshkosh-Fair Co. Fair. Oct. 5-7. Ed W. H. W.
Oshkosh-Pierce Co. Agr. Soc. Aug. 24-27. W. A. Boche.
H. Paul-Howard Co. Fair. Sept. 2-4. Charles Doherty.
Barnes-Barnes Community Fair. Sept. 9-10. L. G. Gray.
Barnes-Barnes Agr. Soc. Sept. 11-12. W. H. Westbrock.
Barnes-Barnes Co. Agr. Soc. Aug. 27-30. Clyde A. Hardin.
Barnes-Scenic Co. Fair. Sept. 4-7. C. G. Olson.
South Sioux City-Dakota Co. Fair. Aug. 22-24. Robert L. Voss, Dakota City, Neb.
Springfield-Barnes Co. Fair. Last week in Aug. Leslie S. MacGillivray.
Spartan-Logan Co. Agr. Soc. Aug. 23-25. H. F. Hutton.
Spartan-Stanton Co. Agr. Soc. Aug. 29-31. Irvine E. Post.
Stockville-Packer Co. Agr. Soc. Aug. 27-30. O. I. Johnson.
Strasburg-Ogden Co. Fair Assn. Aug. 27-29. H. Borch.
Tremont-Johnson Co. Fair. Aug. 18-23. D. A. Reswell.
Valerius-Cherry Co. Fair. Sept. 17-19. Ormie Wilson.
Walton-Barnes Co. Agr. Soc. Aug. 31-27. R. C. Anderson.
Walton-Thurston Co. Fair. Sept. 4-7. Alfred D. Hearn.
Walton-Douglas Co. Fair. Sept. 11-14. Robert Harrington.
Ways-Wayne Co. Fair & Agr. Assn. Sept. 4-7. Wm. E. S.
Weeping Water-Cass Co. Agr. Soc. Sept. 10-13. Frank Wood.
West Point-Channing Co. Fair. Aug. 24-30. Ed M. Baumgardner.
York-Little World's Fair. Aug. 19-21. Ed Voss.

Lodgeburg-Southwestern N. M. Fair & Live-Stock Show. Oct. 10-13. Nathan Black.
Lorington-Las Co. Fair Assn. Sept. 18-19. Bob McCarty.
Portage-McClellan Co. Fair Assn. Sept. 18-21. W. G. Vincent.
Naevy-Ransom N. M. State Fair. Oct. 2-5. E. K. Patterson.
Tucuman-Neway Co. Fair Assn. Sept. 18-21. Ray H. Smith.
ALBANY-ORANGE Co. Fair Assn. Aug. 21-Sept. 3. W. H. W. Mull.
Alton-Alton Fair. Aug. 13-17. Harry O. Horton.
Albany-Albany Fair. Aug. 17-19. Roy R. French.
Arapahoe-Allegany Co. Agr. Soc. Aug. 21-31. L. E. Sullivan.
Aron-Ogden Valley Breeders' Assn. Sept. 4-7. John Skerle.
Atlanta-Spartan Co. Agr. Soc. Aug. 20-23. William T. Saunders, Jellison Lake, N. Y.
Beth-Stubbs Co. Agr. Soc. Sept. 16-18. J. Victor Paukert.
Bavaria-Greene Co. Agr. Soc. Aug. 12-17. J. J. Williams.
Boysville-Berkeley Co. Fair Assn. Aug. 5-10. E. R. Harrigan.
Brookfield-Madison Co. Fair. Sept. 2-5. Clifford C. Craine.
Caledonia-Caledonia Fair. Aug. 6-10. O. H. Kniga.
Cambridge-Cambridge Valley Agr. Soc. Aug. 28-31. F. O. Houlton, Woodstock Falls.
Canada-Ontario Co. Agr. Soc. July 31-Aug. 2. Mrs. Jovetta D. Drey, R. D. 3.
Canton-Columbia Co. Agr. Soc. Aug. 21-22. G. W. Williams, A. Harlow.
Canaan-Canaan Agr. Soc. Sept. 15-20. William H. Goiding.
Canaan-Canaan Co. Agr. Soc. Aug. 19-21. Harry H. Tanner.
Dundas-Dundas Fair Assn. Sept. 17-19. L. F. Hendon.
Dunkirk-Chautauque Co. Fair. Sept. 2-6. C. C. Cain.
Elmira-Chemung Co. Agr. Soc. Aug. 24-31. J. E. Williamson.
Florida-Montgomery Co. Agr. Soc. Aug. 29-Sept. 4. E. J. Reynolds.
Gouverneur-Gouverneur Fair. Aug. 13-17. Bligh A. Dodd.
Hamburg-Lake Co. Agr. Soc. Aug. 19-24. J. G. Neilson.
Hemlock-Hemlock Lake Union Agr. Soc. Sept. 4-7. Glenn C. Bloditch.
Ipswich-Tremont Co. Agr. Soc. Aug. 17-19. Leon C. Rohrborn.
Kingston-Water Co. Agr. Soc. Aug. 21. E. W. Hathaway.
Lisle Valley-Chautauque Co. Agr. Soc. Aug. 22-24. W. W. Wilson.
Lockport-Snyder Co. Agr. Assn. Aug. 5-6. Edward Taylor.
Leicester-Leicester Co. Agr. Soc. Aug. 20-23. Cyril L. Strymer, R. F. D. 1 Turin, N. Y.
Malone-Malton Co. Agr. Soc. Aug. 18-24. H. H. Keller.
Melrose-Orange Co. Agr. Soc. Aug. 19-24. Alan O. Maddox.
Minerva-Minerva Fair. Sept. 2-22. Fred D. Baldwin.
Napier-Vassar Union Agr. Soc. Aug. 29-31. Leon Cornish.
Nassau-Nassau Co. Agr. Soc. Aug. 7-10. Harry Beckman, K. Schodack, N. Y.
New York-New York World's Fair. May 11-Oct. 31. Harvey D. Olshan.
North Chatham Co. Agr. Soc. Aug. 4-9. B. L. Linton.
Owego-Tioga Co. Agr. Soc. July 30-Aug. 2. Leon J. Finch.
Palmyra-Union Agr. Soc. Sept. 21-24. W. Ray Converse.
Parsippany-Vassar Co. Agr. Soc. Aug. 31-32. David W. Cook.
Rhinebeck-Dutchess Co. Agr. Soc. Aug. 27-29. Denron R. Frost.
Riverside-Sutton Co. Agr. Soc. Sept. 2-7. Frank M. Corwin.
Sandy Creek-Sandy Creek Fair. Aug. 15-18. Carl T. Moon, Paluzzi, N. Y.
Schuylkill-Rensselaer Co. Agr. Soc. Sept. 2-7. Carl W. Miller.
Syracuse-New York State Fair. Aug. 25-Sept. 3. Paul Smith.
Trenton-Union Agr. Soc. Oct. 2-4. J. Wesley Tunison.
Verona-Verona Agr. Soc. Sept. 11-14. Charles Warren, Beach, N. Y.
Wassaw-Wyoming Co. Fair. Aug. 26-28. Henry H. Wagonblum.
Watson-Delaware Valley Agr. Soc. Aug. 26-31. Paul C. Williams.
Watkinsville-Watkinsville Agr. Assn. Aug. 19-17. George Jarris.
Watutown-Jefferson Co. Agr. Soc. Aug. 20-24. Karl Malady.
Watkins Glen-Benjamin Co. Agr. Soc. Aug. 31-21. Alio Hirschman.
White Plains-Tri-County Co. Agr. Assn. Sept. 11-14. Mrs. John McAllister.
Whitney-Hatfield-Broncos Co. Agr. Soc. Aug. 6-9. Omer J. Brooks.
NORTH CAROLINA
Albemarle-Stately Co. Fair. Oct. 7-12. P. D. Patterson.
Asheville-Ballant Co. Fair. Week of Oct. 14. H. O. Barrett, Kinston, N. C.
Asheville-Randolph Co. Fair. Sept. 22-28. W. H. C. Cheek.
Asheville-Burcombe Co. Dist. Colored Fair. Sept. 1-12. E. W. Fessenden.
Asheville-Camp Co. Agr. & Indust. Fair. Sept. 18-22. C. R. Lewis.
Balfour-Carteret Fair. Sept. 30-Oct. 2. William L. Mitchell.
Dufflington-Burkington Community Fair. Sept. 20-Oct. 2. Dan W. Malone.
Cape Fear-Spartan Co. Fair. Oct. 7-13. Paul H. Waddell.
Charlotte-Southern States Fair. Oct. 14-18. Dr. J. S. Dorton.
Charlotte-Cherokee Indian Fair Assn. Oct. 1-11. J. L. Walters.
Charlotte-Somerset Co. Fair. Week of Oct. 11. W. O. Barrett, Kinston, N. C.
Durham-American Legion Durham Co. Fair & Tobacco Festival. Week of Sept. 28. Mel J. Thompson.
Elmore-Collins Free Fair. Sept. 1-4. Curtis Smith-Pittman's Agr. Fair. Sept. 20-Oct. 2. George R. Irey.
Fayetteville-Tar River District Fair Assn. Sept. 2-5. A. J. Gray, Box 220, Greensboro, N. C.

Payetteville-Cumberland Co. Fair. Sept. 20-Oct. 3. J. Alexander MacKeithan.
Ossipee-Wayne Co. Fair Assn. Week of Oct. 14. W. C. Demaree.
Orono-Pine Co. Fair. Oct. 14. A. J. Orry.
Orengo-Orengo Fair. Oct. 14-16. Norman V. Chamberlain.
Hampden-Yance Co. Colored Fair. Oct. 11-16. Brooks Hawkins.
Hudson-Union Fair Assn. Oct. 14-18. C. M. Night.
Hickory-Catawba Fair Assn. Oct. 1-6. John W. Robinson.
High Point-High Point Fair Assn. Sept. 23-24. O. E. Ingram.
Kinston-New Atlantic Fair. Week of Oct. 21. N. O. Hartless.
Laurens-Band Hill of Scotland Fair. Oct. 18-19. J. P. Newton, R. 1, Box 83, Laurel Hill.
Little-Spartan-Rowland Co. Fair Assn. Sept. 2-14. H. M. Harris.
Lexington-Davidson Co. Fair. Week of Sept. 16. Dave Lebeck.
Littleton-Littleton Fair. Week of Oct. 11. T. G. Walker.
Lenoir-Lenoir Co. Fair. Sept. 17-30. R. A. Redgrave.
Mebane-Mebane Six-County Fair Assn. Sept. 23-25. C. R. Farnell.
Monte-Union Co. Fair Assn. Oct. 2-12. M. H. Williams.
Montgomery-Airy American Legion Fair. Sept. 18-21. W. L. Sydnor.
Morphy-Cherokee Co. Fair. Sept. 24-28. A. O. Kellar.
North Wilkesboro-Great Northwestern Fair. Sept. 10-14. W. A. Becton.
Raleigh-North Carolina State Fair. Oct. 8-12. Dr. J. B. Dorton, Shelby, N. C.
Redville-Redville Fair Assn. Sept. 30-Oct. 2. Aaron Wetzel.
Rehoboth-Monckton Fair. Oct. 21-28. Norman V. Chamberlain, Greensboro, N. C.
Rocky Mount-Rutherford Co. Fair Assn. Sept. 11-17. F. E. Patton.
Spartan-Rowan Co. Fair. Oct. 7-12. Norman V. Chamberlain, Greensboro, N. C.
Spartan-Carroll Co. Fair Assn. Sept. 21-22. J. J. Williams.
Smith-Columbia Co. Colored Fair. Oct. 2-5. Rev. A. W. Foster.
Spartan-Rutherford Co. Fair. Sept. 17-21. F. E. Patton, Rutherford, N. C.
Spring Hope-Rock Co. Fair. Week of Sept. 23. Robert Brice.
Spruce Pine-Tar River Fair Assn. Sept. 10-14. W. M. Wilson.
Tartan-Monroe Co. Fair. Week of Oct. 27. Norman V. Chamberlain, Greensboro, N. C.
Troy-Robert Co. Fair Assn. Oct. 7-12. R. H. Bright.
Warsaw-Duplin Co. Agr. Fair Assn. Nov. 11-18. R. D. Johnson.
Washington-Braunton Co. Fair Assn. Oct. 7-12. F. T. McDowell.
Washington-Union Fair. Week of Oct. 7. K. G. Barthall, Kinston, N. C.
Williamston-Martin Co. Fair. Sept. 28. A. J. Gray, Greenville, N. C.
Wilson-Wilson Co. Fair. Oct. 21. W. H. Dunn.
Winston-Salem-Winston-Salem & Forsyth Co. Fair Assn. Oct. 1-5. G. O. McNeil.
Woodland-Roseboro-Chowan Fair. Week of Oct. 7. T. H. Walker, Lillington, N. C.
NORTH DAKOTA
Bottineau-Bottineau Co. Agr. Soc. Sept. 21-22. C. G. Jirikowicz.
Cando-Town Co. Fair Assn. June 27-31. Ralph Oester.
Carrington-Foxley Co. Fair. Sept. 11-13. C. D. Craver.
Cooperstown-Chippewa Co. Fair Assn. Sept. 11-13. J. J. Anderson.
Fargo-North Dakota State Fair. Aug. 26-31. Frank S. Tolsted.
Fussey-Wells Co. Free Fair. July 9-13. Ed W. Vancura.
Grand Forks-Burke Co. Fair. July 10-15. H. H. Baird.
Grand Forks-Divinity Grand Forks State Fair. June 24-29. Theo. H. Wells.
Hamilton-Princeton Co. Fair. July 16-20. Franklin Papp.
Jamestown-Siouxland Co. Fair Assn. July 3-8. E. W. Mashey.
Langdon-Gaveller Co. Fair. July 13-17. Dick Forster.
Wahpet-Tri-County Fair Assn. Sept. 9-11. Alvin Kriem.
MINN
Ashland-Ashland Co. Agr. Soc. Sept. 16-20. James B. Alshoff.
Aubrey-Aubrey Agr. Soc. July 31-Aug. 3. Harry S. Whitton.
Albany-Albany Co. Agr. Soc. Aug. 30-31. Herb J. Parker.
Aitkin-Aitkin Fair. Oct. 2-4. Carl H. Carpenter.
Berkley-Berkley Agr. Assn. Sept. 16-27. C. E. Lawton.
Bellevue-Bellevue Ind. Agr. Soc. Sept. 11-14. E. O. Kuchel.
Defoliage-Lodge Co. Agr. Soc. Sept. 17-20. C. E. Riffe.
Breas-Cass Lake Co. Agr. Soc. Aug. 11-12. William H. Kroesen.
Buffton-Buffton Agr. Soc. Dec. 4-8. Harry F. Barnea.
Cass-Cass Co. Agr. Soc. Aug. 20-Sept. 2. Charles H. Hill.
Oxley-Harrison Co. Agr. Assn. Sept. 31-12. Lance H. Berger.
Caledonia-Rice Co. Agr. Soc. Aug. 28-30. C. J. Lorena.
Candage-Candage Co. Agr. Soc. Aug. 28-30. Rev. E. L. Berg, Wauson, Minn.
Canton-Cotton Co. Agr. Soc. Aug. 31-Sept. 4. Ed S. Wilson.
Carrington-Carrington Agr. Soc. Sept. 23-28. T. W. Blazer, Detroit, O.
Chaska-Cincinnati-Hamilton Co. Agr. Soc. Sept. 11-14. Dr. J. Van Atta, Court House, Cincinnati.
Collins-Mercer Co. Agr. Soc. Aug. 11-14. C. W. Vale.
Crescent-McKays Co. Agr. Soc. Oct. 18-25. Grace Barrett Jr.
Columbia-Olio State Fair. Aug. 14-26. Win. H. Kinnam.
Columbus-Columbus-Allen Co. Fair. Dec. 12-20. T. M. Trevard.
Cohasset-Cohasset Co. Agr. Soc. Oct. 1-8. G. W. Gray, R. 1, Deussen, O.
Croton-Hartford Ind. Agr. Soc. Sept. 4-7. Glenn H. Slocer, Centerville, O.
Dapton-Montgomery Co. Fair. Sept. 2-5. R. C. Marney.

Delaware-Delaware Co. Agr. Soc. Sept. 17-21. L. W. Mackenzie.
Delphos-Alton Co. Agr. Soc. Aug. 30-31. Art O. Walker.
Deser-Tulcarawas Co. Agr. Soc. Sept. 18-22. C. H. Farber.
Easton-Trenta Co. Fair. Aug. 6-8. A. H. Moore, Concord, O.
Eggle-Lorain Co. Agr. Soc. Aug. 31-Sept. 3. R. J. Agate.
Findlay-Port Clinton Co. Agr. Soc. Sept. 4-11. Orville Crater, Seneca, O.
Findlaytown-Findlaytown Community Agr. Soc. Sept. 18-21. Ed Willis.
Fremont-Sandusky Co. Agr. Soc. Sept. 2-6. E. E. Sweeney.
Gallia-Gallia Co. Agr. Soc. Sept. 22-29. Melie McNealey.
Georgetown-Brown Co. Agr. Soc. Oct. 1-4. K. A. Quinlan.
Greenville-Darke Co. Agr. Soc. Aug. 18-21. E. B. Young.
Hamilton-Lake Co. Agr. Soc. Sept. 17-20. John W. Cochran.
McClintock-Delaware Co. Fair Assn. Aug. 29-30. M. H. Harrison.
Hilliard-Franklin Co. Agr. Soc. Aug. 16-19. W. G. Stanford.
Hillsboro-Highland Co. Fair. Sept. 24-27. W. C. Stanford.
Jefferson-Ashland Co. Agr. Soc. Aug. 18-20. E. W. Lampton.
Kalamazoo-Kalamazoo Co. Fair. Oct. 8-13. Ross A. Mallow.
Lancaster-Parkfield Co. Agr. Soc. Oct. 8-12. Maxwell W. An, R. R. 1, Baltimore, O.
Lepanto-Warren Co. Agr. Soc. Sept. 11-20. John T. Gorman.
Lima-Cass Co. Agr. Soc. Sept. 15-22. J. H. Sinding.
Logan-Hocking Co. Fair. Sept. 24-30. J. H. Barker.
London-Medison Co. Fair. Aug. 25-27. Fred L. A. Iversen, O.
Lorainville-Lorainville Agr. Soc. Oct. 1-2. Charles Bernhardt Jr.
Lousville-Schoto Co. Agr. Assn. July 28-Aug. 2. H. T. Caldwell, Portsmouth, O.
McArthur-Vinton Co. Agr. Assn. Sept. 11-14. Harry Smith, R. 1, Blue Rock, O.
Manchester-Richland Co. Agr. Soc. July 18-Aug. 2. M. D. Hale.
Marietta-Washington Co. Agr. Assn. Sept. 1-4. John Jones.
Marion-Marion Co. Agr. Soc. Aug. 29-31. James W. Hunsler.
Merrysville-Union Co. Agr. Soc. Oct. 1-4. H. A. Taylor.
Medina-Belmont Co. Agr. Soc. Sept. 4-7. W. A. Kinkead.
Middleport-Weiss Co. Fair. Sept. 11-12. Jack Hart.
Millersburg-Holmes Co. Agr. Soc. Sept. 2-4. J. G. Logsdon.
Maple-Adams Co. Agr. Soc. Sept. 1-4. Victor W. Leckhart.
Mount Cleburne-Morrow Co. Agr. Assn. Sept. 2-5. O. E. Smith.
Mount Vernon-Knox Co. Agr. Soc. Aug. 6-8. Harry G. Richards.
Napoleon-Henry Co. Agr. Soc. Sept. 29-30. James Murray.
Newark-Licking Co. Agr. Soc. Aug. 29-31. Keith W. Lowery, Bucyrus, La. Co.
Newark-Itasca Co. Agr. Soc. Aug. 13-18. Ed W. Washburn, Oremery Co. Agr. Soc. Aug. 7-9. J. P. El. Clair.
Ottawa-Lutson Co. Agr. Soc. Oct. 8-12. Joe L. Bricker.
Owen-Owen Co. Agr. Soc. Aug. 11-14. J. P. Thompson, Coradale, O.
Paintsville-Lata Co. Agr. Soc. Aug. 21-23. Charles J. Gray.
Paulding-Paulding Co. Agr. Soc. Sept. 19-20. Charles King Payne, O.
Phinton-Pike Co. Agr. Soc. Aug. 9-9. Frank C. O.
Plain City-Plain City Ind. Agr. Soc. Sept. 31-Aug. 3. J. L. Hill.
Tombop-Alexis Co. Agr. Soc. Sept. 4-7. Ray E. Olmka.
Troyville-Lafayette Co. Agr. Soc. Aug. 29-30. W. C. Frunton, O.
Randolph-Randolph Agr. Soc. Sept. 11-13. H. P. Hamilton.
Richwood-Richwood Fair. Aug. 8-9. F. E. Haly.
Ridgely-Berkeley Co. Agr. Soc. Sept. 4-7. William R. Duestler Jr.
Ridgely-Ridgely Community Fair. Sept. 4-7. Carl L. Wentz.
Sidney-Sidley Co. Agr. Soc. Sept. 11-14. Doc O. Harman, Box 81, Anna, O.
Springfield-Canton Co. Agr. Soc. Sept. 11-14. C. Harlow, Anna, O.
Smyrna-Tri-County Ind. Agr. Soc. Sept. 24-28. H. M. Fitch, Moorfield, O.
Somerset-Somerset Pampa Snow & Agr. Assn. Sept. 12-15. H. M. Abney.
Troyville-Troyville Co. Agr. Soc. Aug. 20-23. H. Bayer.
Toloso-Lucas Co. Agr. Soc. Sept. 15-18. Charles Glantz.
Troy-Miami Co. Agr. Soc. Aug. 19-14. E. O. Riffe.
Union-Spartan-Wyandot Co. Agr. Soc. Sept. 10-12. H. A. Hedges.
Urbana-Champaign Co. Agr. Soc. Aug. 4-7. John W. Yoder.
Van Wert-Van Wert Co. Agr. Soc. Sept. 3-6. Ed. Struck.
Washington-Harrison Co. Agr. Soc. Sept. 11-13. Harry Kahn.
Warren-Tumbull Co. Agr. Soc. Aug. 4-7. Donald H. Baker.
Washington C. H.-Fayette Co. Agr. Soc. July 22-27. George L. Gosard.
Washington-Co. Agr. Soc. Oct. 1-4. Orin Whiteaker.
Washington-Washington Fair Assn. Aug. 23-28. A. R. Egan.
Wickliffe-Jackson Co. Agr. Soc. Aug. 13-14. Charles H. Harwood.
West Union-Adams Co. Agr. Soc. Aug. 4-7. H. M. Satterfield.
Williamson-Clinton Co. Agr. Soc. Aug. 6-8. H. D. Fitching.
Woodfield-Clinton Co. Agr. Soc. Aug. 1-3. H. M. Harwood.
Woodsport-Wayne Co. Agr. Soc. Sept. 9-11. W. J. Boss.
Xenia-Orange Co. Agr. Soc. July 30-Aug. 2. Mrs. J. Robert Egan.
Zanesville-Muskingum Co. Agr. Soc. Aug. 15-18. Leslie W. Wilson.
OKLAHOMA
Ada-Ada-City Fair Assn. Sept. 8-14. W. H. Montgomery.

NEVADA
Elko-Elko Co. Agr. Assn. Sept. 11-12. Decal-Idaho.
Winnemucca-Humboldt Co. Fair Assn. Aug. 31-Sept. 2. Alvin Nelson.
NEW HAMPSHIRE
Orris-Sandwich-Sandwich Town & Orange Fair Assn. Oct. 2. W. Leroy White, K. Sandwith.
Conchocock-Centocock Valley Fair Assn. Sept. 24-28. L. A. Nelson.
Keegan-Cheshire Fair Assn. Aug. 27-29. Leo Voss.
Lancaster-Lancaster Fair Assn. Aug. 21. Leo E. Carroll, Southton.
Plymouth-Union Orange Fair. Sept. 10-12. William J. Neal.
Rockingham-Rochester Agr. Assn. Sept. 17-21. Ralph E. Carr.
NEW JERSEY
Egg Harbor City-Atlantic Co. Agr. Fair. Aug. 23-31. A. G. VanHouten.
Huntington-Pomfreeside Agr. Fair Assn. Aug. 27-Sept. 4. L. A. B. Alura.
Hickelton-Hickelton Fair. Aug. 14-17. Edward G. Bullen.
Trenton-New Jersey State Fair. Sept. 21-24. E. L. McCrea.
Teoy Mills-Morris Co. Fair Assn. Aug. 31-32. Kenneth E. Koenigsberger, Morristown.
NEW MEXICO
Albuquerque-New Mexico State Fair. Sept. 22-28. Leon H. Harrell.
Orosi-Corbis Rl-State Fair Assn. Sept. 23-28. A. W. Anderson.
Durango-Laoma Co. Fair & Live-Stock Show. Sept. 14-13. James W. Donaldson.
Farmington-Cortis Juso Co. Fair Assn. Sept. 6-8. L. H. Moore.

Alma-Jackson Co. Free Fair Assn. Sept. 10-12. Lani Hillis.
Alva-Woods Co. Free Fair. Oct. 3. George Lightfoot, Capron, Okla.
Anadarko-Cadco Co. Free Fair, Sept. 11-14. R. T. Cook.

Albany-Lima Co. Fair, Aug. 19-30. F. O. Mullin.
Albion-Columbia Co. Fair, Aug. 21-24. E. E. Mather, Okla.
Albion-Harby Co. Fair Assn. Sept. 13-15. Walter Powell.

Portland-Pacific Internat'l Live-Stock Expo. Oct. 8-12. O. M. Plummer.
Trinidad-Crook Co. Fair, Oct. 3-5. R. L. Reynolds-Dreches Co. Fair Assn. Sept. 26-28. Clara L. Gaitheers.

PENNSYLVANIA

Abbottstown-United Farmers' Assn. Aug. 20-24. O. J. Meckler.
Allentown-Allenland Fair, Sept. 17-21. M. H. Heary.
Arona-Scotts Valley Fair, Sept. 11-13. A. C. Brice.
Bedford-Bedford Fair Assn. Aug. 29-31. A. C. Brice.

Albany-Lima Co. Fair, Aug. 19-30. F. O. Mullin.
Albion-Columbia Co. Fair, Aug. 21-24. E. E. Mather, Okla.
Albion-Harby Co. Fair Assn. Sept. 13-15. Walter Powell.

Port Royal-Fairfax Co. Agrl. Soc. Sept. 3-7. J. H. Book.
Pottsville-Schuylkill Co. Fair, Sept. 2-3. Frank W. Beusman.
Reading-Reading Fair, Sept. 8-11. Charles W. Gandy.

Reading-Reading Fair, Sept. 8-11. Charles W. Gandy.
Red Lion-Red Lion Fair & Cattle Week, Aug. 28-29. R. M. Spangler.
Sellersville-Bellinger Fair, Week of July 15. Roland E. Fisher.
Springtown-McKean Co. Fair Assn. Sept. 7-9. J. A. Whitley.

RHODE ISLAND

Kingston-Rhode Island State Fair Assn. Aug. 21-Sept. 2. A. N. Peckham.
Andover-Anderson Fair, No. 4-8. J. A. Anderson.
Andover-Anderson Colored Fair Assn. Nov. 11-14. J. A. O'Connell.

SOUTH DAKOTA

Great Falls-Denit Co. Fair, Sept. 11-20. Fred Bergert.
Eigenston-Fair River Co. Fair Assn. Sept. 1-3. L. McColey.
Wichita-Franklin Co. Fair, Aug. 20-31. J. Paul Pierce-Stanley Co. Fair, Aug. 23-26.

Delaware-Hardeman Co. Colored Fair Assn. Oct. 3-3. W. M. Hunt, Grand Junction, Tenn.
Osage-Denton Co. Fair Assn. Sept. 23-24. J. L. Davlin.
Carthage-Carthage Agrl. Assn. Aug. 14-17. R. H. Robinson.
Gibson-Gibson Co. Agrl. Free Fair, Aug. 29-31. Guy B. Johnson.

TEXAS

Abilene-West Texas Fair, Oct. 7-13. Merle Driver.
Amarillo-Trip State Fair Assn. Sept. 16-31. R. H. Pinkney.
Bartlett-Bartlett Community Fair, Oct. 3-4. Robert G. Ford.

Crompton-Crosby Co. Fair AM. Sept. 17-19. Frank K. White.

Cuervo-Cuervo Turkey Trot. Nov. 11-17. J. W. Arnold.

Dallas State Fair of Texas. Oct. 2-30. Roy Ward.

Delton-Delton Co. Fair AM. Oct. 1-3. O. L. Foster.

Engle Lake-Columbia Co. Fair AM. Nov. 7-11. Ben H. Fisher.

Eastland-Eastland Co. Fair AM. Oct. 17-19. Frank L. Taylor.

Franklin-Robertson Co. Fair AM. Sept. 18-21. V. M. Hazlett.

Greenville-Greenville Co. Fair AM. Aug. 16-24. Claude Jones.

Hamilton-Hamilton Co. Fair AM. Oct. 10-12. M. F. Klock.

Haskell-Haskell Co. Fair AM. Sept. 15-24. T. D. Craddock.

Hempstead-Hempstead Co. Fair AM. Sept. 10-14. H. E. Van Horn.

Highland-Highland Co. Fair AM. Oct. 21-30. John T. Baldwin.

Jones Park-Walla Walla Co. Fair AM. Sept. 25-28. Mrs. R. E. Van Horn.

Jasper-Jasper Co. Fair AM. Oct. 15-19. J. Paul Hardin.

Jenison-Jenison County Fair AM. Aug. 15-23. H. E. Wright.

John Day-John Day Co. Fair AM. Oct. 5-8. O. A. Kowalski.

Lambert-Lambert Co. Fair AM. Oct. 10-12. Raymond L. Johns.

Leonard-Leonard Fair AM. Sept. 24-28. H. B. Blackburn.

Lewis-Lewis Co. Fair AM. Sept. 1-5. F. E. H. Dyer.

Liberty-Liberty Co. Fair. Oct. 28-Nov. 2. Milton Hays.

Linden-Linden Co. Fair AM. Sept. 31-36. W. B. H. Dyer.

Livestock-Livestock Co. Fair AM. Oct. 14-19. H. B. Martin Jr.

Lubbock-Lubbock South Plains Fair AM. Sept. 30-Oct. 2. A. B. Davis.

Madison-Madison Forest Festival. Oct. 7-13. M. E. Abernethy.

McKinney-McKinney Co. Fair AM. Sept. 24-27. W. Hammond Moore.

Maria-Highland Fair AM. Oct. 3-5. R. J. Hedden.

Marshall-Marshall Fair AM. Sept. 1-5. J. H. Kibbey.

McIntosh-McIntosh Fair AM. Sept. 18-21. W. W. Williams.

Midland-Midland Fair. Aug. 31-Sept. 2. J. H. Kibbey.

Monte Frio-Monte Frio Co. Fair. Oct. 1-5. C. L. Johnson.

Nacogoches-Nacogoches Co. Fair & Live-Stock Expo. Nov. 4-9. Joe L. Nock.

New Braunfels-New Braunfels Co. Fair AM. Sept. 17-21. M. F. Wittenborn.

Northland-Northland Co. Fair. Oct. 7-13. J. H. Kibbey.

Palmer-Palmer District Fair. Sept. 2-7. H. L. Baker.

Parish-Parish Garden Fair. Oct. 10-12. Bob M. Sanders.

Panola-Panola Texas Fair AM. Oct. 1-3. W. R. Morris.

Parish-Parish Texas Fair AM. Oct. 1-3. W. R. Morris.

Patton-Patton Fair AM. Oct. 10-12. M. F. Klock.

Perkins-Perkins Co. Fair AM. Oct. 10-12. M. F. Klock.

Perry-Perry Co. Fair AM. Oct. 10-12. M. F. Klock.

Powell-Powell Co. Fair AM. Oct. 10-12. M. F. Klock.

Rawlins-Rawlins Co. Fair AM. Oct. 10-12. M. F. Klock.

Reagan-Reagan Co. Fair AM. Oct. 10-12. M. F. Klock.

Reynolds-Reynolds Co. Fair AM. Oct. 10-12. M. F. Klock.

Rice-Rice Co. Fair AM. Oct. 10-12. M. F. Klock.

Rockwell-Rockwell Co. Fair AM. Oct. 10-12. M. F. Klock.

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Turkey-Union Agri. Soc. Sept. 17-19. Edw. R. Flint.

Abilene-Southern Va. Fair & Horse Show. Aug. 30-31. Ram Austin.

Adair-Adair Co. Fair AM. Oct. 2-4. L. H. Skiffers.

Bedford-Bedford Co. Fair AM. Sept. 14-24. Claude J. Overstreet.

Berryville-Berryville Co. Horse & Coll. Show. Aug. 15-18. A. B. Humber.

Birmingham-Birmingham Fair AM. Sept. 18-21. W. C. Celestini.

Charlottesville-Albemarle Agri. & Indust. Fair. Sept. 2-7. W. P. Carter Jr.

Chase City-Mecklenburg Co. Fair AM. Oct. 8-11. H. L. Easley.

Chatham-Chatham Co. Fair AM. Oct. 10-12. W. C. Shawen.

Corning-Allegany Co. Fair AM. Sept. 1-4. Thomas H. McCaleb.

Danville-Danville Fair AM. Oct. 8-11. E. L. Booth.

Dorchester-Dorchester Co. Fair. Sept. 18-21. K. Bruce.

Emporia-Emporia Fair. Oct. 18-19. B. M. Garner.

Farmville-Farmville County Fair AM. Sept. 18-21. H. H. W. Turner.

Fayette-Fayette Co. Fair. Sept. 17-21. Cecil E. Siler.

Galax-Galax Fair. Sept. 1-14. W. C. Robertson.

Halifax-Halifax Agri. Fair AM. Aug. 27-30. J. H. B. Jones.

Lexington-Rockbridge Co. Fair AM. Sept. 18-21. Curtis C. Humphreys.

Loring-Loring Co. Agri. Fair AM. Aug. 13-17. Amos Cave.

Lynchburg-Lynchburg Agri. Fair AM. Sept. 24-27. J. H. B. Jones.

Manassas-Manassas Horse Show & Fair AM. Aug. 11-12. James M. Baccus.

Martinsville-Martinsville Colored Fair. Oct. 1-4. O. D. Hensley.

Martinsville-Martinsville Colored Fair. Oct. 1-4. O. D. Hensley.

Mathews-Mathews Co. Fair. Sept. 2-7. R. W. Foster.

Orange-Memphis Fair. Week of July 4. T. H. Rouse.

Petersburg-Petersburg Va. Fair. Sept. 30-Oct. 2. J. H. B. Jones.

Radford-Radford District Fair. Sept. 9-14. F. E. Grayson.

Richmond-Virginia State Fair AM. Sept. 30-31. Charles A. Somms.

Roanoke-Roanoke Fair. Sept. 5-7. Carlton Penn.

Roanoke-Roanoke Colored Fair AM. Sept. 6-12. H. F. W. Williams.

Rocky Mount-Franklin Co. Fair AM. Sept. 24-27. H. P. White.

Southwest-Southwest Co. Fair. Oct. 10-19. W. W. Williams.

Staunton-Staunton Fair. Sept. 9-14. C. D. Rabbin.

Staunton-Staunton Fair AM. Oct. 27-31. H. C. Johnson.

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Canada

Alberta Alberta State Fair. July 31-Aug. 1. A. H. Brown.

Black Diamond-Black Diamond Fair. July 30-31. E. L. Richardson.

Calgary-Calgary Fair. Stampede. July 6-12. E. L. Richardson.

Cardston-Cardston Fair. July 17-18. C. M. D. Cameron.

Edmonton-Edmonton Fair. July 13-14. J. W. Abbott.

Lacombe-Lacombe Agri. Soc. July 27-30. J. H. Stewart.

Olds-Olds Fair. July 27-29. V. B. Jorkland.

Verulam-Verulam Agri. Soc. Aug. 1-3. J. C. McElbert.

British Columbia Armstrong-Interior Provincial Exh. Sept. 8-12. Mal. Haxson.

Abbotsford-Central Fraser Valley Fair. Sept. 6-7. K. E. Terila.

Astoria-Astoria Agri. Soc. Sept. 11. J. D. Broughall.

Chilliwack-Chilliwack Agri. Soc. Sept. 14. E. F. O'Shea.

Cobitis-Cobitis Agri. Soc. Sept. 11-12. T. W. Currie.

Coquitlam-Coquitlam Agri. Soc. Sept. 11-12. A. T. McCombs.

Courtenay-Courtenay Agri. Soc. Sept. 3-4. M. P. Albery.

Doe River-Doe River Agri. Soc. Aug. 23. Joe Crosbie.

Duncan-Duncan Agri. Soc. Sept. 2. R. G. B. Dyer.

Edgewood-Edgewood Agri. Soc. Sept. 17-18. J. H. Dyer.

Fort Fraser-Fort Fraser Agri. Soc. Sept. 7. Mrs. S. H. Gray.

Fraser Valley-Fraser Valley Agri. Soc. Aug. 18. Duncan Gray.

Fraser Valley-Fraser Valley Agri. Soc. Aug. 18. Duncan Gray.

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Fraser Valley-Fraser Valley Agri. Soc. Aug. 18. Duncan Gray.

Manitoba

Altona-Altona Agri. Soc. Sept. 8. J. C. Bawlsky.

Brandon-Brandon Agri. Soc. July 19. Mrs. E. J. Johnson.

Brandon-Brandon Agri. Soc. July 19. Mrs. E. J. Johnson.

Brandon-Brandon Agri. Soc. July 19. Mrs. E. J. Johnson.

Brandon-Brandon Agri. Soc. July 19. Mrs. E. J. Johnson.

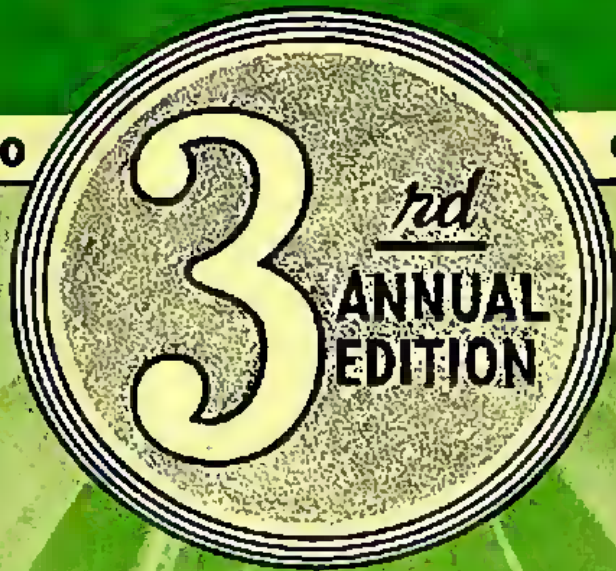
(See LISTS on page 67)

A SPECIAL SECTION OF

The Billboard

Section 2 - JUNE 29, 1940

CINCINNATI, OHIO



TALENT
FOR
OUTDOORS

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GEORGE A. HAMID

President

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*World's Outstanding
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New York
STEEL PIER
Atlantic City
FORT WORTH EXPOSITION
Fort Worth, Texas
RADIO CITY MUSIC HALL
New York
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Throughout the United States and Canada*

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Present the sure-fire variety show—the show they've heard and want to see—

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WHEN BAND LEADERS PICK TUNES... THIS IS WHAT THEY DO!

The Billboard



We see The Billboard break down of sheet music sales every week. When a number comes up on a regional list it's a sure bet that later on it will be a national best-seller.
GLEN GRAY

"TRIPLE CHECK" ON

The Billboard Song Popularity Guide is very valuable. I like particularly the way it shows how tunes are doing in different parts of the country. It fills a long-felt need in making up programs that will appeal not only to one sector, but all over the country at will.
BENNY KAYE



RADIO, SHEET-MUSIC, RECORDS



The Billboard "TRIPLE CHECK" on Song Popularity gives the band-leader an excellent index to songs that he should be prepared to play in the territories that he is booked.
AL DONAHUE

WILL TRIPLE YOUR "TAKE"

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TALENT *for* OUTDOORS

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A well-balanced program of attractions of merit, and especially something exceptional, will always draw the public and keep patrons talking. It is this word-of-mouth advertising that means good attendance over the entire season or for a specific period. The added revenue created thru increased attendance many times more than pays for the attractions.

Every place of amusement must be SOLD to the public—and real attractions, properly publicized and presented, will do the job. People will not stream thru the gates in large numbers of their own accord—there must be an incentive of some kind. Popular, thrilling and sensational entertainment is the means of solving attendance problems. Use it this year as you never did before and watch the gate receipts go higher and net profits grow larger.

In this, the Third Annual Edition of "Talent for Outdoors," The Billboard again presents the announcements of an array of acts and attractions that are available for Fair, Park, Celebration and Show engagements this season. On numerous occasions they have proved themselves to be good crowd pullers, and the buyers of talent as well as booking agencies will do well to investigate them all. Many are listed here at prices any park, Fair, Celebration or Show can well afford to pay. Book your needs now. Don't wait, and be too late to get what you want.

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Many other important commentaries from outstanding talent buyers appear in this section. Limited space does not permit indexing them all. A look at all the pages will reveal a multitude of ideas and suggestions for successful program planning.

THIRD ANNUAL EDITION

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Entertainment: King of the Fairs

Free Acts, Revues, Thrill and General Units, Fireworks and Spectacles, Rodeos and Wild West Shows, Vaudeville and Novelty Programs
Main Reason for Existence of Annuals

FEVER there was unanimity of opinion on the box-office value of a particular item or items to the whole wide realm of the show business, the attractions appearing in front of grand stands would seem to emerge No. 1 on the list. The place of the so-called free act as an instrument which magnetizes multitudes toward the outside gates and as a revenue-bringer directly on its own is beyond the point, however, where opinion and propaganda are the sole standards of judgment. The undoubted importance of the free act as one of the major departments at any fair, whatever the size and scope, is a proven fact.

Free acts, revues, thrill and general units, fireworks and spectacles, rodeos and Wild West shows, vaudeville and novelty programs and the like constitute the principal reason why many fairs, if not all, are able to exist. The high character of the entertainment represented by the foregoing, the complete absence of material, features or other elements held to be distasteful to the overwhelming majority of the fair-going public, are typical of the bills to be seen season in and season out at county, district, regional and State fairs on the North American Continent.

The grand-stand show and its brother entertainment-giver, the midway, are the two things which are looked forward to with great zeal and enthusiasm by the community. In a great number of cases, as pointed out in the authoritative testimonials spread throughout this Talent Section, menus offered at grand stands represent a type of amusement to be seen nowhere else in the community throughout the year. They become, therefore, a kind of priceless commodity. Wise fair officials guard this uniqueness with jealous care. To tamper or experiment with any phase of the show beyond normal and reasonable experimentation based on creativeness; or that which relates to anticipating or following a trend, has invariably resulted in failure. Fair officials look for more interesting color and costumes, better talent, more appealing settings and improved ways of moving and removing them; heightened speed in presentation, a more developed system of lighting and technical effects; better music, better balance, better fireworks, better units and better items in every department of grand-stand operations, including public-address systems. These requirements do not in any way suggest "tampering" or "experimenting."

Hundreds and hundreds of performers in every conceivable category and scores of technicians, producers, bookers and kindred functionaries combine to make up a huge army which receives most of its income from fairs. To them, the fair is big business and it is to their interest to deliver the goods or suffer the consequences.

The artists playing at fairs are constantly striving for individual and collective perfection, for the achievement of a reputation and for a sharper demand on their services as a result of their attainments. The fair, thru its public, must ultimately recognize merit and promise and express this recognition thru performer contracts.

That such recognition exists not only for performers in general but for Entertainment with a capital E in particular is evident by the parade of endorsements which brighten this section of *The Billboard*. In addition, we present the brief views, picked at random, of three fair managers from three of the outstanding "fair" States in America. Says

Harry Kahn, secretary of the Auglaize County Fair, Wapakoneta, O.:

"The first idea of a county fair is for the agricultural interests of the county and surrounding territory to display live stock in all forms. To this end the fair board offers premium lists for exhibitors and the winners get blue ribbons and highest awards.

"Naturally, these premiums involve quite a sum of money. Now the question is asked, where does this money come from? Any business man will tell you that the money received from county and State aid in Ohio will not cover the amount of premiums paid out.

"Other sources of revenue are concessions, gate and grand stand. In our case, greatest revenue comes from night attractions. In 1939, for example, which was not an outstanding year for us, our receipts from night grand-stand shows were three times as much as income from the day-grand stand, which had a fine racing card every afternoon.

"What does this prove? Only one thing—if you give your fair-going people real attractions they will come a long distance to see a night show. The success the Auglaize County Fair has had in the past did not come by chance. We were one of the pioneers in giving the public a different attraction each night and it has paid us real dividends. Night attractions are, in many cases, the life-saver of fairs."

Rose Sarto, secretary of the Ionia Free Fair, Ionia, Mich., puts it this way:

"In lining up our program we take

into consideration the fact that all people do not care for the same type of entertainment. Our experience has proved that good programs draw the crowds.

"Our night grand-stand show is the largest event in our week's activities. We play only State fair productions and in 1939 drew 44,776 people for the six nights.

"Our afternoon grand-stand program usually opens with a thrill-day show and last year it played to 3,000 people. From Tuesday thru Friday afternoons we have harness racing combined with outdoor aerial and stage acts. Our 1939 harness races included two events with \$1,000 purses—the only fair in Michigan which offered purses in this amount. Our attendance in the grand stand for the afternoon racing events increased from 14,732 in 1938 to 16,420 in 1939. Our Saturday afternoon program usually includes automobile racing.

"People like good clean entertainment. Give them all you possibly can for their money and you will have satisfied customers."

J. H. Peterson, secretary of the Clay County Fair, Spencer, Ia., makes the following comment:

"Cheapening of grand-stand attractions plays a large part in many organizations falling by the wayside. Our success in securing large crowds has been due in no small measure to the high type of acts and night revues purchased by this organization. It is our policy to buy the very best talent available after having previously witnessed the acts elsewhere or making a very thorough study of the reaction of certain acts

which have played at outstanding fairs.

"Sometimes it has been necessary to travel hundreds of miles to witness some of these numbers first hand, but I am of the firm opinion it is worth the effort.

"The question of budget arises each year. Once the attraction department steps down from the high plane established, that will be the turning point in the success of this organization. Patrons must obviously look forward to a production that equals or exceeds the one of the previous year.

"In short, the success of a fair hinges, I believe, pretty much on the class of attractions in front of the grand stand."

Grand-Stand Acts Vs. "Free"
By MIKE BENTON
President Southeastern Fair

Atlanta.

From my first association with the fair business I was puzzled about the words "Free Acts" in front of the grand stand, when the grand-stand admission charge was 50 cents, in addition to the regular outside gate charge to get into the fairgrounds. True, at that time the programs were costing \$10,000 and \$15,000, while the grand-stand gross for the fair seldom exceeded \$5,000, which would in a measure justify calling them "Free Acts."

As the grand-stand patronage continued to fall off, despite maintaining a quality program, we tried various means of drawing attendance and began by reducing the admission charge to 25 cents for adults, 10 cents for children. This only resulted in diminishing the monetary return, if not the actual attendance. The next year we tried a 10-cent flat admission charge and placarded the grounds with signs. The results were sadly disappointing and we actually thought of abandoning our grand stand during the fair.

The following year a prominent producer took over the grand stand on a percentage basis and staged a really wonderful show, but was way in the "red" at the end of the fair. The next year another equally prominent producer staged his show on the same basis, percentage of the gross, and wound up sadder but wiser.

It was then that I decided that I would make the grand stand "click" with the people or find out why. We bought good acts of various types and presented as good a show as had been bought at much higher prices in the former days and made them really "Free Acts." We placed "Free Admission" signs all over the grounds and at each outside entrance huge banners advertising free grand-stand show and the hours of performance.

We also make this one of the features of our publicity, both in country and city newspapers and on our billboard beginning months in advance of the fair.

The first year was an overwhelming success, and now, the fourth year, the crowds seeking entrance to the grand stand overflow the whole neighborhood onto the race track and surrounding hills. The comment has been indicative of the great amount of good will built up by the free grand stand, and in advertising value and increased attendance thru the outer gates the cost of the "Free Acts" is paid many times over.

We are not even thinking of going back to a paid grand stand.

Vermont Speaks for Vaude, Horses, Revues, Novelty, Autos, Fireworks, Thrills

By WILL L. DAVIS
President and Treasurer Rutland Fair

I am a firm believer in a high-class well-balanced vaudeville show, together with an outstanding harness-race program for the afternoon show. And for the evening a big revue interspersed with high-ranking specialty and novelty acts and a fireworks program.

This sort of program will, I believe, last for some time, altho it will receive stiff competition where the fair is located near a large city. The only regret I have about vaudeville is that not enough new acts are produced, especially novelty acts, which are severely lacking.

As to why I believe in the program as outlined, I shall have to cite our own case. Our evening show (with fireworks) not only pays for itself but for the afternoon show, bands and the like, and leaves a comfortable balance besides. That is the proof of my statement.

During the week our grand stand at night draws more people than the afternoon show. We always have one or two thrillers in our vaudeville program and one day out of each of our six is given over to auto races and dare-devil units.

As a final proof of our way of looking at entertainment I offer the following:

Total cost of operating 1939 fair	\$803,484
Cost of new grand stand	66,000

Total

We had the cash on hand to pay it all in full and have a cash balance of \$77,000 to start our 1940 fair. Furthermore, we do not receive any aid from the United States Government, the State of Vermont or from any other source.

This is one man's experience and one man's opinion.

Performers: Punch Packers in Parks

Flesh-and-Blood Acts and Attractions Presented Without Charge to Customers Are Payers of Dividends Whether There Is an Admission Fee Exacted at the Outside Gate or Not

THE amusement park, like the department store, consists of a series of staples or standard commodities. Chief difference is that the merchandise emporium is highly departmentalized in its physical layout. Some amusement playgrounds, however, also follow this line of physical apportionment, but the difference is not important. The shop has a main floor and many stories or levels. Departmentalization is necessary, but for the park it is not, being a matter of choice which in some cases has been influenced by expediency because the park was laid out in a particular way and adaptation is not always successful, aside from the fact that it may be too costly.

Another difference is that the store does not charge an entrance fee, while most parks do. The store does not wish to exclude or control customers, to keep out the "riff-raff," by imposing a tax to get within its walls. Every store is identified in the public mind with a price tag on its articles. Mr. and Mrs. Public, especially the latter, know whether it is catering to swank, middle class or the poor. Anticipation of price and value, as gleaned from paid display

advertising, acts as its own control. It is highly speculative whether the amusement park charges a gate admission to discourage undesirables or those with little money to spend or both. The question has been fought pro and con for many years without tangible result. The spot which asks a gate fee and gives little or nothing in return does not stay in business very long. Those which do not get a gate fee and give much nevertheless are probably on the right track, but this system must be backed by pay attractions of such a nature or in such abundance that they are able to offset the "loss" at the gate.

It is the park which has a gate admission and tries to justify it by free offerings that are reasonably good or better or even superlative; that is more or less typical of American amusement park operation. True, there are exceptions to all these categories cited, but it is the average park that is under scrutiny. Moreover, local conditions and habits have to be taken into consideration in a discussion of unconventional practices in amusement park operations. The store and the park—to carry out

the analogy—meet on virtually common ground when it comes to "free" attractions. For the store it is the so-called "loss-leader"—articles sold at cost or less. This technique is based on the principle of bringing the crowds within the walls so that they may buy other articles, the price of which includes profit that more than covers the "loss-leader." For the park the "loss-leader" is the free attraction. That the practice is good is proved by experience. Attractions presented at no cost to the customer who has or has not paid a gate admission do pay dividends.

Now for the park as compared to the store. The latter is in business for a

duration limited to 4 to 10 days. It is a kind of "must" annual event. On the other hand, the park period lasts from three to five months and is for that period subject to competition from theaters, roadhouses, public parks, free picnic grounds along highways, summer playhouses, world's fairs, bargain excursions, the automobile, the radio and, of course, from opposition amusement parks, where they exist in the same area.

It becomes obligatory to meet the attack with special bookings. No special booking has proved itself more effective than free acts, novelty attractions and units or vaudeville-type programs, not mentioning one-ring circuses. The choice also extends to fireworks spectacles (See PERFORMERS: PUNCH on page 8)

Free Acts and the Press; A Pair of Aces Hard To Beat Topnotchers of Little Value Without the Proper Publicity and Promotion

By HARRY J. BATT
President and General Manager,
Pontchartrain Beach,
New Orleans

The public—God bless 'em—are swell people when they're interested in what you've got.

That business of keeping 'em interested is the major problem of all amusement park operators, and we at Pontchartrain Beach give it our share of care, cash and concern.

We've found that the outstanding free acts of the country serve a double purpose: (1) They bring the folks out in droves and (2) they interest the press. But they flock out in droves only when the press is responsive.

resp publicity harvests because the press has come to think of them in terms of Pontchartrain Beach.

Booking outstanding free acts is more of a problem in New Orleans than in many other spots in the East and Midwest. It is a long jump in and out of the Crescent City. We try to keep our acts from two to four weeks, depending on their popularity, and we try to make their stay pleasant. By going a little out of our way to make them feel that their efforts are appreciated we find that the co-operation and good will of these acts mean much to us.

They're a pair of aces hard to beat—Free Acts and the Press. If you can keep them both interesting and interested the public and its cash are yours.

Acts Give Parks Something Different To Talk About, Bringing Repeats

By A. B. McSWIGAN
President, Kennywood Park, Pittsburgh

Free entertainment of some nature, whether it be spectacular "dare acts," ground acts or acts primarily intended for indoor stages, is a necessary activity for any amusement park.

With the restless public's constant demand for something different, amusement parks are not in a position to satisfy this urge nearly as well as a theater with its whole new program each seven days or more often. Merry-Go-Rounds, Coasters and flat rides, representing important money outlay, cannot be scrapped after several seasons' usage. Thus the amusement park becomes composed of features that are their economic necessity relatively permanent, despite the fact certain patrons might eventually lose the allure these devices formerly had for them. A good portion of the park's patronage, it is said to relate, consider an annual visit to the amusement park quite sufficient, and fortunate indeed is the park that can survive with repeat business as infrequent as once a year.

So with fixed amusements which were once in themselves all that was needed to attract to the park, it seems now interest can be injected with a change of entertainment not of the riding device variety. Each week a new thrill act or show is presented and each week the park has some-

thing different to talk about to create renewed support.

Parks with good free entertainment are coming to the realization that their costly riding equipment is only secondary in the minds of a great many patrons who actually are enticed to visit the park because of a thrilling aerial exhibition, a very amusing and novel stage presentation, a good fireworks show or a popular dance band giving a free concert. Then once pleasantly entertained thru any or several of the features enumerated above, the patron willingly lingers to enjoy the rides, buy popcorn, refreshments, the dancing or whatever else there is to offer.

Important parks are giving consideration to spectacular fireworks shows embodying elaborate tableaux, music, lights and gorgeous aerial finales, representing expenditures in three or four figures. Used as opening or closing events of the season, it is not difficult to visualize the amount of good a decidedly strong show will bring about.

No amusement park is too small to afford free entertainment, and parks with gates, all the more, should give patrons in exchange for the gate admission fee something more than the privilege of spending money on the park's regular pleasure devices.

An Opening and Closing "Blitzkrieg" Weak Periods at Beginning and End of Season Built Up by Combination of Free Acts and Fireworks

Of course, topnotch acts can be of little value without the proper publicity and promotion. We back all of our acts with a generous advertising budget. That's important both from our standpoint and that of the press. Secondly, we maintain a full-time press agent—not just an ex-newspaper man out of a job.

Annually we have the newspaper men and photographers in a cordial get-together, make them feel that they're always welcome at Pontchartrain Beach. As a consequence they have come to look upon the opening of our new acts as they do upon the opening of new shows, which are covered by press and photographers.

Between act openings we try not to let a week go by without some special promotion. Last season a high-wire act merited column after column of space in all papers with a "Wedding on the Wire," an aerial bicycle act captured five columns of extra space with an interview with one of the town's ace feature writers. And a bicycle pageant tied in neatly with his act. Our bathing "revers," Mothers' Day, Fourth of July and Labor Day all

are staged the opening 10 days and the closing 10 days of our season. In between we depend on parties and good weather for regular patronage.

Most of the attractions we have used have been built around fireworks. We have played such fireworks spectacles as *Last Days of Pompeii*, *Rome Under Nero*,

Cincinnati, *Bagdad* and many others. At other times we went in for *Rodeos* and *dare-devil* units.

For the last three seasons, however, our closing show has been a combination of free acts and fireworks and we billed them as "Festival of Light and Dare-Devil Acts." The acts consisted of three or four outstanding artists. These shows have created a nice park business for us at a time when we would ordinarily

be falling off to practically no business at all.

Our experience with this idea for the last 10 years has been most satisfactory. In fact, it was because of our success with shows in the fall of the year that we decided to put on the show, "Watercress," at the beginning of the season, another weak period for us. We tried this idea for the first time last year and again the past spring, and we trust, with the right publicity, that we can educate Cincinnati patrons to the spring show just as we did to the one staged in autumn.

Our shows represent considerable expenditure, as we try to buy the best acts and shows available. With so much money involved in the show itself, I feel it is most important to spend an additional sum of money for newspaper, radio and outdoor advertising to let the people know what we are offering.

Justifying the Gate with Punch Program

Free Acts of Unlimited Appeal Play Important Part in Amusement Park Operation

By REX D. BILLINGS
Manager, Belmont Park

Montreal. To my mind there is not the faintest doubt as to the importance of so-called free acts in amusement park operation. This is because I sincerely believe the day is past when a park can merely open its gates with the expectation of maximum attendance, with patrons bringing in and presenting the shekels on a silver

platter. We got away with this before the advent of palatial and air-conditioned theaters, automobiles in almost every family wiping out distances, and juke boxes which provide name bands for group dancing for a nickel along with 12 ounces of beer for a dime. Of course, it makes it nice if a park has an established gate admission to absorb

the cost of acts and the exploitation thereof and at the same time screening out undesirable. But far be it from me to get park owners and managers all excited by making the flat statement that any park can apply an admission if backed up with a strong set-up of acts, because this might not be true in all cases. However, gate or no gate, I insist that the right kind of acts will more than pay their way.

Some managers have told me that a free-act policy does not pay. When asked as to what kind of attraction they used the reply has invariably explained the result. In fear and trembling they had gone only part way, in unfair policy in almost any branch of show business, by booking innocuous presentations with limited appeal and no punch. It is a far cry from buying for a theater to selecting the sensational outdoor attractions applicable to and so necessary for a park and therein lies the answer.

There is a variety of thrilling acts designed for our business which, if properly blended into a season's program, will at least directly return the investment, and if they do no more than that, will certainly be well worthwhile. If a given park is getting an average gross return

of 50 cents per capita and has an operating net of 25 per cent, then an additional weekly attendance of 4,000 will pay for the most expensive of the foregoing. Reasonable, isn't it? And just think what such a policy is bound to accomplish in keeping your park out in front!

PERFORMERS: PUNCH

(Continued from page 7) acts, animal shows, Wild West offerings and the like. Some amusement parks are able to get a small admission for reserved seats, but the free character of the presentation is still its most alluring quality.

Most of the competitive brackets enumerated above are present in every community, large or small. If this competition did not exist as a real force we would not find parks in small and medium-sized communities engaging the top attractions they can obtain, and doing this year after year. That amusement parks in metropolitan areas must meet the attack on a proportionate scale is attested to by the special studies made on the subject by expert park managers and entertainment buyers in such large centers as Pittsburgh, Montreal, New Orleans, Cincinnati and Fallsdale, N. J., just across the river from New York City. These treatises are part of the amusement Park Talent Section.

And so, Mr. Manager, pack a punch in your park with performers. It's a punch with profit, too.



STUART ROBERTS TROUPE

COMEDY AERIAL HORIZONTAL BAR ACT

An Outstanding Attraction for Parks, Fairs and Indoor Engagements.

An Act That Is Amusing, Pleasing, Sensational and Tops in Entertainment.

A First-Class Combination of Aerial Bars and Trampoline Net.

FOR OPEN TIME WRITE

STUART N. ROBERTS 1027 ELMWOOD ST. PORT HURON, MICH.

Revues, or How To Keep Out of Red

By CHARLES W. GREEN

Secretary-Manager, Missouri State Fair

Secalls.

Season in and season out, the grandstand show continues to hold its secure place in the hearts of the fairgrounds public. There is simple reason for this, for to many, and perhaps to most, of its customers it represents the most elaborate stage entertainment that they buy during the year. Because the grandstand revue clings to this place of permanence does not mean, however, that it must not keep up also with the pace of progress set by the rest of the show world.

It is my personal belief that the smart buyer of the outdoor revue is more completely sold on the idea of more elaborate and more intelligently staged productions than ever he has been in the past. And buyers are not sold without good reasons in these times. Revues are, in the final analysis, that ticket sales represent, the primary cause of the fair manager's night crowds; and I say that with full regard and with no lack of respect for the other attractions upon his grounds.

Two things I would suggest to the producer who would create a show to gladden the heart of every fair manager: Give us a show with a well-built continuity, and (as far as I am concerned, at least) throw in a theme song—a good one. I admit I would stress this theme-song idea. I have seen revues with them and return without them; and I have repeatedly noticed the number of people that take the theme song away with them—humming, whistling, singing it. In the entertainment purchase, he has bought that song represents something a contented purchaser can wrap up in his memory and take away with him.

Keep the background—your infield—free of unrightly chutes and stands and fences. Don't let the contraptions left from the day programs ruin the glamour and illusion that you spend good money on and which your producer buys elaborate sets to create. The patron has come to see a thing of beauty, not an eyesore.

With a final emphasis, I do want again to say: Don't under-rate the potentialities of your grandstand show. Do be prepared to make the most of its possibilities. Only a good show, a fresh show,

a show on which your budget has been intelligently spent, a show out of which the patron gets his money, penny for penny, can bring you in receipts of the kind that help keep your fair out of the red.

Program Balance Very Important

By E. L. VINCENT
Secretary, Kossuth County Fair

Algona, Ia.

I consider the subject of grandstand attractions one that should be given a great deal of consideration by fair boards or their attraction committees. To me, a very important point when buying the show is that it be well balanced, an otherwise good bill being easily spoiled by similarity in acts.

In this connection I think committees often make the mistake of insisting that a certain act or acts be included on their program; whereas if this were left largely to the representative of the booking office, a better show would be produced. It is in the booker's interest to sell the best show possible. It is a business to which he is supposed to give intelligent attention the year round.

A good master of ceremonies is invaluable on the program; this being especially true at the night show, where there are necessarily delays between numbers caused by property shifting.

For fairs which do not use revues, night shows' effectiveness can be enhanced by the use of a curtain or backdrop. This eliminates the bareness which so detracts from stage acts. For the finale, nothing, in my opinion, equals a fireworks display, even tho it is for only a few minutes' duration.

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NOTE: To all indoor shows, Shrine Circuses and Agents. This act will positively be ready in November, and at present we are not contracted or obligated to anyone for this new attraction.

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WRITE TO

LEONARD TUMA

Business Agent and Bookers

3040 Bluffdale Ave., So., Minneapolis Talent Club, Minneapolis, Minn.

Profitable Grand-Stand Operation Depends on Varied, Balanced Bills

Night Fair, With Resultant Elaboration in Grand-Stand Offering, Emerged When Distances Were Bridged

By HON. SAMUEL S. LEWIS

President and General Manager, York Interstate Fair (Lieutenant-Governor of Pennsylvania).

York, Pa.

The primary purpose of the annual fair is education, the plain fact is that entertainment is absolutely necessary to keep it alive. The accuracy with which fair management gauges the changing entertainment appetite of a fickle public is the measure of their success.

Each succeeding year it becomes more difficult to obtain grand-stand attractions which will be of interest and entertaining. It was different in the horse-and-buggy days. Then fair patronage was limited to residents within the comparatively short radius fixed by ability to drive to the fair and return home the same day. Horse racing and a singing orchestra filled the grand-stand bill. There was no night fair.

With the coming of the automobile the radius of attendance was greatly extended and it no longer was necessary to start home early. And so came the night fair. As the machine replaced the horse in city and country, automobile racing came into the entertainment picture. Even on the fair race track the horse is today fighting for his existence.

The earlier days of the automobile were the heydays of vaudeville. Fair management could select their attractions from a limitless variety of artists and acts. It was just too good to last. Along came radio and the movies. Out went vaudeville, and even a number of circuses.

Today's fair management must provide from a greatly restricted field, a

quality of entertainment to compete with the talent controlled by the great financial resources of the radio and the screen, and made available the year round to everybody everywhere.

Even the big carnival companies have complicated the fair management's grand-stand entertainment program by providing shows of a caliber to rank as counter attractions, besides offering free acts of the sort that used to be first-rate grand-stand thrillers.

Profitable grand-stand operation today, I believe, depends on our providing varied and balanced programs of such quality as our patrons could see only in the largest centers of population. Horse racing and high-grade vaudeville are time-honored grand-stand attractions that still have their place. But along with them we must have such additional features as automobile racing, thrill days, and revues and fireworks at night.

No one of these is enough by itself. Fair management recently, for example, have had sad experience from devoting the entire grand-stand entertainment to name bands. The greater the name the more likely it is that both radio and movies have made it commonplace.

What we must have before the grand-stand is variety. To provide this variety, of such quality and originality as to merit patronage, calls for the best co-operative effort of fair associations, carnival companies and booking agencies.

What About the Actor?

Gaining His Good Will Important to Free-Attraction Program

By J. V. FAUCETT

Secretary Steuben Co. Agr. Soc.

Bath, N. Y.

The free-attraction program plays an important part in the county fair of today. It offers the public a different type of entertainment than it is accustomed to during the other part of the year. It offers real flesh-and-blood entertainers—a welcome change from the radio and the movies.

The patrons of the fair come from all walks of life and therefore it is essential that provision be made for a program of varied types of entertainment. In our own case we keep four general types of acts in mind when arranging a program:

1. Thrill.
2. Comedy.
3. Vaudeville.
4. Musical.

I believe that personal contact with the acts during their engagement aids materially in having the program run smoothly. As a rule, acts desire to cooperate with the fair in every way possible if they only know what it is the fair wants. In 1938 it rained all during fair week and on the last night, just be-

fore show time, we made the best of things and put on the bill as best we could under the circumstances. Our high acts insisted on working in the rain. We wouldn't permit it, however, because of the dangerous condition of the apparatus.

Last year we played to full stands all week and on our big night we had the S. R. O. sign out before the show opened. The acts themselves suggested putting on a second performance to accommodate those who were unable to get into the stand. This came without any suggestion on the part of the management and it meant nothing financially to the acts, because they were bought outright for the week and not on percentage.

The people in the acts are just as human as anyone else and, I believe, a lot more like "real people" than most of us, and like to be treated as such. When the fair secretary or attraction manager comes to realize this it will bring about a better understanding between the acts and the fair and will tend to produce better programs.

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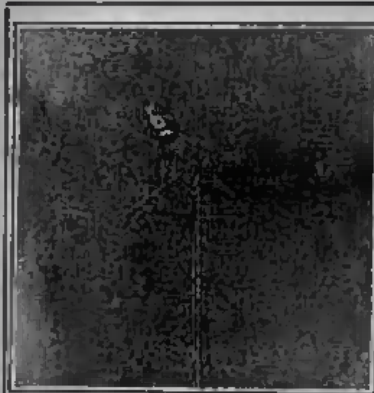
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Do Dance Bands Fit Into the Fair Scheme?

Some Executives of State and County Annuals Are Strong for Them, Others Not.

The controversial question of whether the dance orchestra fits into the county and State fair scheme has been argued for several years, and particularly during 1939, after the events using name bands were held, as well as at present, before the annuals unfold. In the articles and brief opinions which follow authoritative fair officials have their say. The contribution by Paul Smith is under the heading, "Bands and Allen Oop!—We Love 'Em Both."

By PAUL SMITH

Director New York State Fair

Syracuse.

Here at Syracuse we can see no fight between bands and circus, vaudeville and hippodrome acts as attractions for the New York State Fair, or, in fact, for most fairs. Both have their rightful places we believe—and they stay there, the dance band indoors in the Coliseum, the circus, hippodrome and vaudeville acts outdoors in front of the grand stand.

Dance bands naturally are intended primarily for dancing, and that is what they are used for at Syracuse. The \$500,000 State Fair Coliseum, with its terrace floor, is ideal. Decorated tastefully and lighted specially, it offers the ideal intimate yet wholesome atmosphere so necessary for enjoyable dancing.

Since their introduction as a State fair feature, they have proved popular—and what's more, have paid off. Meanwhile circus, hippodrome and vaudeville acts have continued to hold their own in front of the grand stand. Their easy vision makes them ideal as grand-stand attractions. This easy vision is due to the fact that many are aerial acts of a thrill nature, requiring giant, impressive riggings and because, in the main, they are acts which stress broad pantomime. Their basic variety also makes these acts ideal attraction fare. They appeal to all ages and to all types of people. And the grand stand attracts people of all ages and types.

Dance bands appeal mainly to people between the ages of 17 and 27. To be sure, they have some appeal to people of other ages, but it is within that 10-year period that dancing interest is the greatest.

There is one other strong appeal which circus, hippodrome and vaudeville acts have which enables them to blend in so well with the grand-stand program. They can be interspersed easily with harness-horse racing, and when this is done the program has a definite circus-like variety which is pleasing to fair patrons.

Unlike dance bands, which would suffer under the glare of the sun, the acts show up just as well in the daytime as they do at night. This is because of their basic nature. Too, their general speed is more in keeping with the pace of the grand-stand program—the harness-horse races, etc. And also most circus acts can work in rain, whereas a dance band, requiring covering, would have to fold up.

Our biggest problem in the selection of attractions is in picking the most popular dance bands. And this is not easy. By comparison the selection of acts is simple. It is difficult to determine three or four months in advance just which dance bands will be the most popular when the fair rolls around, and unless we guess right we stand to lose.

Ten far we have been fortunate. In 1939, for instance, we picked Guy Lombardo to head the list of bands for the week. He packed them in; other bands trailed away behind him, altho playing to good business. Last year we again picked Lombardo but also bought Glenn Miller, among others. It was a fortunate buy. Believing that Lombardo's popularity in the Syracuse area would remain the same, we charged \$1 as general admission for his appearance. For Glenn Miller general admission was set at 75 cents.

We were amazed when Miller drew 5,102 general admissions and Lombardo only 1,500. It wasn't the difference in general admission price which accounted for the startling difference. It was just that Miller was on his way up, building to a new high in popularity and he was rated tops by the dance enthusiasts at that time. Miller was just as surprised as we were. It was the largest crowd he had ever drawn.

By Ethel Murray Simonds

Muskogee, Okla.

Name bands at present have a great appeal, especially to the younger people. These bands are more popular in some localities than in others. While they have proved quite popular as well as profitable at Muskogee, they probably would not have the same appeal at other fairs.

In my opinion, each fair has its own problems to solve and attractions should be obtained that satisfy the public in that particular locality. Some prefer name bands, high acts and revues; some hillbilly bands, rodeos, etc.

On one occasion, when we thought we would dispense with high acts, one visitor went to the box office demanding his money back because "there isn't no trapeze." The visitor had come to see that kind of an act. The others did not please him even tho they were outstanding.

For the last two years we have used name bands at our grand stand and night club and the general demand is for a name band again.

By FRANK H. KINGMAN

Brockton, Mass.

I believe that fair secretaries have never felt that the name band, which entered the fair entertainment field only recently, would replace any other type of attraction at the grand stand. If a budget will permit, I believe that a name band, when used either to play the grand-stand show throughout or for a limited time, then switched elsewhere, should be considered an important part of a grand-stand program.

In the case of the Brockton Fair, we have been financially successful with name bands for two years as part of our grand-stand show, but with them we have had name acts and a line of girls. In other words, we have presented a balanced show.

I believe that every fair, in making an entertainment budget, should have as its first policy that of at least balancing the budget and preferably showing a profit.

By CHARLES W. GREEN

Seaside, Mo.

The question of name bands roars on, unsettled, into the new season with all the vim and vigor with which it flailed

last year. Our Missouri State Fair staff spent some time and travel money last summer, after our own fair had closed, studying these name-band affairs as they were represented on the grounds of other Midwestern fairs. We reached the same conclusion that most everybody else has: Name bands click in every place and in some places they don't.

If we had to pick a forecast for this season it would be that a semi-name-band policy will dominate at most of those expositions in the Middle Western region which place a strong accent on band revenues.

By WILL L. DAVIS

Atlanta, Ga.

The name bands, with their specialties, have their place in the theaters, hotels, restaurants and large ballrooms, but I cannot see them taking the place of a

well-balanced vaudeville show, big revues, harness racing and fireworks as outdoor entertainment at fairs.

By RALPH T. HEMPHILL

Oklahoma City, Okla.

No one outstanding feature will attract and hold the masses. A name band can probably help, but cannot alone get the job done.

By HON. SAMUEL S. LEWIS

York, Pa.

Fair managements recently have had sad experience from devoting the entire grand-stand entertainment to name bands. The greater the "name," the more likely it is that both radio and movies have made it commonplace.

The Hoosier System

Offering Fare Which Cannot Be Seen on Other Stages

By HARRY G. TEMPLETON
Manager Indiana State Fair

Indianapolis.

My experience as manager of the Indiana State Fair has taught me that the public must have the best kind of entertainment in front of the grand stand of the type and origin that cannot be seen in a theater on the stage, and it must be of the highest type that can be purchased.

I might say that we try to have something a little different the first three days until the fair is well under way. In the afternoon we probably have one of the finest race-horse programs in the United States. Last year we put up a little better than \$55,000. We have no trouble whatsoever in selling our grand stand, out every day of the races. The races start on Monday, Labor Day, and run until Friday, the last day of the fair.

At night, starting on Sunday, we present the highest type of entertainment that we can buy, such as a big revue—something that cannot be seen in a theater. We wind the evening shows up with about 5 or 10 minutes of fireworks.

On Friday night admission to the grand stand is free to all the Boy Scouts of Indiana and to all the vocational agriculture boys and girls, consisting of the 4-H Club members. The entertainment is put on by the Scouts and the

4-H Club.

On Saturday night we have always played to a capital house with a rustic-type show from radio. The entire program lasts from 6:30 in the evening until past 11 o'clock. This is a good drawing card for the Indiana State Fair.

We have found that Sunday afternoon is a good time for Thrill Day and we purchase the best thrill show that we can buy. We have been able to make a sellout in the grand stand on Sunday afternoons. In fact, our grand stand was sold out at nearly all performances last year, both day and night. Twelve thousand people can be seated in our grand stand and bleachers.

We do not believe in holding up the people for admission into the grand stand when they come to the fair, as they have to pay to get in the outside gate. Last year we had 412,305 paid admissions at the outside gates for the eight days.

We make our prices reasonable for the grand stand and coliseum. Our grand-stand prices for the afternoons, except Sunday, run from 50 cents to \$1 and on Sunday afternoon and every night from 25 cents to 75 cents. Two small sections up in each corner are 25 cents. Our coliseum prices run from 50 cents to \$1.50 for the Horse Show.

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Act Pull Shown at Gates Decline of Flesh Shows in Theaters Makes Public Hungry for In-Person Shows in Parks

By JACK AND IRVING ROSENTHAL
Owners, Palisades Amusement Park

Palisades, N. Y. — One of the prime considerations in the amusement park business today is to give the public good value. The problem isn't entirely solved when you decide to give the public quantity. The next and probably most important aspect of the problem is to give the public what it wants. Despite or perhaps because of the radical decline of flesh shows in theaters throughout the country the public seems to be hungry for in-person shows. For this reason we have always adhered to the policy of two-a-day vaudeville or free-act shows.

With a careful selection of varied type acts we are convinced that we draw people, and the pulling power of different acts has been felt in our gate receipts. The acts which pull the best are, we have found, the thrill type. Particularly good are those which have appeared in newsreels. In many cases we are able to secure newsreels of our own, taken on the first day of an act's appearance and released while the troupe is still working at our playground. This has invariably tended to increase an act's draw considerably. In the last few years we have augmented our regular free-act show with

name bands. Besides their appearance on the stage we have used them to play for free dancing at our open-air pavilion. In this way we feel that they have been of value to us in drawing the younger set. In the carrying out of our band policy, however, we have never cut down our thrill-act show, merely augmenting it with the music.

Another important factor in putting on a free-act bill at an amusement park is the time element. It is vital that the best time is chosen for presentation. At Palisades we have discovered that the best starting periods are 4 p.m. and 10 p.m. The 4 o'clock time has been selected because we feel that it holds our pool and picnic crowd a little later and may entice a few extra dimes. The last show holds our early crowd a little longer and still clears the way for a good night's business.

After six years' experience at Palisades we feel sure that our scheme of attraction types as well as performance time is right for us. It took us time and effort to discover just what was right, but now that we've discovered the formula we'll stand by it until someone can show us something better.

Agriculture the Excuse, Acts The Money in Fairdom's Set-Up

By ETHEL MURRAY SIMONDS
Secretary-Manager, Oklahoma Free State Fair

Muskogee. — It takes all kinds of people to make a world and all kinds of entertainment to please fair patrons. We have found that acts which please some people will not please others. We try to appeal to the masses and secure what we think will attract the majority.

Attractions, as with every other fair feature, must advance with the times because fair visitors are ever demanding something new and different. In this day and age, with modern methods of transportation, communication, radio and advanced arts and sciences, it is a problem to satisfy the increasing demands of pleasure-loving people.

The fairs of today are among our most valuable educational institutions and amusement centers—they could be classed with our colleges and universities from an educational viewpoint. They have increased in value each year after surviving the trying times of the last decade—coming thru with flying colors. High-class attractions have done their part in pulling them thru for at fair time people are ready to lay down their cars and enter into the harvest and carnival spirit and enjoy the amusements to the fullest.

The primary excuse for fairs is agriculture, livestock and education, but it takes attractions to draw the crowds.

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ACCOUNT OF DISAPPOINTMENT. HAVE A FEW GOOD DATES OPEN

Revue and Special Days

By E. E. IRWIN
General Manager, Illinois
State Fair

Springfield.

It has been our experience that grandstand attractions should be varied so as to appeal to visitors in general. For a night attraction, I don't think anything will compare with outstanding outdoor parties offered by leading booking agencies. I don't think the average fair secretary or fair board can possibly buy acts here and there from different agencies and ever build as nice and well balanced a show as it is possible for

these better agencies to give you in a complete outdoor revue. Executives of several of the agencies have been in the business virtually all their lives and can really produce a perfectly balanced show that appeals to old and young alike.

For an afternoon attraction you should, of course, have a Thrill Day, Auto Races, Day, Motorcycle Race Day and, by all means, four or five days of good harness racing or running races or both. In this way you give your visitor an opportunity to see a show that appeals to him regardless of his station in life.

The foregoing statements are made with the understanding that your fair will hold in its Collection a Society Horse Show. If you do not have such a show you cannot hold a well-balanced fair.

I think all fair secretaries and fair boards should realize that it is not the type of show they personally like or dislike that counts. The show they should have is the show that their visitors will pay to see.

Six-Point Attraction Bill as Based on One Man's Experience

By FRANK H. KINGMAN

Secretary Brockton Fair and International Association of Fairs and Expositions

Brockton, Mass.

In the spring I visited the secretaries of 18 of our largest fairs from the Atlantic Coast to the Rockies and from Texas to the Canadian border. A major purpose of this trip was to study grand-stand entertainment.

I believe that fair patrons are hungry for and will patronize good entertainment. Numerous fairs have a daily attendance in their grand stands on a good day of from 10,000 to 20,000 people a performance and have had this attendance for some years. Therefore certain types of entertainment at these fairs have more or less proved their pulling power.

I personally feel that the following have in the main proved they are a good investment:

1. Auto races.
2. Thrill shows.
3. Elaborate revues.
4. Fireworks.
5. Rodeos.
6. Football.

Some Southern fairs have used football games repeatedly with good results. Numerous fairs in the Middle West have, over a period of years, used rodeos successfully—both the competitive and wild

West types. Revues, almost universally, have created repeated sellouts. Thrill shows, whether used for one or four days, have, together with auto racing, furnished for numerous fairs their two outstanding afternoon grand-stand features.

I believe that the secretaries of most of the major fairs feel harness racing is no longer the major grand-stand attraction. In numerous cases the actual paid attendance at the afternoon grand stands, comparing the days when thrill shows, auto races and harness meets are held, will prove that of the three attractions, harness racing will place a poor third in receipts and attendance.

Attractions Pace Forward March

Grand-Stand Features Most Desired Are Decided by Vote of Patrons

By MAURICE W. JENCKS
Manager Kansas Free Fair

Topeka,

Many of the major fairs scattered throughout the United States have shown remarkable progress during the past decade. Some of their records have been astounding considering the stress of the economic cycle thru which the world has been passing. In addition, most of the fairs, particularly those located in the plains States, have fought their battles in the face of droughts, duststorms and other freakish pranks of nature.

As we dig beneath the surface and analyze the factors which have enabled these fair managers to show such remarkable progress, one irrefutable fact stands forth with extreme clarity. The successful fairs have allied no phase of their activities. Managers, directors and secretaries have striven for improvement not only in their service to agriculture but also in educational and entertainment features. When we look back at the records we find that grand-stand attractions have paced the forward march of successful fairs.

At Topeka we realized years ago that the men, women and children of our rural communities were as modern in their ideas as their urban cousins—that they not only craved the best entertainment offered in the show world but also were as quick to spot the flaws in mediocre entertainment. Consequently, we governed ourselves accordingly and went after the nation's No. 1 attractions. The proof of our judgment stands in the record—the attendance at the Kansas Free Fair has increased steadily during the last eight years.

We did not rely entirely on our judgment in this matter. Each year we send out thousands of double postcards to people who have attended the fair. We list a number of questions and ask them to let us know about the features they like. Their answers will give you the unvarnished truth—Kansas people told us. They realize that service to agriculture comes first to a fair, but they also tell you that they want the best grand-stand attractions available. That's why the Kansas Free Fair contracts for only the finest attractions.

MORE PEOPLE IN GRANDSTANDS

10,000—15,000—20,000
EVEN 30,000 PEOPLE ATTEND
THESE SHOWS IN ONE NIGHT

- "STATE FAIR REVUE"
- "MUSIC ON WINGS"
- "FLYING COLORS"
- "BELLES OF LIBERTY"
- "AMERICANA"
- "SHOW OF A CENTURY"
- "STAR BRIGADE"

PRODUCED and PRESENTED
BY

BARNES - CARRUTHERS

FAIR BOOKING ASSN.

121 NORTH CLARK ST., CHICAGO

Amusement Scope Should Be Broad

By H. F. FELLOWS

Ozark Empire District Fair

Springfield, Mo.

No fair management has fulfilled its obligation to the community if it is endeavoring to serve without offering a show-night show in our case—of good character and quality. A fair cannot gain its objective by devoting its entire effort to agricultural and live-stock premium exhibitions or the exhibit of wares. It must cater to the 100 per cent population of the community from which it expects patronage and co-operation. It must reach out and give service and entertainment pleasing to rural and urban districts—interesting to all classes, all colors, all ages. The fair must be an annual festival, a time for community celebration, for the gala days, the days of fun, thrills, joy and clean hilarity.

While the management might be limited by a budget, it is wise to be as liberal as possible with grand-stand show purchases. If it is a good show it will serve as a build-up for all concessions.

Much consideration should be exercised in the selection of amusement feature, which should be chosen to suit a varied set of minds. Comedy, thrills, music, glamour—something pleasing to the eye, the ear and the sense of humor—plain enough for the lowbrow and keen and sophisticated enough for the highbrow.

If fair managements which are not doing so would broaden their range of amusements, they would be doing a service to the city in which the fair is held. Merchants, hotels and shops of all kinds reap more immediate benefits by the bringing in of people from greater distances—and, remember, the greater the distance they travel the more they will bring to spend; and those who will return again if they have been properly entertained. And thus your fair will gather greater attendance from year to year.

POWER'S ELEPHANTS

JULIA—ROXIE—LENA—JENNIE

18 YEARS NEW YORK HIPPODROME
20 COUNTRIES VISITED IN 10 YEARS

WORLD'S MOST VERSATILE ELEPHANTS
—DANCERS
—ACTORS
—COMEDIANS
—BALL PLAYERS

JEANETTE C. POWER, Owner

215 WYNSUM AVE., MERRICK, LONG ISLAND, N. Y.
BARNES-CARRUTHERS — General Representatives

JACK AND BILLIE BALLARD AND RAE

"The Midnight Sons"

FAIRS
Barnes-Carruthers
Chicago, Ill.

THEATRES
Eddie Smith
22 W. 48th St., N. Y. C.

A Talent Buyers' Guide for Fair,

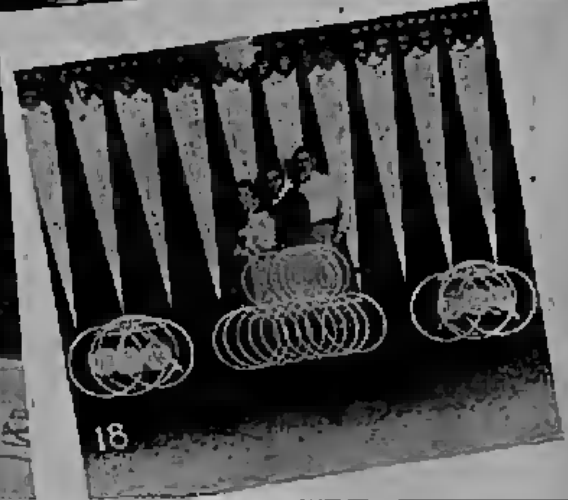
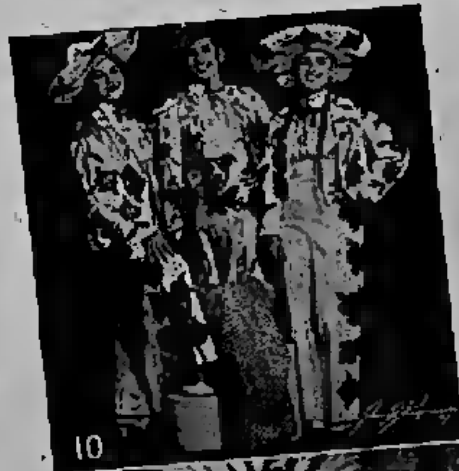


- 1 **ATHLETA**—Is well known for her heel and toe routines, including a half twisting somersault from her hands to one heel. Her appearances are always well received and she is usually given a feature spot.
- 2 **WILD BILL CATHORN AND HIS DEATH RIDERS**—Put automobiles and motorcycles thru a variety of stunts in a most thrilling and sensational manner. Wild Bill himself is a veteran dirt-track racer, test driver and movie stunt man. The picture shows "Crash" English doing a nose-over spiral roll.
- 3 **SENSATIONAL MARIONS**—Owned by Mello Linwood, features the very unusual and thrilling breakaway flagpole. The act is 115 feet high and they work without a net. This season the act has worked indoor circuses, parks and fairs.
- 4 **ROBERTS TROUPE**—Managed by Stuart N. Roberts do a complete routine on the aerial bars, comedy and straight. Roberts has had this act for five years and before that appeared with the Ringling, Hagenbeck and Downie circuses.
- 5 **LES KIMRIS**—Known as the French Aces of the Air, is the only attraction of its kind in the world. The lovely and talented Vera Kimris is featured. The act has played many leading spots throughout the country, including Radio City Music Hall and Roxy theaters. In New York, 1939 New York World's Fair and Billy Rose's "Jumbo" during its hippodrome run.
- 6 **CRAWFORDS**—Vogel and Eralaine feature several different routines—trapeze balancing, juggling, contortion, wire walking, etc. They have played many of the leading vaudeville circuits in the U. S. A., Canada and Australia.
- 7 **SIX DE CARDOS**—Are regarded as particularly outstanding exponents of teeterboard and barrel-jumping acts. They excel in three-high formations and swift-footed acrobatics in their two separate presentations.
- 8 **PRINCE NELSON**—High-wire walker is a familiar figure at parks, fairs and celebrations. His excellent work, which includes walking across the Niagara Falls, has given him engagements in South America, England, Japan and many other foreign countries.
- 9 **BASKET-BALL DOGS**—This is a distinctive novelty presented by Douglas Whyte for the first time in America this season with the Ringling Bros. circus. Two teams oppose each other in basketball game.

Attractions Mean Greater Attendance

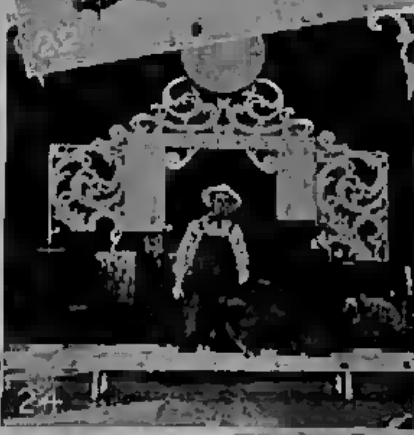
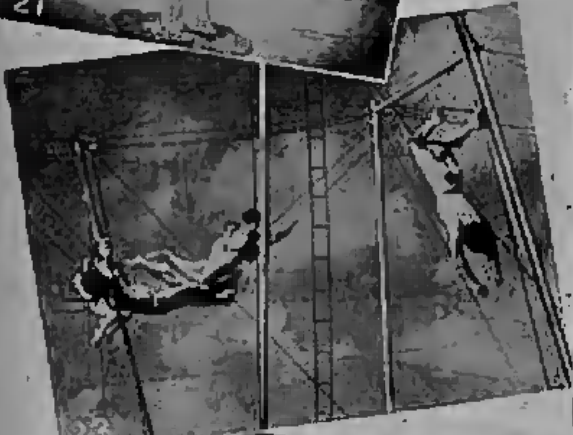
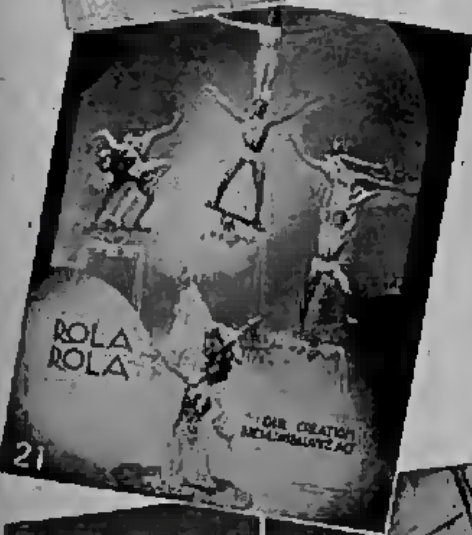
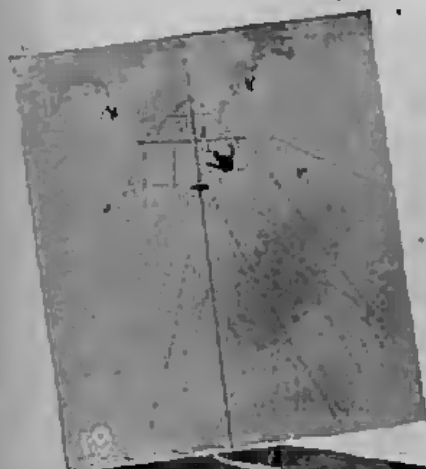
Park, Celebration and Show Managers

- 10 ADA AND HER WONDER CANINES—An amusing and entertaining novelty presented by Ada, Carlo and Nelly, brother and sisters, children of Nellie Yacops, of the Great Yacops. They have been on the stage since they were able to walk.
- 11 SELDEN, THE STRATOSPHERE MAN—Selected as a feature free attraction at the Golden Gate International Exposition this year, played to huge crowds in Evanston, Ind., when this picture was taken. He can be seen just finishing his "Slide for Life." Seldon is well known thruout the fair and park fields and will appear at the Minnesota State Fair later in the season.
- 12 LA TOSCA—The "Beauty on the Bounding Rope" is the only girl in the world to accomplish the double back somersault on the tight rope. She does a breath-taking act and this year is declared "Queen of the Circus" in Chicago.
- 13 FRANK'S STEERS—Have a repertoire of 25 tricks, jump over one another, do fancy acrobatic work and other surprising and startling stunts. These two steers, managed by Frank Scriston, make an unusual attraction.
- 14 FLYING BEHEKE—Present a routine of leaps, double-twisting, triple and 2 1/2 blindfolded somersaults in a real thrilling manner. The act has played many foreign countries and cities, among which are Paris, Copenhagen, Stockholm, London, Berlin, Vienna.
- 15 AKINOTOS—Are appearing for the first time in this country with the Ringling Bros. circus this season after having played all the leading capitals of Europe. The high spot of their act is shown in this picture.
- 16 CAPT. ROLAND TIEBORN'S MUSICAL SEA LIONS—Have been an outstanding attraction for many years and are again meeting with great public approval. Frisco, one of the seals, does a new sensational trick performing musical grinds on a trapdoor.
- 17 HERMINE BARRAND—Of the Jacksonville Balloon Co. makes the daring parachute jumps from balloon ascensions this company presents thruout the country. She is shown here just before going up.
- 18 WILFRED MAE TRIO—Presents one of the speediest hoop juggling routines ever shown. Wilfred does a fast and entertaining job of amusing as well as juggling.



Plan a Well-Balanced Program

A Wide Variety of Talent Is Avail-

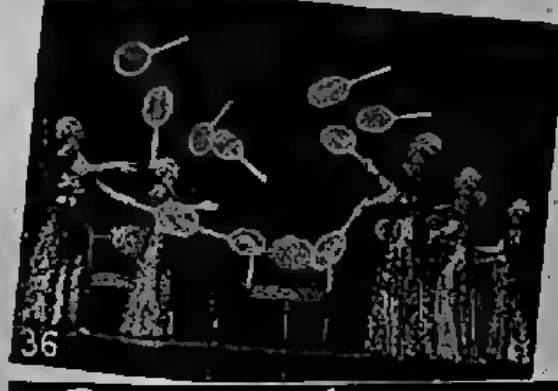


- 19 **JAYDEE THE GREAT**—Trapeze contortionist performs in the costume of an ape and his antics on a high rigging are amusing and entertaining. He does just about everything an ape would do, including vocal utterances which lend an air of realism to his exhibitions.
- 20 **CAPT. MACK'S SMALL FRY CIRCUS**—Presents a grand kiddie show with miniature circus wagons, live animals and everything else to make the children happy. Captain Mack shows both indoor and outdoor and makes a specialty of department-store sponsored programs.
- 21 **ROLA ROLA**—First time in America. This season with the Ringling Bros. circus. It is an original extremely difficult balance act of great beauty and has played practically every leading spot in Europe.
- 22 **FOUR STARS**—Is a high double-tender act owned by Eddie Vera, is a breath-taking exhibition of skill and daring. An unusual feature is the attractive lighting effects. Vera also has another act, the Vera Four.
- 23 **FLYING OTARIS**—This amazing action shot reveals the feature trick of this well-known aerial act. It shows six people in the air at one time doing their criss-cross flying. The members spend years of practice accomplishing the perfect timing.
- 24 **BURNS ATTRACTIONS**—Is a unique offering consisting of pony, dog, monkey, pig and ratabacks. Clowns and amazing tricks are performed with good results. Fred Burns has also been successful in staging comedy pig races.
- 25 **CARDOVA TROUPE**—Headed by Johnny Cardova, features an 18-foot blindfolded dive into a barrel of knives. Routine also includes tear-board and barrel jumping.
- 26 **WOLANDI**—Bouncing high-wire performer, presents a new stunt this season—riding a six-foot unicycle on a wire 55 feet above the ground. He also dances without a balance pole and does a variety of other thrilling tricks.
- 27 **PEACHES O'NEILL'S SKY REVUE**—Is a distinctly different high act offering in which six lovely damsels go thru intricate dance routines atop neatly arranged poles. The act has met with great success and expects a big season.
- 28 **BOXINO PONY**—A truly different novelty, presented by Douglas Whyte on the Ringling Bros. circus this season. He also has another act, the Basket-Ball Dogs.

A Buyers' Guide for Talent Buyers

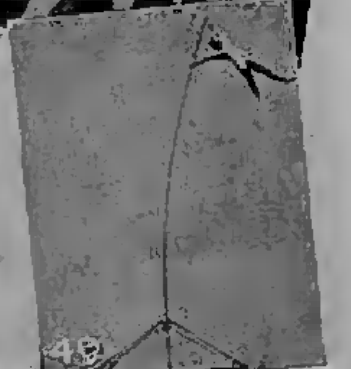
able --- Use It and Get the Crowds

- 29 **ALBANIS**—Their whirling stunts atop a high rigging are well known in the park and fair fields, and this year they have added another pole and heightened the rigging, giving the act suspense and thrill value.
- 30 **HANNEFORD FAMILY**—Recognized as one of the most famous equestrian-comedy acts of all times, descend from an old line of circus performers, and today's troupe, led by Georgie, the Riding Fool, upholds the fine tradition for skillful and daring horsemanship.
- 31 **FETISH SINGERS AND DANCERS**—Come from Nigeria, West Africa. Directed by E. H. Wuru, the group offers a fusion of dancing, singing, dialog, drum rhythms and spectacle and appeared at the New York World's Fair.
- 32 **FLYING VALENTINOS**—Three ladies and one man, do all the tricks of a flying return act, posing, double and triple twisting, somersaults, pirouettes, etc. The group has appeared in parks, at fairs, circuses, vaudeville and various indoor events.
- 33 **LOS ASEVERAS-KONYOT**—Are among Europe's finest horsemen and riders. Two men and two women feature an unusual display of high-school equestrianism with multiple-paired mounts and were well received on their first appearance with the Ringling Bros. circus this season.
- 34 **EDNA ALES TRIO**—The picture shows her new sensational feature "Swing of Death" in which she shoots four targets from around the unprotected body of the Morder as she swings back and forth on a moving pendulum.
- 35 **FANCHON AND FANCHON**—Are recognized as one of the outstanding contortionistic hand-to-hand balance acts in the business. Photo shows Edna Fanchon doing her glass trick.
- 36 **FIVE JUGGLING JEWELS**—All-girl act, are noted for their expertness in juggling tennis rackets, hoops and clubs. Group makes a beautiful flash with an electrical illuminated club routine done in darkness.
- 37 **WILL H. HILL'S SOCIETY CIRCUS**—Has a definite appeal for children and fascination for adults. Comprises two small elephants, six ponies and 10 dogs, all exceptionally well trained. Elephants do almost everything from wire walking to dancing, drill, etc.
- 38 **POWER'S ELEPHANTS**—Have appeared in 20 countries within 10 years. These four well-trained pachyderms dance, act, play ball and do comedy. Photo taken at the Chicago Stadium Circus shows the tambourine dance.



Something for Every Program

New Attendance Records Possible With

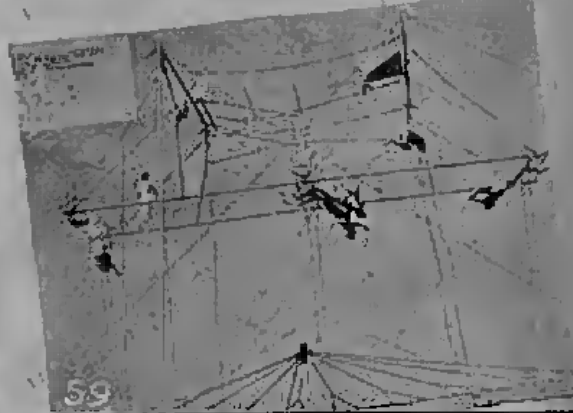


- 39 **MAYSY AND BRACH**—Do intricate and daring balancing while perched atop assorted sizes of motorcycles, including a nine-foot one-wheeler. The act has flash, speed and entertaining thrills.
- 40 **GEORGE VENTRE'S STETSON RADIO BAND**—Has been playing outstanding engagements for 16 consecutive years and is widely known as one of the foremost bands of its kind. Band was a prize winner in Paris, France, in 1927 at the American Legion Convention.
- 41 **FOUR AERIAL APOLLOS**—Managed by Jack Brick, have a double ladder high act in which they feature two swaying poles, swinging in opposite directions at the same time. Members are, left to right, Jack Brick, owner; Jean Le Mar, Bob Perry and Bill Brick.
- 42 **THREE MILOS**—Comprising Mito Linwood, Marion Linwood and Vera Corington—is a thrill high act which features apparatus of an unusual nature. Work at 125 feet without nets.
- 43 **WHITESIDE TROUPE**—Present a tight-wire act and a high loop-the-loop trapeze routine. The many comedy touches add to this act's popularity each season.
- 44 **JOE E. KERNS**—Officer Hardy, Edward G. Robinson and Charlie Chan are only three of the impersonations of well-known characters and celebrities which Joe E. Kerns includes in his repertoire. He has worked clubs, theaters and other spots throughout the country.
- 45 **BEE KYLE**—Winner of The Billboard's Favorite Outdoor Performer Contest in 1939, has appeared in many foreign countries and is well known for her back somersault from a 100-foot ladder into a tank of fire.
- 46 **HELEN REYNOLDS GIRLS**—Perform many intricate and difficult maneuvers with lightning speed and perfect precision timing. Three eight comedy skaters proved one of the most popular attractions at Billy Rose's Coney Manana.
- 47 **FLYING COMETS**—For several seasons they were one of the featured acts of Ringling Bros' circus and this year are preparing to show their daring at fairs, parks, etc.
- 48 **ROYAL SWEDISH BELL RINGERS**—Is a most unusual group of musicians, playing both classical and popular pieces on a set of 24 bells. They have been well received throughout the country.
- 49 **SKY MAN**—Is a high-pole contortionist and performs many thrilling stunts on the trapeze, pedestal and swing pole.

Select Your Acts and Attractions Now

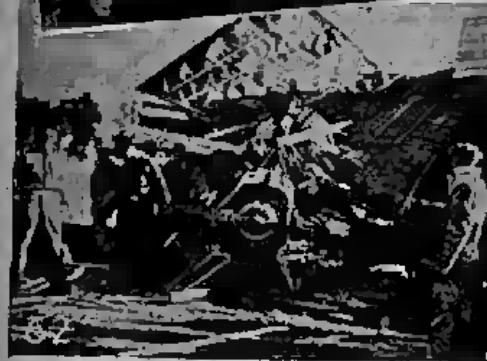
Good Free Acts and Attractions

- 50 **PAMAHASIKA'S ATTRACTIONS**—Composed of dogs, ponies and monkeys, have been featured at parks, fairs and celebrations for the past 50 years. The White Gockaloo is considered one of the finest trained bird acts in existence.
- 51 **THOR'S THUNDERBOLTS**—Five separate thrill shows are merged into one big thrill show comprising 15 people and 15 cars. Group features open roadster for stunt work and a deliberate airplane crash.
- 52 **DEXTERS**—Acrobatic team of either two or three men present an interesting routine of hand-balancing, tumbling and strength feats in an easy, efficient manner.
- 53 **OLD STAR BAND**—Of Bardonia, Ky., has specialized more or less in fair music and has booked many spots in Kentucky and Tennessee this year.
- 54 **RUDYNOFFS**—Rudy, Erna and Rudy Jr., famed equestrians, are now featuring three of the leading American high-school horses, with Rudy Jr., 14 years, in a feature spot.
- 55 **WLW BOONE COUNTY JAMBOREE**—At the Lyric Theater, Indianapolis, Ind., played an eight-day engagement, breaking the house record with 57,763 admissions. More than 30 fairs have been booked for this season and a special WLW State Fair Kenza is now being readied for the Ohio State Fair.
- 56 **GOY COLLEANO'S** place in the retro-walking sun is the top. Colleano's complete mastery of the forward somersault from the feet to the feet is already a legend among performers.
- 57 **DONATELLA BROS. AND GARMEN**—Colorful musical dancing unit, features the flamboyant artistry of Ross Donatella; Pietro Donatella's playing of the shepherd's horn, the only one on the American stage, and simultaneous playing and elimination control dancing of Garmen.
- 58 **FLYING ALLENS**—Cannon balloon act, feature the only girl cannon parachutist. Cannon is hoisted by monster balloon and Eddie or Florence Allen are then shot from cannon, descending by parachute to the ground.
- 59 **SEVEN FEARLESS POTTERS**—Managed by Harry Potter, is one of the fastest and most outstanding aerial casting acts of today. This group is well known and has appeared at many fairs, parks and celebrations.

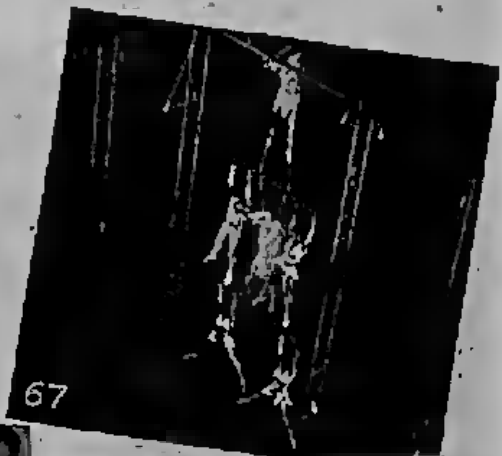


Entertainment --- Keynote of Success

Keep This Talent Buyers' Guide



- 60 DE COSTA AND LENORE—Have one of the most versatile and popular musical acts in show business. De Costa plays a wide array of instruments, while Lenore sings soprano and plays the accordion.
- 61 LOYAL REPENSKY FAMILY—Features the work of Justino Loyal, who performs a somersault from horse to horse, passing over a horse in between. Their new act, "Tally-Ho Wagon," brilliantly costumed and executing the most difficult tricks, will be ready in November.
- 62 CAPT. F. F. FRANKS—Is the man who shells thousands by generating airplane crashes into hours. Franks has been doing the crash-ups since 1930 and played to upwards of 25,000 on some engagements.
- 63 RICARDOS—Two girls and a man perform one of the most thrilling aerial routines ever seen in this country. The Ricardos are booked for the season at Miami's Million-Dollar Pier.
- 64 WILL MORRIS AND DOBBY—Known as the "Lords of Laughter," are father and son who combine trick bicycle riding with other types of comedy.
- 65 BALABANOW REVUE—Established a record for playing an act for 42 weeks a year during the past five years. Now in their 20th year, they started from their own music store, graduating to radio on WOR, thence to Victor recordings and theaters.
- 66 VICTORIA TROUPE—Known as the "Music Pedalers," is an English importation featuring trick and instrumentalistic bicycle and unicycle riding and combines music, adding to the comedy effectiveness of the act.
- 67 AERIAL BALLET—An aerial feature that combines beauty, flash and color with thrilling feats. Six people are in the act, which finishes with two spectacular dives, 90 and 100 feet, into a small net. Johnny Gibson is manager.
- 68 HAINES GLAMOUR GIRL FROLICS—Present a musical revue featuring beautiful settings, lavish costumes and singing and dancing stars. Pearl Haines is noted for her outstanding musical revue productions.
- 69 BALLARD AND RAE—"The Midnight Sons" present a drunk pantomime comedy act consisting of contortion, balancing and tumbling acrobatics. Punch of the act is the revelation that one of the "lads" is a beautiful blond girl.
- 70 "WE" CHAPMAN—Master of ceremonies of the "Search for Talent Show" uses home talent for building programs for celebrations and fairs and reports many bookings for this season.



Choice of Attractions is Important



71 HAROLD BARNES—Is known from Coast to Coast as one of the most outstanding wire attractions of his kind. He was the winner of the tight-wire award and sixth place Universal title in The Billboard's Favorite Performer Contest.



72 EARL WRIGHT AND HIS WONDER DOGS—Represent unusual and thro training featuring single, double, full-trotting and triple somersaults to catches. Seven dogs do a back somersault simultaneously.



73 THE THUNDERBIRDS—Featuring Billy King, youthful aerialist, employ all standards of routine—balancing, juggling, 7 in gs, traps, perch, etc. at a height of 100 feet. There is not a dull moment in any of the performances.

Photos Were Not Received on the Following:

REG KEHOE AND HIS MARIMBA QUEENS—Were featured thruout the 1939 season at Miami's Million-Dollar Pier in Atlantic City. The unit is very versatile and makes a nice appearance.

CAPTAIN ENGERER—Old-time circus performer, operator and lion tamer, runs his own circus and has a male and female lion act at Luna Park, Coney Island, N. Y., this season. He lost an arm while performing back in 1918.

THE THREE FRANKS—Two girls and a man doing one of the most thrilling aerial acts in the business. The Three Franks feature sensational gymnastic stunts on whirling hoops in mid-air.

WATKINS ONE-RING CIRCUS—Features Stylia and her Pals—great Tar-

zan, the human ape, and Buddy and his trick saul.

THE BLOND SENSATIONS—High aerial act, report a nice route for the coming season. Here appeared at many fairs, parks, celebrations, etc. and are booked solid.

CHRISTY'S CAVALCADE OF THE CIRCUS—Featuring Hal Christy's Liberty Horses, Miss Edythe Christy's Elephants, the Royal Daberman Finchers and many other animal acts, especially trained for fairs, parades or theaters.

NOVELLE BROS. AND SALLY—And her dog "Robo" have appeared at fairs, parks and in theaters from Coast to Coast. They also were featured in the Hollywood production "You've a Sweetheart," starring Alice Faye.

Need for Diversity In G.-S. Programs

By RALPH T. HEMPHILL
Secretary-General Manager
Oklahoma State Fair

Oklahoma City.

In thinking of suitable grand-stand entertainment, naturally one looks back over the past few years to the great improvement that has been made by those who are engaged in providing entertainment for fairs. This transition has been brought about largely by the use of public-address systems.

Prior to 1923, very few fairs had ever used any type of public-address systems and all fairs were dependent upon nov-

elly acts, pageants and pantomimes, along with fireworks, for their entertainment. Very few revues were used because, in too many instances, the music could not be heard for the entire length of the grand stand and so the fair was restricted for entertainment features.

With the development of the public-address system many very splendid acts became available because both the singing voice and the spoken word could be heard and understood by the audience. This feature has revolutionized grand-stand entertainment in a short period of about a dozen years.

In analyzing entertainment one should first look at why people come to a fair. Why do fairs attract larger crowds than possibly any other endeavor? The answer is that they come because of the many human interests that are to be found on a fairground. Some are interested in live stock, some in poultry, some in (See NEED FOR DIVERSITY on page 34)

Prediction: 1940 Will Be Glory Road for Performers' Vehicles

By C. B. AFFLERBAUGH
Manager Los Angeles County Fair

Pasadena, Calif.

I believe the coming season will find more constructive development of free attractions and production units for grand-stand shows than has marked the path of outdoor entertainment in many years. We must bear in mind the type of entertainment the public seeks today is radically different from the type it preferred five or 10 years ago. The public creates the demand and it is smart business and good business to give the people what they like.

The wide-awake fair manager is continually demanding fresh talent in front of the grand stand. As in every line of business, there must be a steady progress in grand-stand shows to satisfy the ever-changing demands of the public.

The responsibility for aggressiveness in grand-stand shows must be assumed by the booking offices and fair managers; they must be alert to the upward trend of the times and be quick to sense any new ideas that have show possibilities.

To be successful a fair must offer attractions to all classes in its particular locality. The agriculturist, industrialist, merchant and visitor are out for pleasure and must be entertained. The people living in rural districts demand the same conveniences, luxuries and entertainment as those living in metropolitan areas. After all, a day at the fair is considered a holiday, and those who attend expect a full measure of high-class diversified entertainment, which can only be seen at a major fair.

This year the Los Angeles County Fair is making a radical departure from its past method of booking the grand-stand entertainment. For the last two seasons we have booked our feature numbers, line acts and vaudeville acts from several sources and produced our own revue. We set a standard for high-class produc-

tion that will be hard to duplicate. To give our patrons fresh talent we have increased our budget on grand-stand entertainment this year with the idea of bringing in a complete show for afternoon and evening.

The first nine afternoons a group of seven acts will appear between the running and harness races, with a horse show as the main night event. The last eight afternoons there will be presented seven new acts, entirely different, and at night one of the larger revue units from Chicago will be offered. This will be the first appearance of such a unit on the Pacific Coast and we are anticipating a banner year.

Highlights

Important excerpts from fair-park articles which appear in "All Talent Section," giving a summary of each article at a glance, follow:

REVUES—Revues are, in the final analysis, the primary cause of night crowds.

SOUND—This feature (public-address systems) has revolutionized grand-stand entertainment in a short period of about a dozen years.

DURATION—It is important that the program should not run too long. There are very few entertainments that can hold an audience longer than two hours.

VISUAL—Keep your infield free of unsightly chores and stands and fences. Don't let the contraptions ruin the glamour and illusion that you spend good money on.

DRAW—The pulling power of acts has been felt in our gate receipts.

ADVERTISING—With so much money involved in the show, I feel it is most important to spend an additional sum for newspaper, radio and outdoor advertising.

SELECTIONS—It is a far cry from buying for a theater to selecting outdoor attractions.

TRAVEL—If you give your people real attractions they will come a long distance to see a night show.

BOOKING OFFICE—Committees often make the mistake of limiting that certain acts be on the program. If this were left largely to the representative of the booking office a better show would be produced.

PERFORMERS—Personal contact with the acts during their engagement aids materially in having the program run smoothly.

PROGRESS—When we look back at the records we find that grand-stand attractions have paced the forward march of successful fairs.

PROFITS—Our evening show not only pays for itself but for the afternoon show, bands and the like and leaves a comfortable balance besides.

GEOGRAPHY—The people living in rural districts demand the same con- (See HIGHLIGHTS on page 34)

World's Fair Versus Annuals

Following is from remarks of Harvey D. Gibson, chairman of the board, New York World's Fair 1960, at opening day ceremonies:

When you come down to it, the World's Fair of 1940 is simply a great big edition of the county fairs and State fairs that are as much a part of our tradition as fried chicken and ice-cream and cake. County fairs and State fairs from one end of this country to the other are successful so long as they do one thing—so long, that is, as they give people a chance to enjoy themselves. That goes for the smallest county fair and the biggest State fair. Well, we have tried to take a leaf out of the same book. We have tried to make that spirit of simply, homely entertainment the keynote of your World's Fair of 1940.

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Attractions: The Tops at Events

Credit Is Given to Free Acts for Successfully Drawing and Holding Crowds at Sponsored Celebrations and Street Fairs by Auspices That Yearly Are Increasing in Number

CREDIT for the amazing growth in number and improved caliber of successful sponsored celebrations, home-comings, jubilees, festivals, gala weeks, street fairs and commemorative events in all parts of the nation is given to increased bookings and popularity of professional attractions by auspices committees, civic officials and promoters and producers of these doings.

A constantly widening field for free acts and other attractions, whether presented behind a gate, in front of a pay or free grand stand or on platforms strategically placed upon streets or grounds not only has been apparent but promises to greatly extend with each successive season as more and more organizations become interested in sponsored events as fund-raising activities.

Free attractions are now considered the most important features of local celebrations by many seasoned workers who have in past years experimented with various ideas for publicizing their events, drawing and holding crowds where they want them to be and in assuring proper co-operation in concessioners, exhibitors and other elements that go to make up meritorious and profitable sponsored observations.

Big Reason for Attending
That the advantages of free attractions are becoming more generally realized is shown in a clamor by auspices committees for more and better acts and the fact that attractionists have in rapidly increasing numbers each season been drawn to this field for many weeks of work. The value of free acts as a supplement to civic aspects, fun zones and all promotional features of such celebrations is seen by veteran chairman, com-

mittee workers and promoters to be, in part:

Their pulling power has been proved to be a financial life-saver for many events that had floundered in previous years when acts had not been used.

Reputable acts are certain to be "on the job" when the time comes and often make up for disappointments in other features planned.

Because the public wants new faces and goes for the glamour of traveling acts, local talent programs fall short of desired results. In the opinion of experienced auspices members.

Free acts, properly exploited, give the public a big reason for wanting to attend an event and practically solve the attendance problem.

An increasing demand for acts of the thrill and novelty type is a reaction from the successes that have been attained by some of the going in for this brand of entertainment.

Wide possibility of variety is accounted for because of the elasticity and change that are possible in presentations.

Repeat bookings and the little difficulty in getting time that so many acts are experiencing is called proof that talent buyers are becoming more discriminating each season.

Free attractions have proved their superiority not only in drawing crowds but in holding them on locations when other offerings have failed, so that concessions and other event adjuncts can get a break in patronage.

Nucleus of Live Events

Many celebrations are able to draw from a radius of 50 miles, according to their locations, by simple exploitation of free attractions by means of billing, press, radio and sound cars.

The general appeal of professional acts has been found to be so great that a large percentage of attendance at some events is drawn by them that would not be interested in other features scheduled.

Interpersing of free acts thru afternoon and night programs gives a lift to an

event that has been found unattainable by any other means.

Free acts are now the nucleus of numerous doings and strongly featured because sponsors have had disastrous experience, especially during early depression years, in attempting to stage money-raising events without them.

Small celebrations which were started with a modest bill of acts have been so successful that added free attractions have been put on yearly until many such events now present stellar bills at their biggest drawing cards.

Quality in professional attractions is now the goal of committees where that formerly tried quantity in entertainment by adding heavy local touches, to the detriment of successful outcomes.

That fresh acts are tops in anything that can be offered at sponsored events as against other program activities for promotion of interest and repeat attendance is the testimony of committees and promoters who have long been sold on the pro attractions.

Entertainment quotient of free acts cannot be surpassed by any other activity so far devised. In the belief of many producers and sponsors of events.

Money spent for high-class attractions

at other outdoor or indoor events will return via gate, box office or in space and privilege rates made possible by the drawing power of the acts, it is declared.

Building Up of Annual

Notably successful in the past few years have been street fairs and other events sponsored by aggressive organizations such as Elks, Moose, Shriner, American Legion, Veterans of Foreign Wars, Disabled American Veterans, Kiwanis, Fireman and Lions clubs and local groups of merchants, and other business and professional men have outlined the social aspect of outdoor and indoor doings with campaigns for funds for needed projects within their organizations or in their communities. And in the great upswing for such events committees have learned and are learning that professional attractions have a drawing power far in excess of that of home talent, that greater profits can be made with pro amusements for charitable and fraternal purposes thru properly conducted sponsored events and that such affairs can leave such a satisfied

See **ATTRACTIVE TOPS** on page 29

Pro Acts: Profit Vs. Loss Free Attractions Can Save the Day When Other Features Fall Down--Celebrations Big Thru Proper Talent Buying

By **MERLE A. BEAM**
Amusement Enterprises,
Windber, Pa.

Centennials, Old Home Weeks, jubilees and conventions with which the writer

has been associated week after week during the outdoor season over a period of 11 years have proved the value of free acts as an essential part of a successful celebration. In fact, they have proved a financial life-saver on many occasions.

To mind comes a centennial celebration carefully planned during the year preceding the event. Arrives the opening day; two of the four rides contracted failed to show up, numerous concessions pulled the non-appearance act. "Johnny on the Spot," however, were the three free acts. Several parades failed to live up to expectations, yet daily the crowds increased. A high diver, a clown cartoonist and an Indian troupe with their thrills and entertainment saved the celebration. The sponsoring committee cleared \$1,100 on their eating stand alone; the acts cost \$250.

And now a contrast. A rather prosperous community decided to celebrate the 100th anniversary of the founding of the town, with the leading banker as chairman of the sponsoring group. When the decision on free acts was made it was decided the town was self-sufficient in this respect and only local talent would be used. The attractions used were local people who had appeared in almost every amateur show within a radius of 25 miles of the town. Other than a Merry-Go-Round borrowed from a near-by park, no outside acts, shows, rides or concessions were permitted to take part in the celebration. They are still raising money to pay off a \$500 loss.

People like to see new faces and the glamour that is a part of traveling show people. Give the public a reason for wanting to attend a celebration and the attendance problem is ended. Free acts of the right kind, properly advertised, furnish one of the necessary attractions for a profitable celebration. Many times they change what might have been just an ordinary affair into an outstanding event.

Show Is Thing--Stunts Are Secondary Flesh Acts Have the Call in Smaller Communities Over Other Entertainment--"Make" Little Events

By **DON SWEET**

Entertainment Service, East
Moline, Ill.

Automobile raffles, door prizes, contests, amateur shows and the dozen or more promotional stunts used to attract attendance and stimulate interest and box-office receipts at home-comings, festivals, celebrations and similar outdoor and indoor events have never been able to replace in public interest or in drawing power good free attractions or professional stage shows employing capable and well-trained talent. In my experience I have always held to the theory that the public, first of all, wants to be entertained. Public weddings, bank nights, raffles and amateur contests have all had their inning and have in some cases helped to augment stage shows and talent, but never have succeeded in replacing this phase of attraction successfully.

The show is the thing. The public goes to a celebration, home-coming or fair to be entertained. You can't do it with a raffle or amateur performers. Your crowd knows what to expect and if you don't provide it you can't hope to come out

on the right side of the ledger. It is high time that entertainment committees in smaller communities awaken to the fact that they cannot hope to compete with city picture palaces or a fair in the next county unless they give deep thought and consideration to the entertainment phase of their promotion.

The difference between the successful celebration and the one that fails can be found mainly in the difference in the entertainment program of the two. It takes money to make money in show business. Money spent for good, high-caliber performers will return via the box office. Entertainment alone will not do this; good publicity is also essential. Unless the public knows about your show you might as well not have it. The combination of the two will spell success. With fewer circuses and with little or no stage entertainment in small community theaters, the public must look to the fair, home-coming or celebration for flesh entertainment. The cry today is for a return of good, standard professional performers, artists in their particular field who know and understand the art of entertaining.

But a celebration committee, with a

limited budget, seeking to give the public a good show, is discouraged if unreasonable prices are asked by acts or organizations that would take advantage of the committee's lack of experience and knowledge of talent costs. Such a practice would make it difficult for an act to earn its salary and a show which has been over-sold and over-charged for can but discourage the use of professional programs. Fair dealing between act or agents and committee, delivering the act bought and not a cheaper substitute and working with the little man who has only little to spend will all help in proving the value of professional talent to the success of any type of entertainment promotion.

A specific example of the power of good entertainment is to be found in Sheffield, Ill., where annually for the last 23 years one of the largest attended home-coming celebrations in the State has been held. Under capable and generous guidance, this little community event has grown to be one of the most widely known celebrations in Western Illinois. The reason for the phenomenal growth of the Sheffield home-coming lies almost entirely in its free attractions or stage show. Sometimes as many as 15 professional acts will be included on this program, standard acts of high caliber. The public has been quick to recognize the difference between Sheffield's entertainment and that to be found at some similar events. Last year nearly 10,000 persons crowded into Sheffield's city park to see the afternoon and night shows.

Free Acts: Midway Pay Gate Makers

Carnivals Given Added Source of Revenue During Trying Times by Popular Policy of Admission Fee and Gratis Presentations of Attractions Which Draw and Hold Crowds

FREE acts have made the carnival pay gate an institution—a necessary asset to showmen and a policy entirely acceptable to the public. And the pay gate has been a source of revenue that has carried carnivaldom thru depression years when operators were at their wits' end to find successful means of carrying on in the face of an unprecedented slump in spending among classes of potential patrons on whom they must depend. These facts have been firmly established by the experience of veterans as well as comparatively newcomers to the ranks of midway impresarios.

Aside from the abundant proof that worth-while free attractions may be called the only justification for the pay gate, the value of these gratis presentations is generally attested as so obvious and far-reaching that practically no progressive operator these days would dream of dispensing with them.

Facts From the Field

A gist of opinions from owners, managers, showmen, ride operators and concessioners would summarize some of the advantages of free acts as follows:

They draw and hold crowds. There are no complaints about a pay gate when acts are of merit.

The better the acts, the more benefit is derived from them.

Good free attractions give "legs" to a midway and aid in a favorable public impression of it.

Acts of the thrill or novelty type practically assure creditable entries of the publicity department into the realm of press and radio.

Increased attendance because of free attractions brings more patronage to midway pay attractions and concessions.

Carefully timed presentations will hold crowds on the lot during the hours when they are most desired and when shows, rides and concessions can best profit by their presence.

Concise financial returns made possible by them easily justify the cost of free acts.

They have proved the advantage of free acts over long experiments with local talent. The belief that the mere presence of a carnival will draw patrons has been shown fallacious by added interest caused when free acts are used.

Much originality in showmanship is made possible by presentation of acts.

Opposition of counter-attractions can be reduced to a minimum by proper exploitation and booking of free attractions.

Carnival owners learn many valuable points on from personnel of acts and performers also profit by experience under capable midway managers.

That extra something for which presently showgoing shoppers are searching is given by intelligent offerings of free acts.

Varied tastes of communities can be better catered to when most popular hours for presentation of acts are learned thru scheduling of bills.

High-class free acts will spur a manager to bring the remainder of his midway—shows, rides and concessions—up to the same standard.

Free acts of a popular type will make for great repeat patronage, bringing customers back again and again.

A class of patronage, not naturally inclined to patronize carnivals, is attracted by good free acts and as a result all midway business is bettered and more revenues to carnival managers are made.

How To Put 'Em On

Largely dependent, however, is the value of midway free attractions upon

the mode of their presentation, in the opinion of buyers of this type of talent for midway. Policies on this point are considered of great importance as an indication as to whether a carnival management really wishes to keep faith or actually does give its public a fair break. Putting acts on at the time advertised, with a minimum of stalling, is called not only an evidence of full consideration for patrons but good business in the long run for the show that has used the free acts as helpful adjuncts in booking and promoting any given spot.

There is an important element of showmanship involved in properly serving free attractions that study and observation by many carnival owners has convinced them can be developed to the nth degree for benefit of the carnival and increased support of cash visitors.

These points are stressed as desirable in getting the most out of the free-act period:

In advertising and publicity the exact time of act presentation should be specified and rigidly adhered to.

Acts must be attractive, of course, in themselves, and rigging must be well decorated and lighted.

Lights on all other parts of the midway should be extinguished while the acts are on. This will draw all attention to them.

Announcements of the acts should be brief, intelligent and clearly delivered.

Accompanying music must be appropriate and timed properly. This, of course, generally is imperative for routine presentation of the acts themselves, but it can also give a desirable effect upon spectators.

An entire bill should always be presented. Cutting corners is noticeable during a week's engagement and will be adversely commented upon by the public.

It is hardly necessary to say, because real performers are seldom at fault in this, that wardrobe must be neat and attractive.

Much capital can be made of the closing announcement, in which should be references of thanks to the act, to the spectators, calling of attention to the next free-act time and announcements of any other special features or events during the engagement.

Free attractions should be timed as to working habits of a community, and number of presentations also should be so gauged.

Unusual rigging is always desirable as an added flash as well as permanent, both during the act hours on a midway.

To Develop Attractions

In a survey regarding free attractions as money-making adjuncts to carnivals it was found that owner-managers are

not only sold on the advantages of such offerings to their patrons but are enthusiastic on past performances and are giving much consideration and thought as to the future of the carnival free-act setup that is considered a veritable life-saver to the industry as a whole.

Owner Max Goodman, Goodman Wonder Shows, said: "The average carnival has a pay gate and it is to a carnival's interest to have some kind of an act to justify the gate. On the other hand, an act generally brings in enough revenue to pay for itself. In fact, an outstanding act may bring in a very good income to a carnival—but how many outstanding acts are there? If we can convince free-act people that they can earn good money for themselves on carnivals as well as money for carnival owners, we will eventually develop more good acts. Two free acts that I am to use this season will be expensive but I am sure that they not only will pay for themselves but will make a profit for the show."

"During the 10 years in which I have operated a carnival," said Owner Don Lang, Don Lang's Famous Shows, "I have tried about every conceivable way in which to bring out customers, but I still have to find a way that will surpass the drawing power of free acts. There have been many times when nothing but a free act really has put us on the right side of the ledger. The public appears to want something unusual and daring before it will come out merely to see a few shows and take in a ride or ten. And, not belittling the act, the fact that it is free sometimes appears to be of greater drawing power than the act itself. This show has used free acts at all dates as well as at fairs and celebrations and now looks forward to engaging more free acts than in any previous season."

Public Appeal Proved

Max Gruberg, owner of Max Gruberg's World Famous Shows, declared: "Satisfactory experience has converted me to carrying the best free acts and there is no doubt of their public appeal. There are many people who hesitate to go to carnivals because of a fear of spending too much money. If a carnival has a free act this type of patron has something to see inside the gates without any added charge. This fact induces them to go further with the thought

(See Acts: Pay Gate Makers on page 24)

Time'Em by Public Habits

Two Daily Act Presentations Indicated in Some Spots and Late Shows in Others

By ART LEWIS

Owner, Art Lewis Shows

Ever since pay gates have been in vogue free acts, in my opinion, have become vital assets to carnival business. They not only satisfy the public that pays admission, but they are the means of creating much larger attendances and so stimulating business, as they offset a similarity that exists with all carnivals, large or small, in shows, rides and concessions.

Type of free act most suitable for a carnival is the sensational thriller, brilliantly illuminated and presented as an outstanding attraction. Publicly created by this type of act is far more valuable than any other form of advertising possible. All such acts should be presented high in the air and can, by their brilliantly illuminated rigging, be seen from far away.

In presenting free acts with a carnival, it is essential to watch closely the habits of the show-going public in each community. Sometimes it is advantageous to present acts twice nightly, early and late, to accommodate those who come early and depart early because of their occupations. At other times it is better to present acts late at night so as to hold the crowds and create another hour of business. Another important feature is to have an illuminated clock by the free acts, giving the exact time the acts will be presented, so that crowds will not congregate at that end of the grounds for an hour or two waiting and thereby tying up business at that location. At fairs free acts on the mid-

way are of little if any advantage to a carnival, as the majority of those attending witness stage shows and other acts in front of the grand stand and after a couple of hours of watching these performances are more inclined to enjoy themselves on the rides, etc., of the midway than to wait around to see another free act or two.

Giving That Extra Treat on Midways

Free Acts Are That Out-of-the-Ordinary Something for Which Patrons Are Looking

By E. LAWRENCE PHILLIPS

Owner, Johnny J. Jones Exposition

Midway pleasure seekers are ever looking for features other than those produced behind show fronts. The free act is the answer. Thrill-producing attractions that demand more space than is available under the average midway top provide the necessary out-of-the-ordinary element to satisfy sensation seekers.

Some showmen believe their midways to be glamorous gladways packed with lights, ballyhoo and music and "well worth the front-gate admission." But acts presented on bally platforms are not "free acts" but sales demonstrations to hold crowds while show talkers tell their stories. Nor does the fact that a carnival offers innovations in lighting, mod-

ernistic show fronts and canned or un-canned music warrant an admission charge to grounds. They do their bit toward bringing people to the lot, but what theater or business house on Main street hasn't gone Broadway?

There are many benefits from free acts. They give the press department names and thrill events to offer local newspapers and their readers. They are always good copy with action art. They provide special paper that gives variety to the run-of-the-mill show and ride billboard advertising. There are unlimited number and variety of free acts from which to pick and they can be changed frequently to give showgoers something other than usual midway menus. Also operating with new show fronts and entirely new casts and new show titles, the public will often say, "We saw it last year." But the free act can always be different, with the

same sort of rigging rarely used. Acts give patrons something for the front-gate admission, which helps to kill the knock. "They charge you to get in to spend your money." Free acts hold people on a lot, boistering up a late play. If they paid at the main gate to see something, they will stay to see what they paid for.

To hold and satisfy crowds acts must be worth while and strong enough to start 'em talking. And presenting acts behind Ferris Wheels, where no one can see them, and unannounced and untimed, is money wasted. Timing is most essential. If no set time is given then crowds stall at the location, waiting while shows and rides are standing still. Some shows even depend entirely upon free acts to put people on the lot. Fairs, parks and celebrations know acts to be crowd bringers, and carnivals are also to line and can get the same crowd-drawing results from "too-big-to-be-presented-under-tent" thrillers. Even free-act props and rigging give a midway flash in themselves.

ACTS: PAY GATE MAKERS

(Continued from page 27)

that there is something else of interest to see inside some of the tops. Presentation of the best in free acts gives the public more confidence in the pay attractions that a carnival has to offer. Such free acts enhance patrons' interest in carnivals instead of discouraging it.

"When I first became owner of a carnival I engaged a free act. After some rainy weeks I decided to omit this act. And I did so to my regret because I found out that when the weather did clear I was not doing anywhere near average business. So I re-engaged the free act and business improved 50 per cent. In my years as a carnival owner I have never been without a free act for a season. Whatever salary is paid to a free act is a good investment because it takes money to get money."

"After closing a nine-year contract with the Hurling-Barnum & Bailey circus I entered a field new to me at that time," said Hugo Zucchini, Zucchini Bros. Shows. "I provided the free act with one of the larger railroad carnivals at a higher weekly salary than I received from the circus. It was difficult for me to figure out how a carnival company could afford to pay such a large salary, but I soon found out. I learned that before this carnival had presented a free act it had drawn lots of people but that they had never appeared satisfied when they had spent 10 cents at the gate. But after adoption did more than it ever had done and of the free-attraction policy the gate more than paid for the free act besides

giving the midway many more people to work on, better-satisfying patrons and increasing grosses in general. I have seen several of today's large shows grow from insignificance to prosperous enterprises thru employing 'real thrill attractions' as crowd pullers. Before we launched our show in 1933 I had figured that if anyone could afford to pay me the price I was getting that there must be something to this business of running a carnival, especially if one owned the free act himself. While we stayed out only a short time in '39, the free acts were our salvation because we drew large crowds altho our show was small and did not have much earning power. I believe that with a meritorious free attraction a carnival, regardless of how small it is, can play large towns and cities and draw record crowds. The free act will always draw more than enough people to pay for itself and provide extra revenue all around. The only knockers against free acts with carnivals that I have noted are an occasional showman or concessioner who does not have enough faith in his or her ability to earn money from the crowds just because they have spent a nickel or a dime at the front gate."

Responsible for Success

David H. Endy, president of Endy Bros. Shows and Endy Bros. Exposition Shows, said: "Presentation of free acts is in a large measure responsible for our success, because positive proof of the caliber of free attractions we have offered is seen in yearly increasing attendance and the fact that last season we drew the greatest paid attendance in our history and crowds were larger than before at some of our repeat

dates. While it is possible to economize with cheaper acts, we find that in the long run the popularity and good will engendered by a good act will not only draw more people but make for greater success of the entire show. We believe in giving the public something sensational that they will talk about to their friends when they get home.

"Free acts can be used effectively in advertising where the remainder of a show may not receive the advance publicity that it should have. Hundreds will turn out when they know that something definite is to be presented at a given time. On the other hand, many will not attend unless they know there is to be something besides the usual attractions. When my brother, Ralph N. Endy, and I placed another show on the road this season we arranged to present with it an outstanding free attraction."

"Realization of the value of free acts to a midway came during the early depression when the public had less to spend and did not visit carnivals as in former years," said Owner-Manager Al Wagner, Great Lakes Exposition Shows. "The act had to be sensational to draw crowds and cause patrons to want to visit a midway several times. Carnival managers were in a quandary as to how to care for this additional expense and the answer was the paid gate which has worked out so successfully. I have found that by offering good free acts attendance has been increased greatly, crowds have been held longer and grosses of the other features have been augmented. When the public knows that good acts are to be presented a midway by Wednesday night is generally playing to satisfactory patronage. Free acts on carnivals are here to stay. The public demands them and they are one of the show's biggest assets."

"My experience with free acts has been that some were profitable and that some were not," said Manager L. E. Roth, Blue Ribbon Shows. "And so I have learned that carrying a good free act is an excellent investment and an asset, but that presenting a poor free attraction is worse than being without one. The public must be entertained and satisfied and if that is done the groundwork for successful patronage of other midway attractions has been laid."

Stalling Is Boomerang

W. R. Patrick, owner-manager, Patrick Shows, said: "Out in our territory, where competition is keen, we know that often the judgment of potential patrons is formed by the quality of free acts presented. Often there is little to differentiate between the carnivals except the free acts offered. And we have never had a complaint about our pay gate after patrons have seen a good free act. Our faith in them is evinced by the fact that we will carry a high thrill act, wild animal act and a domestic animal act to appeal to children. Our publicity department can and does secure newspaper space and radio time for exploiting free acts when such space and time would not be easily forthcoming for straight carnival attractions. Acts must be definitely worth while and presented to best advantage. The exact time of presentation must be advertised and rigidly adhered to. If patronage is heavy and an act is postponed until everyone has become so wearied with waiting that they are disgusted or they leave without seeing the act, the result is a boomerang. If faith is kept and the act presented on time, patrons feel free to give their attention to the pay attractions in a cheerful mood.

"Act rigging should be attractive, well decorated and lighted and with a brief forceful announcement, proper music and attractive wardrobe. The entire act should be presented each time, for nothing is more of an insult to a small crowd than to be punished for attending a show, which is literally the case when performances are cut because of light attendance."

Supersede Gate Prizes
"My 22 years in carnival business has

shown me that with a pay gate the public wants something for its money and that outstanding free acts, of the high type, well lighted and well presented, are the answer," said W. E. (Bill) Frank, manager of Franks Greater Shows. "If acts can not draw and hold crowds they are of no value to a carnival. A high-pole act, without the way feature, which thrills the public, is an illustration. I believe that any acts using safety devices and with low riggings can not be compared in pulling power to those that work high without nets. Carnivals have tried everything, from cash gate prizes to merchandise prizes such as groceries and novelty items, but none would draw and hold. Then free acts were tried and we went to town. I remember one rainy night some years ago on a show when the lights were turned on but no charge was made at the gate because of the misty night. But the people would not go home until we put on the free act, for that really was what they were out to see. I am a firm believer in the power of free acts and consider them essential to carnivals."

Joe Geller, owner-manager of Buckeye State Shows, declared: "Free attractions, particularly at still dates, have always proved an excellent crowd stimulant. We do not have a pay gate every week but when we do we find that John Q. Public would rather look at a thrilling free act than receive a ride coupon or gate prize of some kind. After using all manner of gate prizes, our policy now is to have a snappy, hazardous free act that is 'all out and over' in from 8 to 10 minutes, so that shows, rides and concessions do not lie dormant for long. A feasible feature always is the help that an act gives the press department in its contacts with the fourth estate. Of course, some towns will not patronize pay gates but we are not adamant in this and when we find public objection we eliminate the gate and thus retain the good will of our patrons and the people in the show, as we continue to present our free acts just the same."

Change With Territory

"Altho before our reorganization and prior to 1934 we did not use a gate, we have always carried a free act, of the exciting type, not high dives, water dive and revolving ladders," said Manager J. Van Vliet, D. & V. Shows. "All acts, however, are not assets, as free acts should be put on as a consideration to the public and not as a duty. If an act is careless in personnel or put on in a 'hurry, let's-get-it-over' manner, it is a detriment rather than a boost. Thrilling, spectacular acts are trade stimulants and carnivals should change acts if they play the same territory year after year, so that the public will not become tired of them. As a free-act booster, we will always, when possible, have one with our show. With so many circuses now in the bus, managers should be able to pick good acts and give that variety which the public likes."

Harry H. Zundara, general manager of Zundara Greater Shows, said: "Free acts are particularly indispensable for present-day carnivals, especially behind pay gates. Theater with bank nights, free dishes and bingo have helped educate the public to expect something additional. After trying gate prizes and other methods, I have found that free acts are the most satisfactory 'extra' entertainment. Quite often a midway, brilliantly lighted at the front, tapers off to a shadowy back end and a high act rigging helps greatly in night illumination as well as being a daytime attention drawer. It can only be obvious that good acts bring word-of-mouth advertising, justify a gate charge, hold people on the grounds and make for better business at midway attractions."

"Free acts, to my mind, are the only salvation for carnivals that have to find locations on the outside of some cities, as most cities now do not have ample room for shows of the size that can afford good free attractions," said A. Obadal, general manager, Texas Exposition Shows. "This season in a city where a

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carnival never had had a gate before people came in large numbers, gave the midway a good play and waited without complaint until late to see the free acts, many of them admitting that the acts were what they came out to see. I have in mind two occasions when people stayed on a lot in Champaign, Wyo., until 3:30 a. m. and again until 2 a. m. to see high free dives. If carnivals can get free acts of merit they can boost their receipts at least 40 per cent, besides giving the public a change in midway menus."

Gate at Fairs Okay

C. P. Zeiger, owner of Zeiger's United Shows, said: "A gate policy has been successful with me because I always figure to give the public more than its money's worth, using from one to three acts, according to price. But one good act must be given in order to draw patrons, make them wait and send them away talking favorably. I use my gate successfully at all fairs that I play. Where this has never been done before there is sometimes objections but after the fair is over the boards are well satisfied when it is explained that there must be a gate to get the revenue necessary to pay the acts. By having a gate and sidewalk around a lot it is possible to keep much better order and eliminate undesirable. I find that concessioners and independent showmen with me for a number of years prefer working behind a gate rather than on a free lot, as the acts hold people and make for a better play."

"This is the first season in which I have booked a free attraction," said Vic Horwitz, owner and manager of Motor City Shows, not an old organization, "and I am now hardly in a position to be a critic of the policy. I am hoping that the season will show that the free attraction has increased midway attendance and so has proved to be an asset, financially and otherwise."

ATTRACTIONS TOPS

(Continued from page 28)

public that it is not difficult to repeat. Celebrations, jubilees and festivals with free attractions have been and are being underwritten by leaders in communities. Merchants have been quick to seize the advantage of events which bring crowds to their towns and generally are willing subscribers to any advance funds needed. Civic officials are more generous in setting aside streets, parks or playgrounds for use of some features of programs that continue several days or a week. In hundreds of localities there have been formed permanent bodies for annual conduct of some celebration or observance which will bring in free attractions to be used in conjunction with parades, contests and games.

Many events have been so successful that these observances are now annual affairs and standing committees have been named to carry on. With few exceptions, profits have been made and this accounts mainly for the interest in free attractions and what they have been able to do for the treasuries of auspices. Treasury balances have been reported from hundreds of organizations which in 1939 made their first efforts as sponsors of professional entertainment.

Committees Soon Learn

Word of the successes of sponsored events travels speedily thru word of mouth of showmen, performers, concessioners and allied workers, members of interested lodges and clubs and thru advertising, and apparently at no time has there been as much interest in this field as at present, particularly as to events scheduled for the coming Fourth of July and Labor Day. Committees appear to be more familiar with how to proceed successfully, and performers and

promoters entering to this field say they have more to offer in the way of novelty and money-earning power. Professional show business and auspices seem to be making the sponsored event of increasing value, whether it be the counterpart of a three-ring circus on the fairgrounds on Fourth of July, a Maple Syrup Festival with a Maple Queen or a Strawberry Festival in Dixie.

Among the great array of celebrations, conventions and home-comings, to name only a few, that have attained success with professional attractions might be mentioned the Annual Sireator (Ill.) Fourth of July Celebration, Parrettion (Ill.) Sauer Kraut Day, Richwood (W. Va.) Spud and Splinter Festival, Shelby (O.) Street Fair and Celebration, La Harpe (Ill.) Centennial Celebration, Oconto (Wis.) Corn and Potato Show, Mayville (Ky.) Tobacco Festival, Flourtown (Pa.) Firemen's Fair, Kingston (N. C.) Lions' Club Key City Exposition, Holland (O.) Strawberry Festival, Marion County Soldiers and Sailors' Reunion, Salem, Ill.; National Cherry Festival, Traverse City, Mich.; Wilson (N. C.) Tobacco Expo and Festival; East Tenna Yamboree, Gilmer; Cranberry Harvest Festival, Wisconsin Rapids, Wis.; Steuben County Fair Fourth of July Celebration, Bath, N. Y.; Koshuth County Fair Fourth of July Celebration, Algoona, Ia.; Wenona (Ill.) Home-Coming and Jubilee; Santa Barbara (Calif.) National Home Show, Buena Vista (Colo.) Lettuce Day Celebration and Rodeo, Fowler (Ind.) State Corn Festival, Crowley (La.) National Rice Festival, Hastings (Mich.) Blue Gill Festival, Yoakum (Tex.) Tom-Tom and Ogden (Utah) Pioneer Days.

Making the Customers Talk

Chairmen in all States are active now in lining up Fourth of July celebrations and committees are working with promoters on these events and for local celebrations to be held between now and Labor Day festivities.

"A celebration in order to be a success, must offer a real program of free attractions," said William J. Lewis, general chairman of Sireator (Ill.) Eighth Annual Fourth of July Celebration, which has been remarkably successful. "Our entertainment is again being booked thru advertising in The Billboard. In this way we are sure of getting the kind of attractions we want—high grade and clean."

"I have found free attractions to be great assets in the proper production of celebrations and other events," said Harry E. Wilson, widely known promoter and contest man, who has managed sponsored doings all over the East and South and who is now assistant manager of Banly's All-American Shows. "I am strong for the free acts as something to draw and hold money-spending customers. Attractions make people talk and when you do not have them at celebrations you might as well forget to have any other features."

Lesson of an Amphitheater

"Having booked free attractions of every description for the many events that I have had the privilege of producing," said Sam Burgdorf, veteran outdoor and indoor producer of sponsored activities and also secretary of Merritt Island Fair, Cocoa, Fla. "I learned long ago, as have so many others, that no matter how much a good act is paid it is still a cheap price. It brings people thru the gate or to the grand stand, and where there is no grand stand free attractions are particularly essential.

"I recall that in 1920 when I was associated with the late Verne Newcombe in putting on the Milwaukee (Wis.) Pageant of Progress one performance drew more than 100,000 people. It was free to the public and, as we looked up from the banks of the river to the natural amphitheater, I remarked to my associates, 'If we could only get 10 cents each!' I will never forget the lesson learned there and that scene will always remain in my memory, because it taught me the real value of free attractions."

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Owners, Former Divers, Keep Faith

Two Operators Testify Who Began Careers as Attractionists and Carried Free-Act Policy Into Ownerships

By CAPT. DAVID LATLIP
Manager, Latlip Shows

To the carnival the free act has long since proved its worth. I know whereof I speak, having made this form of act almost a life work as well as a study. While I do not wish to enter any controversy as to who was first of the high divers nor wish to take the honored title from its rightful owner, I know that many will agree that the writer will number among the very first to perform high diving as a free attraction.

Free acts have made the pay gate a valuable asset, innumerable times saving carnival owners-managers from heavy loss. To expect or to ask the amusement-seeking public to pay an admission charge to carnival grounds without an announcement as to the number or kinds of free acts to be presented would seem out of the question today.

Circa many years ago, when they featured big street parades and appeared to give less thought to the show in the big top, fabled free acts to be the best medium to draw people to the grounds after the parade. We all know what

acts have done as money-counting machines for grand stands at fairs. The free act has an appeal to the public in proportion with the entertainment ability of the act. Let the free act take all the boxes it rightfully deserves!

By J. HARRY SIX
Manager, J. Harry Six Attractions

Firmly believing, at the risk of being thought possessed of old-time ideas, that what was beneficial for the old-time successful showman should be a stimulant to present-day carnival business, I am strongly for free acts, because of their proven drawing power and the fact that they give employment to so much talent.

Now entering my third year in show business, I had success as a high-dive free attraction with such organizations as those headed by Nat Reiss, Harry Wright, Hatch-Adams, J. Frank Hatch, Col. Francis Ferrari and Bostock-Ferrari, besides being in parks from Coast to Coast and two years in South America for the Brazilian government in 1939-'40. Modern carnival operators can be as much benefited as were their outstanding predecessors if they will give their public good free attractions in conjunction with their other offerings.

In 1913 when I organized my own

show I had a thrilling back somersault high diver. The same year I broke in four high-diving acts which later made

entertainment history. When I organized a show in 1914, with J. W. Conklin as assistant manager and George Hamilton as general agent, we had an outstanding free act by a woman. Three years later I lost my sight, but my heart was still in the business and in 1921 I organized under the present title and have carried high acts and those of other types with success.

Crowd Holders Are the Kind To Use Booking and Spacing of Free Acts Must Facilitate All Possible Spending at Celebrations' Midways

By MEL SOBER
Of Celebration Committees, Sunbury, Pa., and Other Spots

More and better free attractions as revenue producers for any celebration, large or small, have my hearty endorsement from an experience of 12 years with operation of sponsored events and in other lines where booking of acts has come to my attention.

Several years ago the Sunbury (Pa.) band, of which I am a member, started an annual celebration. Our first policy was to have band concerts, parades and amateur boxing bouts. They proved somewhat of a puller for crowds, but we found that they did not hold people long enough. While concerts and bouts were being held, rides, shows and concessions did practically no business, and when programs ended the crowds left early. Then we decided upon a different type of attraction and booked a dog, pony and monkey act thru a nationally known agency and worked this on a platform, holding a high aerial act until late in the evening. We found that shows, rides and concessions did plenty of business between the acts.

In numerous Central Pennsylvania communities there is a strong demand for high thrill acts, the higher the better. I have learned by interviewing patrons that about 75 per cent of them come to celebrations because of the nature of such acts. It should be stressed that celebration committees should first select the best pro attractions available for their budgets and then advertise the acts strongly so that the public will know just what is being offered free of charge. In this automobile age people will travel many miles to see such acts and when they arrive they will spend

on the pay attractions also offered. Our committees have had much success advertising acts within a radius of 40 miles thru window cards, billing, newspapers, sound trucks and radio, the latter two being very effective last-minute media.

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Acts Putting Over Rodeos

Utah Celebration Drawing Where Many Patrons Are Not Wild West-Minded

By GUS P. BACKMAN

President, Utah Covered Wagon Days, Salt Lake City

The success of our celebrations has been due largely to a good quantity and quality of free acts. As president of Utah Covered Wagon Days Celebration in Salt Lake City, I have been fully in accord with the policy of using acts in all phases of our activities, including free street shows, where we present various types of spectacular acts, such as high trapeze, wire walking, etc.

Our rodeo presentations are absolutely sustained by free acts being interspersed throughout the entire program, as our people are not particularly rodeo-minded.

But we have found that a combination of rodeo performances, together with free acts, to be what is required to draw the top gate.

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By JOHN FRANCIS
General Manager, Greater
Exposition Shows

Back in 1899 Captain Speedy's spectacular high fire dive was calculated to keep natives on the streets until the man with the hook pole doused the lights. The act was considered a business stimulant, a drawing card and a good reason to call the street carnival an exposition, a festival or a celebration.

The humans had a high-wire bicycle act and Charlie Kilpatrick defied death in riding his velocipede down a flight or two of stairs.

One night in Decatur a kid stealthily made his way to the top of Charlie's rigging, nonchalantly mounted his bike and, without hesitation or fear, rode the cycle down the steps and safely to the ground, where he dismounted and accepted the salvo of applause due him from the surprised watchers. It didn't give Charlie more than a modicum of satisfaction in vigorously applying the boot to the youthful rear and it was evident that something new was going to be needed in the "thrill act" business if anything even approaching a Roman holiday atmosphere was to be maintained on the midway.

Since those days we have had any number of courageous folk willing and able to attempt seemingly suicidal stunts for the entertainment of carnival patrons. High pole artists, tight wire walkers, divers, motorcycle stunters, all manner of acrobats, cannon fodder, thrill drivers and diverse dare-devils have performed perilously from Peru to Portland. In my opinion, the free act has made the front gate charge possible and practical.

The showman who laments the loss of a few dollars to pay attractions during the presentation of a free act and who rubs the act thru or doesn't put it on at all or waits until nine-tenths of his crowd has gone home discerns but little beyond the bridge of his proboscis. Free acts draw people to the midway and they keep them there long past usual bedtime. I have been featuring at least one free act ever since 1921 and have found that they pay lucrative dividends. They prove a potent selling point for committees, they offer the publicity department, sure-fire newspaper and radio material, they give the customer something for his front-gate dime and send folks home talking about the show as well as the act.

Of course, free acts are wasted unless properly presented and their presentation offers the carnival manager a chance to exhibit a brand of showmanship that can elevate him above the common herd. The hallybooking of pay shows during the act detracts and results in many disappointments. Joe Doak's must not be allowed to roar thru a microphone, extolling the wonders and brilliancies of the Parisian Polonaise show while your announcer is endeavoring to introduce the man on the flying trapeze. The stagelet players and drum beaters must be stilled and ticket sellers and talkers should only call attention to the free act's location and advise all to see it.

My policy has always been "lights out" during the free act and every employee is admonished to remain quiet. Naturally, I want the entire assemblage to see the act and will twist the ear of the ticket seller, deceiving a patron or a showman sneaking in a ballot. During recent years we have presented high aerial acts, high fire divers and elephants and liberty horses.

Several years ago a larger show swooped into Omaha, covered our paper and set about with diligence to divert, by its very immensity, our treasury of its funds. But, came the free acts to

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the result. We convinced carnival fairs, by means of press and radio, that the real thrills were to be found on our location. They came in droves, approved and returned, and we chalked up a big week despite the opposition.

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They're Publicity and Crowd Bringers

Pro Free Acts Prove Convincers After Long Experiments With Local Talent--No Show Alone Will Pull Patrons

By J. F. SPARKS

Owner-Manager, J. F. Sparks Shows

It is easy for a carnival manager to forget that primarily he is a showman the very fundamental of whose business is showmanship, and instead come to regard himself as a sort of itinerant merchant whose presence should be sufficient to bring the public flocking to him, money in hand. Such a belief is as expensive as it is false and any manager who is aware of his true position as a showman will regard a marvellous free act as necessary to his business as are electric lights and advertising paper.

Best evidence of my personal opinion of free midway attractions is the fact that I have booked a first-class serial

act for the season. This is my first experience with carrying an act and I reached my decision only after three years of varied experiments with very convincing results. It was obvious to me from the first that the mere existence of my lighted midway did not, as far as the public was concerned, justify a gate charge. This was especially true of still dates, and I tried booking various free acts for occasional one-week stands. Each booking brought a noticeable upswing in business. This system was not satisfactory, however, for aside from adding trouble and expense I frequently found it impossible to get a topflight act on short notice.

I also experimented with staging free attractions made up of local talent. These included amateur nights, public woodings, bathing beauty and jitterbug contests and boxing and wrestling

matches. They proved to be no cheaper, even more trouble and, worst of all, of little drawing power. Local talent shows had small appeal in their home towns and at best can be regarded only as supplementary attractions to a professional act.

However, thru my experiments I had strengthened my conviction that something was needed to justify the gate charge and learned that free acts in-

creased newspaper publicity many, many times. Papers, reluctant to publicize a business proposition like the shows, would give front-page space to free acts.

Final clincher to my decision to carry an act was a theory that fair secretaries would be glad to be rid of the free act problem by including it in my regular contract for the shows, and that this would not only simplify getting contracts but make for better contracts. In my booking for this season, I have already found that this is even more true than I suspected. It is my conviction that free acts have won their place on the midway and won it in the most honest way--by indisputably earning their keep.

Proper Presentation Is Paramount Outstanding Attractions and Unusual Rigging Have Large Part in Reception by Public and Press

By JOHN M. SHEESLEY
General Manager, Mighty Sheesley Midway

Ask almost any carnival manager whether the free act has not been a blessing in these trying times and I am sure he will answer yes. I know I would—from experience. For several years carnivals have been fighting a terrific battle for business, facing the perplexing problem of what to do to bring business to the midways. And those operators who reverted to the erstwhile operating method of presenting free acts have largely succeeded in bringing back much of the amusement-going public to the carnival fold.

But a free act should be outstanding.

should appeal to all classes and be able to elicit favorable press comment. It must be presented on scheduled time and not held back just because rides, shows and concessions are getting a play. If crowds are held until their patience is taxed they leave for home with a feeling that they have been "fooled," and bad word-of-mouth publicity is the result.

Many acts of necessity use similar rigging. But to the average midway patron all rigging looks alike. So that leaves an important angle regarding a free act directly up to the carnival manager. He should try to secure an attraction that is unusual and thrilling if he expects to have it lauded by public and press. Such acts produce results highly gratifying as against their cost, expense of publicizing them and efforts put forth to carry and properly present them.

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WILL HILL SOCIETY CIRCUS

MOUNTAIN LAKES, N. J.

Good Acts Gain in Popularity, With Committees More Discriminating

By C. A. KLEIN
C. A. Klein Attractions, New Waterford, O.

Free attractions are becoming essentially more important every year in successful conduct of celebrations and all other sponsored events, as well as fairs and carnivals. Outdoor and indoor events are depending more and more on free acts to bring patronage and boost the take. Amateurs, some hillbilly acts and home-talent plays and pageants have been found wanting, and committees as well as promoters are looking for acts that will appeal and thrill. Especially in the last two years there has been an increasing demand for free acts of all kinds in outdoor promotions.

It is my experience that committees more than ever are looking for thrillers and presentations which offer something different. I find that circus units are enjoying wide popularity because of the elasticity and change that is possible. More novelty is being injected into programs and musical acts are also finding favor because they are generally available to middle-bracket budgets and their entertainment worth has been proved in recent years.

Talent buyers are becoming more intelligent and discriminating and the acts which deliver worth-while presentations

will find that they are favored with repeat bookings and have established reputations with committees.



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Free Acts Bring Crowds

Lifeblood of Outdoor Show Business Is Assured by Attractions of Merit

**By MAX LINDERMAN
General Manager, World of Mirth Shows**

Crowds are the life blood of outdoor show business, for they form the source of all expected revenue. Attracting them is one of the most important phases of management, and free acts have always been extremely helpful in this respect. They are valuable in adding to good attendance by enticing patrons who might otherwise not feel the urge to attend, and in some cases they provide the main selling point that a show or an outdoor event has to offer.

Their value in attracting crowds has become increasingly evident until now they are regarded as necessities in sponsoring or promotion of outdoor events which must be run on a competitive basis with local entertainment. An ap-

pealing factor is the knowledge that the cost will be entirely justified because of increased attendance and consequently greater financial dividends. All outdoor events stand to benefit from their use, ranging from the largest of annual fairs to the locally sponsored parish lawn party.

It is not meant to be implied, however, that any and all units which can be included in the category of free acts will act as a magnetic wand in drawing a representative percentage of available population. The public is too wise in entertainment values to be coaxed from their homes, automobiles or every-day amusement outlets by mediocre offerings. They might be fooled into it for the first day or two, but the weekly gross would prove the falsity of this move.

An outstanding attraction of an unusual nature will lure potential customers back two or three times during a single week's engagement. They will bring others with them, thus providing for largest possible attendance. Use of an excellent free act gives the management the right to look forward to a fine week of attendance and high grosses.

Worth of Acts Is Proved to Sponsor

Fete Chalking Success with Programs Aimed at Quality and Popularity

**By DAN S. TUTTLE
Chairman, West Tennessee Strawberry Festival, Humboldt**

There is no doubt in the minds of those charged with the success of our annual celebration that free acts are a "must" for committees that want to sponsor successful events. It has been simply proved to us that such free attractions are a drawing card on the programs for our festival, which is steadily building up crowds.

For West Tennessee Strawberry Festival, Humboldt, we have presented free acts twice daily as part of our set-up since our organization in 1935. While we have not as yet gone into elaborate programs, we have each year presented at least three to five free acts over a period of an hour to an hour and a half. And many things have happened during the seven years to more than convince us that the public looks forward to and appreciates our free shows.

For the past two seasons we have tried to figure on quality rather than quantity in our free acts and we believe that our attendance in general has shown its approval of high-quality acts, even tho they may be shorter than some mediocre or ordinary presentations.

High-Caliber Acts Bring Repeaters

Presentations Pulling Many Patrons Who Would Not Otherwise Attend

**By JOHN W. WILSON
Co-Owner, Cella & Wilson Shows**

In 25 years as a showman the value of free acts in attracting people to show-grounds and holding them there so that business can be carried on until the latest possible hour has been vividly demonstrated to me. We have chosen our attractions carefully and presented them successfully, crediting them in many instances with enticing patrons

who otherwise would not have attended.

My preference is for the highly sensational act, one that needs no long-winded explanations to assure spectators that the slightest slip or miscalculation will mean almost certain serious injury to performers. The public has an insatiable appetite for thrilling performances, and an outstanding act of this type on a carnival midway will help to assure a peak attendance thruout any single engagement.

Mediocrity in free acts won't pay dividends. Anything in the way of cheap entertainment will defeat its own purpose in that it will fail to attract and hold patrons. There is too much in the way of good entertainment available to the public for it to be drawn to show-grounds by "fill-in" attractions.

Outstanding attractions, offered as free acts by a carnival, in addition to its other features, will attract the greatest number of people and consequently result in obtaining the highest possible revenue. Acts of this caliber are the type that people talk about when they leave grounds, and when this happens one can count on hundreds of them returning for a second helping of free entertainment before an engagement is concluded. With a good free act to form the nucleus of a show's public appeal and with the management providing proper advertising and exploitation, good attendance can be safely predicted for the season if the show gets the breaks in weather.

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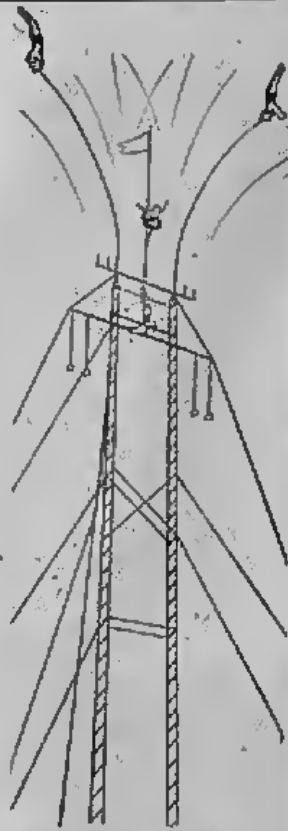
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HIGHLIGHTS

(Continued from page 21)

sentences, luxuries and entertainment as those living in metropolitan areas."

THE PUBLIC — "The accuracy with which fair managements gauge the changing entertainment appetite is the

measure of their success."

TALENT — "Today's fair management must provide, from a greatly restricted field, a quality of entertainment to compare with the talent controlled by the great financial resources of radio and screen."

Acts Can Save an Event

Absence Brings Drop to Vet
Reunion, Now Sold on
Bills as Builders

By E. E. STERLING
Secretary, Soldiers, Sailors and
Marines' Reunion, Mammoth
Springs, Ark.

In an experience of 20 years it has been proved to me that free attractions can save a celebration that threatens to go into the dumps. A few years ago during a deep depression period we tried to dispense with free attractions and found that our attendance slumped during the week and that those who did turn out did not remain as long as usual.

thereby working a hardship upon our concessioners.

As secretary of the Soldiers, Sailors and Marines' Reunion in Mammoth Springs, Ark., known as the Blue and Gray Reunion until after the World War when the American Legion Post was asked to take over the management, I have been fully converted to a free-act policy. The 50th annual this year will be attended by thousands from North Arkansas and South Missouri as well as by additional hundreds from all over the country who formerly lived in this section.

There can be no question as to the value of free acts to any celebration, and so I strongly advise the use of such attractions to build up attendance and to insure repeat crowds during the run of the event.

Like Sandwich--Without

Is a Pay-Gate Midway Minus
Free Acts—Essential as
Shows and Rides

By JAMES E. STRATES
General Manager, James E.
Strates Shows

A pay-gate midway without free acts is like a ham sandwich without ham. And the more sensational, the better drawing powers. Rigging carried by acts should be flashy and well illuminated and be located in the center of midways as a reminder to patrons that something is to take place absolutely free during the evening. This will be an incentive to keep customers on the midway, and a clock should be conspicuously placed denoting the time of acts so as to obviate people gathering too soon in ad-

vice of presentations and hurting the gross of the midway.

Now that there are not so many big circuses on the road much added patronage might be secured for midways by stressing that big circus acts will be shown at no extra cost to customers. Realizing this, we contracted an outstanding cannon act, "Shooting a Man Over the Double Ferris Wheels," and a troupe of dancing and baseball elephants. Knowing that the public must be informed of these big free features, we consider special paper on the free acts as essential so that when patrons come to the lot they will not resent a gate charge.

Good acts boost the gate, which means more patrons with money to spend on the attractions on the midway. And after the crowds have spent and are given acts as a dessert they carry away with them a feeling that they have been well treated. Free acts have a definite earning power with a carnival and they are just as essential as shows and rides.

Depress Is Defied by Acts and Gate

Far-Seeing Ops Vindicated
While Skeptics Were
Crying the Blues

By OSCAR C. BUCK
General Manager, O. C. Buck
Expositions

When, several seasons ago during the worst of the depression, several carnival managers, in an effort to provide something additional to draw the population to showgrounds, started the practice of offering free acts, other managers held up their hands in holy horror. "You're ruining the business," they said. "You'll educate the public to expect these things all the time. Besides, the small show can't afford to pay good free acts and the others aren't worth carrying!"

Just how right the far-seeing managers were has been amply proved by the fact that the carnival remained in business during the worst letdown general business has ever known. Free acts made a gate possible and few shows could have existed during the past 10 years without it. I agree exactly with those managers who say that if you can't carry good acts, don't carry any. The public has long since learned that it does not have to accept anything but the best.

Separational acts have by far proved the most worthy of a carnival manager's attention. It is unfortunate that there are not more types of acts that please patrons. An act of the human cannon

ball type can hold its own. No manager need carry more than one act, providing, of course, that particular one is strong enough to effect the word-of-mouth advertising so essential to our peculiar business.

NEED FOR DIVERSITY

(Continued from page 21)

agriculture, the women's departments, the fine arts and all of the many other activities that are carried on. So to begin with one has on the (air)ground to entertain a composite group of individuals representing many different types of people with many different interests.

The conclusion must logically follow that to entertain a crowd of this character, there should be a well-diversified program of acts. No one outstanding feature will attract and hold the masses. A name band can probably help but alone cannot get the job done. There must be some beauty, some thrills, some comedy and some good music and, most important of all, it must be thoroughly clean and above any question in this regard, and the entire program should be presented by high-class artists. Likewise it is important that the program should not run too long. There are very few entertainments that can hold an audience longer than two hours.

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World's Greatest Thriller

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 Gulfport—Mid-Summer Regatta, June 30-July 3, A. J. Allison.

MISSOURI
 Aurora—Legion Celebration, July 1-8, W. A. Coffey.
 Bland—Festival, June 27-30, Lowell Terrell.
 Bonne Terre—Homecoming, July 1-4.
 Craig—Legion Reunion & Homecoming, July 22-28, F. B. Neely.
 Cuba—Homecoming & Live Stock Show, July 21-23, A. M. Monroe.
 Farmington—Picnic, July 18-16.
 Lamar—Legion Celebration, July 4-10, Wayne McLeod.
 Licking—Homecoming, July 4-6, K. F. Kille.
 Madison—Blue Grass Festival, June 24-23, Dale A. Martin.
 Nixa—Celebration, June 21-23, Raymond Oardner.
 Parzell—Merchants' Picnic, July 27-27, De-John Collins.
 Richland—Legion Celebration, July 4-8, Herb Lankford.
 Rockport—Legion Celebration, July 3-4, O. A. Loomis.
 Rogersville—O. O. P. Picnic, July 4-8, L. E. Hooper.
 Washburn—Reunion, July 11-13, John Allen.
 Winston—Reunion, July 24-27, Charles K. Hoyt.

MONTANA
 Glacier—Legion Celebration, July 16-13.
 Joseph—A. Hollard.
 Miles City—Water Conservation Days, July 19-20, Eddie Post.

NEBRASKA
 Gorias—Oregon Trail Days, July 18-19, Howard N. O'Connell.
 Jackson—Legion Picnic, July 23-24, M. T. Part.
 Fort—Days of '38, June 28-30, H. W. Rabby.
 South Omaha—Legion Celebration, July 6-11, W. P. O'Connor, 826 S. 15th St., Omaha.

NEW HAMPSHIRE
 Woodsville—Legion Celebration, July 1-8, Robert H. Latta.

NEW JERSEY
 McCormick Beach—Firemen's Fair, July 20-27, Harry Woodley.
 Rumson—Firemen's Fair, June 29-July 6, August Murray.

NEW MEXICO
 Las Vegas—Picnic, July 13-13, Bill O'Leary, Box 1077, Albuquerque.
 Roswell—Picnic, July 17-19, Bill Colvert, Box 137, Albuquerque.
 Silver City—Rodeo & Celebration, July 4-8, Robert Alban.

NEW YORK
 Andover—Firemen's Celebration, June 24-23.
 Arden—Fire Dept. Celebration, July 23-21, G. L. Perkins.
 Bath—Agricultural Soc. Celebration, July 3-6, J. Victor Paulick.
 Canaan—Old Home Week, July 22-27, H. S. Hixson.
 Depue—Fire Dept. Celebration, June 24-23, Zephaniah Chama.
 Lironia—Firemen's Celebration, July 17-30, Henry Stephens.
 Littleton—Firemen's & Legion Celebration, July 22-27, Charles Love.
 Malone—Good Will Week, July 1-5, H. F. Kelley.
 Rome—Field Days, July 3-7, Chester Mabb.
 Shelburne—Picnic, A. G. Green, July 1-7.
 Rochester Dog Protective Assn.
 Sherman—Firemen's Field Day, July 12, J. E. Bennett.
 Springville—Legion Celebration, June 24-23, Harry A. Bond.
 Warren—Firemen's Carnival, July 18-20, Harold K. Foley.

NORTH CAROLINA
 Cherokee—Indian Legion Celebration, July 4-8, William F. Tyndall.
 Conover—Celebration, July 4-8, Mayor J. O. Clark.
 Yorkville—WOW Camp Rally & Jubilee Week, July 1-6, J. E. Crisp Show.

NORTH DAKOTA
 Grand Forks—Midwest International Shoot, July 13-14, J. H. McNeil, Box 207.
 Potts—Celebration, July 2-4, A. W. Pappert.

OHIO
 Amawrap—Legion Fair, June 24-23.
 Ashland—Anniversary Celebration, July 28-31, Dr. B. P. Maritz.
 Ashville—Celebration, July 3-4, Clyde Brinkley.
 Batesville—Jubilee Week, July 22-27, Fire Dept.
 Beavertown—Policemen's Festival, June 24-23.
 Cambria—Homecoming, July 22-27, Robert Weal.
 Canaan—Horse Pulling Contest, July 21.
 Deer Park—Firemen's Festival, July 18-20, William J. Krueger.
 Delaware—Horse Pulling Contest, July 14.
 Fairport Harbor—Mardi Gras, July 2-4, Don Chaney.
 Ft. Recovery—Market Jubilee, July 20-23, B. Burke.
 Grallon—Vol. Firemen's Carnival, July 11-14, J. A. Neversky.
 Greenville—Horse Pulling Contest, June 30.
 Hamilton—Horse Pulling Contest, July 28.
 Mattoon—Homecoming, July 24-27, Carl Hoyle.
 Marietta—Legion Celebration, July 1-4, Herb Lankford.
 Miami—Homecoming, July 4-7, William Brinkman.
 Fairport—Centennial Celebration, July 4-7, A. O. Bessner.
 Paulding—VFW Celebration, July 3-7, J. F. Pymouth—Homecoming, July 18-20, J. F. Moore.
 Rockford—Firemen & Legion Carnival, July 8-11, J. W. Lloyd.
 Wallaceville—Homecoming, July 17-21, H. R. Criss.
 Shelby—Firemen's Week, July 5-11, Jess Bell.
 Springfield—Celebration, July 4-8.
 Stone Creek—Centennial Celebration, July 17-20, J. C. Wilson.
 Toulon—Kentucky Fair, July 6-13.
 Troy—Bandstand, Rodeo & Firemen's Celebration, July 1-8.
 Warrenburg—Homecoming, June 18-23, American Legion.
 Wellsville—Homecoming, July 13, Charles W. Bell.
 Wheeling—Legion & Fire Dept. Celebration, July 2-4.
 Yorkville—Firemen's Fair, July 6-13, Pete Weal.

Zephyrus—Celebration, July 8-13, James O. Dotson.

OKLAHOMA
 Canton—Celebration, July 2-4, Harold Hood.
 Hecotite—Celebration, July 3-4, Chamber of Commerce.

OREGON
 Baker—Mining Jubilee & Cow & Horse Show, July 3-4, Leo Adger.
 Emigrant—Fire Dept. Celebration, July 4-7, R. Keight.
 Hood River—Mt. Hood Club, July 21, Ernest Swenaker.

PENNSYLVANIA
 Anderson—Celebration, July 24-27, Melia A. Zimm.
 Bradford—McKean County Golden Jubilee Celebration, July 20, William H. Vernon.
 Clymer—Old Home Week, July 1-4, Bruce Phillips.
 Calmar—Old Home Week, July 1-8, J. H. Buhler.
 Donnington—Fire Co. Fair, June 28-July 6, William Barrett.
 Everett—Firemen's Carnival, July 13-20, E. L. Nehoulis.
 Fairless—Firemen's Celebration, July 2-4.
 Pinkville—Firemen's Street Fair, July 6-11, Marquis P. Oates.
 Forest City—Old Home Week, June 24-28.
 Greenburg—Fire Dept., Whoopee Week, July 24-27, Carl Brown.
 Harrisburg—Labor Picnic, July 29.
 Henrietta—Farmers' Reunion, July 22-25, Merle A. Neam, Windsor, Pa.
 Homer City—Old Home Week, June 28-July 8, B. L. Kurka.
 Houtzdale—Firemen's Celebration, June 21-22.
 Hyndman—Centennial, July 12-22, Lloyd Christian, Mayor.
 Johnstown—Firemen's Jubilee, June 24-28, Lela Winda—Firemen's Celebration, July 16-20.
 Leechburg—Firemen's Jubilee, June 21-27, H. Martynville—Forest Festival, July 22-27, H. N. McDaniel.
 Mertosa Creek—Lawn Festival, July 7-14.
 Millburg—Firemen's Fair, June 24-28, H. H. Baker, 340 Chestnut st.
 Mount Pleasant—Firemen's Fair, June 24-July 6, Ken Crusan.
 North Wales—Perkiomen Fire Co. Carnival, June 24-27, E. J. Wan Zeland.
 Oakdale—Vol. Firemen's Fair, July 4-11, J. H. Gamble.
 Ordensburg—Firemen's Carnival, July 13-20, Lester Clark.
 Orono Mills—Firemen's Fair, July 1-4, William J. Delaney.
 Pen Argyl—St. Rose Celebration, July 1-21, Rev. James F. Gallagher.
 Philadelphia—Fire Dept. Celebration, July 3-4, William C. Braxton.
 Philadelphia—Women's Republican Club Celebration, June 18-23, Carl Lipman, 410 Denckla Bldg.
 Phoenixville—Old Home Week, July 1-8.
 Pennsboro—Firemen's Jubilee, July 27-27, George L. Cook.
 Rockwood—Old Home Week, July 8-13, Edmund G. Imhoff.
 Salomonsville—Vol. Firemen's Carnival, July 13-20, George K. Smith, Jr.
 Seward—Old Home Week, July 13-20, H. H. Booth.
 Stewartstown—Lions' Club Celebration, July 10-13.
 Union City—Homecoming, July 4-4, F. H. Tibber.
 Uniontown—CRA Auto Race, July 4.
 Uniontown—Lafayette Ladies' Festival, June 21-July 3, Larry Woodin.
 Williamsburg—Community Week, June 24-29, Merle A. Beam, Windsor, Pa.

VIRGINIA
 Galax—Celebration, July 1-8.

SOUTH CAROLINA
 Hampton-Venture—Watermelon Festival, July 13-20, G. R. Thomas.

SOUTH DAKOTA
 Algonquin—Sports Day, July 12.
 Arlington—Kingdom Day, June 30.
 Canistota—Sports Day, July 11.
 Custer—Good Discovery Days, July 24-27, J. F. Drayles.
 Hot Springs—Rama Meet, July 18-20, J. C. Ciccar.
 Ipswich—Trail Days, July 1-2.
 Madison—Yankee Goodie Days, July 26-27, George H. Simpson Jr.
 Manross—Frolic Day, June 27.
 Pierre—Days of '38, June 26-27.
 Selma—M. C. Club Celebration, June 24-28.
 Spearhead—Black Hills Air Fair, July 29-31, Tommy Matthews.
 Sully—Community Picnic, June 27.
 Webster—Mid-Summer Festival, July 3-4.

TENNESSEE
 Elizabethton—Crippled Children's Carnival, July 11-20, Ralph Claiborne.
 Kingsport—Legion Celebration, July 4-8, E. H. Moore.
 Martin—Celebration, July 1-8, Burns Harshbarger.

TEXAS
 Atlanta—Watermelon Festival, July 11, Myron Wenzelski.
 Austin—Legion Celebration, July 4-8, George Cabell.
 Brady—July Jubilee, July 3-6, M. J. Barrett.
 Loveland—Jubilee & Old Settlers Reunion, July 18-20, H. H. Blackburn.
 Mineral Wells—Health Festival, July 11-14, Orval Shute.
 Olney—Celebration, July 4-8, Chamber of Commerce.
 Friddy—Picnic, July 18-20.
 Royce City—Homecoming, July 11-13, R. M. James.
 Valley Mills—Reunion, July 17-20, J. C. Howard.
 Winters—Cucumber Festival, July 5-7.

VIRGINIA
 Colonial Beach—American Legion Festival, June 28-30, F. C. Caruthers.
 Hampton—Regatta, July 1-7, Harry H. Holt Jr.
 Louisa—Firemen's Fair, July 4-8, L. S. Key.
 Washington—Horse Show, July 18-20, Nath Stevens.
 Woodstock—Firemen's Carnival, July 3-4, James L. Boyer.

WASHINGTON
 Everett—Legion Celebration, July 1-8, Reno E. Bergeron.
 Kopeck—Deal Race & Water Carnival, July 27-28, Charles McCash.
 Seattle—Polka, July 23-24.

Walla Walla—Legion Celebration, July 3-8, Harry Larson.
 Webster Springs—Rhododendron Festival, June 27-28.

WEST VIRGINIA
 Franklin—Firemen's Celebration, July 3-8, Keyline—Homecoming, July 1-8, John K. Smith.
 Fire Dept. Street Fair, July 27-27.
 Vermon E. Batterick.
 Petersburg—Vol. Fire Dept. Celebration, July 4-8.
 Spencer—Legion Celebration, July 4-8, A. L. McGarity.

WISCONSIN
 Burlington—July Jamboree, July 3-4, Legion & E. of C.
 Oshkosh—Firemen's Celebration, June 28-30, John Heben.
 Columbia—Centennial Cascade, July 4-7, Chamber of Commerce.
 Kaukauna—VFA Water Regatta, June 28-30.
 Lake Mills—Daily Co-Operative Centennial, July 30-33, American Legion.
 Trempealeau—Bow Festival, July 27, R. C. Bleser.

WYOMING
 Cheyenne—Golden Anniversary Celebration, July 23.
 Casper—Fire Dept. Celebration, July 1-8, J. W. Conklin.
 Swift Current, Sask.—Kinetic Club Celebration, July 1-4.

ARIZONA
 Harrison—Lex McAlister.
 Mammoth Spring—Civic Club.
 Vandsvoort—July 3-4, H. E. Sandifer.

CALIFORNIA
 Alameda—Business Men's Assn. Harry Peterson.
 Oceanside—Chamber of Commerce, Mrs. Mary K. Welch.

COLORADO
 Cheyenne Wells—Thomas H. McKown.
 Hotchkiss—Boomers' Club, Ronald Schlangen.

ILLINOIS
 Chatsworth—Oreland—Men's Club.
 Dixon—Homecoming, H. B. Beard.
 East Moline—July 3-4, American Legion, Don Street.
 Fairbury—George H. Decker.
 Farmer City—Fair Assn., E. E. Wighlman.
 Hardin—July 3-4, American Legion, Arthur P. Kemp, Hannsville, Ill.
 Hampshire—Harvard—J. R. Robertson.
 Kinross—Celebration & Homecoming.
 Litchfield—Amer. Legion, M. M. Hadd.
 Paris—Chas. R. Clement.
 Princeton—Princeton—Hoester Club, Kenneth Miller.
 Princeton—Quincy—Chamber of Commerce.
 Streator—July 3-4, Wm. J. Leary.
 Sullivan—Amer. Legion, Dr. A. E. Merriman.

INDIANA
 Ellettsville—July 3-4, Frank Hardman.
 Rockdale—July 3-4, Lions Club, Glen E. Irwin.
 Sunman—E. W. Howrey.

IOWA
 Algonquin—E. L. Vincent.
 Burlington—Lions Club.
 Denerville—Cress—D. O. Nichols.
 Davenport—American Legion.
 Garner—Jr. Chamber of Commerce.
 Humboldt—Amer. Legion Play Day, George K. McLaughlin.
 Independence—E. O. Gales.
 Mason—Amer. Legion, Chris McEwen.
 Rock Rapids—American Legion.
 Tipton—Centennial, July 1-4.
 Union—W. J. Campbell.
 Warsaw—Fair Assn., R. M. Phillips.
 Whitesett—July 4th, Fire Dept.

KANSAS
 Cedar Vale—July 3-4, Lions Club, Owen A. Hubbard.
 Emporia—E. L. Anderson.
 Lyndon—July 3-4 Chamber of Commerce, Joe Wainwright.
 Waverne—American Legion, Henry Glover.

KENTUCKY
 Elizabethtown—O. O. P. Picnic & Homecoming, Carl Waza.
 Greenburg—Amer. Legion, E. V. Taylor.
 Russell Springs—American Legion, W. W. Owen.

MARYLAND
 Salisbury—Chamber of Commerce, Chas. J. Trull.

MASSACHUSETTS
 Beverly—Fire Dept.
 Derby—Duxbury Days, July 2-4, Walter O. Prince.
 Fall River—Gracey—C. E. Dudley, 3 Herford Place, Lowell.

MICHIGAN
 Adrian—A. D. Bunting.
 Hillsdale—American Legion, Fred Gill.
 Kalamazoo—United Veterans Council, Geo. Steinberger, Richard, 35th.
 Lake Odessa—Homecoming, Wm. C. Moore.
 Ludington—Carl L. Aabacker.
 Macleota—July 2-4, Veterans of Foreign Wars, Zaris Smith.
 Sand Lake—July 3-4, Business Men's Assn.
 Roy—Blair.
 St. Ignace—July 1-4, Legion Celebration & Homecoming.
 White Cloud—Chamber of Commerce.

MINNESOTA
 Blooming Prairie—Country Club, T. P. O'Brien.
 Blue Earth—Community Club, A. J. Berlich.
 Canby—American Legion, J. L. Thilman.
 Glenwood—Jays Co. Fair Assn.
 Moose Lake—Jon Dugas.
 Sauk Centre—Verndale.

Walla Walla—Firemen's Tournament, July 2-4, T. J. Wernit.

MISSOURI
 Annona—Amyr. Legion, W. A. O'Leary.
 Hoooville—Lotta Club, Howard Dyer.
 Marcellus—Business Men's Assn., Fred Lake.
 St. Louis—Lions Alma & Nelson—Ezroy & J. J. Reich, Nelson.
 Peery—L. O. O. P. Picnic.
 Wealiland—John Cabow.

MONTANA
 Kallispell—Amer. Legion, Earl Scovel.

NEW JERSEY
 Morristown—NEW YORK
 Bath—Stanley Co. April, 300, July 3-4, J. Victor Francis.
 Lyons Falls—Fire Dept., J. E. Farney.
 Monticello—John A. Bamron.

NORTH DAKOTA
 Van Hook—Celebration & Rodeo, Al M. Ulrich.

OHIO
 Keshion—Veterans of Foreign Wars, B. H. Wise and Cliff Bailey.
 Mansfield—Ed Wylie.

OKLAHOMA
 Hillveta—July 3-4, Chamber of Commerce.
 Devils Wolden.
 Stillwater—July 1-4, Chamber of Commerce, Ralph O. Archer.

PENNSYLVANIA
 Harford—Anniversary Celebration, July 3-4.
 Honey Brook—Fire Dept.
 North Grand—Community Carnival, O. A. Strickland.
 Ocolea—Firemen, Wm. J. Delaney.
 Warren—Police Dept., George Haska.
 York—Fest. Festival, Chamber of Commerce.

SOUTH DAKOTA
 Redfield—Amer. Legion.

TEXAS
 APT—American Legion, Oscar Neal.
 Cisco—July 3-4, Chamber of Commerce, F. G. Berry.
 Hamilton—July 3-4, American Legions Picnic & Rodeo, B. D. Corrigan.
 Rockdale—American Legion, Willard F. Marshall.

VIRGINIA
 Norton—American Legion.

WASHINGTON
 Aberdeen—Amer. Legion.
 Langley.
 Long Beach.
 Raymond.

WEST VIRGINIA
 Gettle—American Legion, H. Weingarten.

WEST VIRGINIA
 Terra Alta—Bob Follette, Pennington, G. O. Agusta, H. L. Hays.
 SOUTH CAROLINA
 Beaufort—J. K. Gray.
 Memphis—Amer. Legion.
 Whitewater—American Legion, F. C. Winder.

WISCONSIN
 Wisconsin Rapids—W. A. Steck.
 WYOMING
 Green River—American Legion, C. E. James.
 Pinedale—Community Club, Mrs. Margaret Harvattin.



4th of July Celebrations

JEWELL MURDER
 (Continued from page 51)
 killed GHE Jewell gets by, it's that much more dangerous for other showmen, who might, except for chance, meet his fate." Sheriff McArthur and State troopers have praise for the Showmen's League of America efforts, which resulted in raising a \$2,000 reward fund, and also for the reward offered by the West show. Gov. E. D. Rivers of Georgia has also authorized an official reward for the capture of the murderer.

"Show business is a big business and it's scattered everywhere," Sheriff McArthur said. "We feel that the break in this case will come from someone in the show world. We wish the showmen would change the code if necessary and help us. We want to make Georgia safe for everybody."

Haverstick Death Another Case
 Interesting to criminal investigators in Georgia also is the death of George E. Haverstick, concession operator with Frank's Greater Shows, found dead on a principal Macon street after midnight several weeks ago.

After hearing a first autopsy report and several witnesses, a coroner's jury held the elderly showman was murdered and robbed.

First-page streamer—headline stories about the episode aroused city detectives to unusual activity and they launched a campaign to prove that Haverstick's death was due to an accidental fall.

Acting at the request of detectives Solicitor-General Charles H. Garrett, prosecuting attorney, held an informal investigation and heard additional testimony, finally bringing the unusual procedure to an end by announcing that he was convinced there had been no murder in the case. The murder verdict of the coroner's jury still stands in the Bibb County records, however.

Show Owner William E. Franks at the time complained that "an outlaw element following shows" blocked a fair and impartial investigation and thwarted his every attempt to lift the facts about the Haverstick death.

Sponsored Events

Veteran, Lodge and Other Organization Possibilities

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

Hennies Will Play Minn. Aquatennial; B&G to Milwaukee

CINCINNATI, June 22.—There a change recently made, Hennies Bros. Shows will furnish the fun zone on Dunwoody Field at the coming Minneapolis Aquatennial, instead of Rubin & Cherry Exposition as first scheduled, both being units of the Amusement Corp. of America.

Beckmann & Gerety Shows, another ACA unit, will play the Milwaukee Midsummer Festival on the lake front. The B. & G. Shows, now concluding a 10-day engagement at Kenton County Centennial Celebration in Latonia, Ky., across the Ohio River from here, will also furnish the midway at 87th annual Marion County Soldiers and Sailors Reunion to Salem, Ill.

Stellar Bill Signed For Illinois Reunion

SALEM, Ill., June 22.—A pretentious Barnes-Carruthers revue of 50 people, including 14 acts, and the booking of Beckmann & Gerety Shows for the midway at seven-day 87th annual Marion County Soldiers and Sailors Reunion here, has been announced by General Chairman Earl W. Merritt. Revue will be presented on a 60 by 50-foot stage in a natural amphitheater, with seating facilities for 10,000.

With exception of Illinois State Fair, the event is said to be largest in the state, daily average attendance being 35,000, while on Saturdays and Sundays it often draws 50,000. Originally organized by GAR veterans, it was taken over by the Spanish War Veterans' Camp and American Legion Post 12-1030 because so few active Civil War veterans remained. General Chairman Merritt has served in that capacity since 1930.

In addition to professional features, each day is dedicated to a special group. There will be Fire Fighters' Day, with the St. Louis Tower team; Republican and Democratic Days, one for oil men, old settlers, American Legion members and Spanish War veterans. There will also be a parade with more than 50 drum and bugle corps and bands entered, beach twirling and high school band contests.

Outlook Good for Pa. Event

McCLURE, Pa., June 22.—Plans are being made to handle record crowds at 49th annual three-day Bean Soup Home-Coming Celebration here under auspices of Sons of GAR, reported Committeeman E. H. Hubb. Officials believe there will be a big boost in attendance this year as a result of cancellation of several near-by fairs. Along with events and attractions booked in previous years, some new departments have been added. Miner Model Shows will be on the midway for the 12th year. Crowds have shown yearly increases since inception.

Program Set for Ohio Fete

SPRINGFIELD, O., June 22.—Daintily All-American Shows are booked for six-day Jamboree and Independence Day Celebration here under sponsorship of Independent Automotive Association, Inc., reported Harry E. Wilson, assistant manager of shows. He is preparing the program, which will include Independent Automotive Night, when an electric range will be awarded as door prize; bathing beauty contest, baby giveaway; pet, doll, costume and bicycle parade and fireworks, public wedding and Mardi Gras Day. Ticket sale is being handled by 2,000 members of the sponsoring organization.

Varied Program Is Planned For Celebration in Alabama

DECATUR, Ala., June 22.—This city is preparing to celebrate the biggest four-day event in its history, the 120th anniversary celebration of Decatur's founding, reported Curtis Gover, publicity chairman. The city will be decorated for the event which is being sponsored by the Chamber of Commerce. Patriotic parades, historical pageants, speeches, speed-boat races and balls will fill part of the program.

Among the notables invited are Lady Curzon, of England, and Jimmie Fidler, of Hollywood, both natives of Decatur. John B. Rogers Producing Co. has been engaged to stage the pageant, with Richard Mahar as pageant master. Ten scenes, depicting history of Decatur, will be presented three nights on the high school athletic field. Queen is to be selected by vote, based on sale of tickets to the pageant, and 15,000 have already been put on sale. Coronation ball is to be held in the armory. Runner-up in voting will bear the title Queen of the Tennessee Valley.

Shorts

JAMES O. WISON, chairman of Stone Creek (O.) Centennial and Home-Coming, reported free acts and a midway will be featured.

F. D. HILL, city clerk of Sharpsburg, Ky., writes that Cotton States Shows have been awarded the midway contract for city's annual July Youth Celebration.

MANSPFIELD, O.—Grotto and DeMolay Celebration on June 10-15 drew more than 40,000 paid admissions, reported Sterling (Duke) Drukenbrod, who with Maynard Hart handled promotional details. Office was under direction of (See SHORTS on page 85)

WANT Fourth of July Celebration, Upper Sandusky, under Legion and Chamber. Main Streets. Sandusky Volunteer Team and Veterans of Foreign Wars. Bayville Homecoming to follow. West Kelle-Plains Shows with own outfit. Come on, 25% Custard Machines. All legitimate Concessions, come on. Address all mail and wires to **J. R. EDWARDS** BOWLING GREEN, O.

WANT CARNIVAL CO. for **Corn Palace** Week Sept. 23-26, Mitchell, S. D. Write J. J. VERSCHOOR for details.

CARNIVAL WANTED For one week during month of August. Address L. S. MILLER, Secy., Moose Lodge, Attica, Ind., or send Representative.

WANT CONCESSIONS AND SHOWS **ASHVILLE, O., JULY 2-3-4** Big Annual Celebration Write CLYDE BRINKER, Ashville, Ohio.

SHARPSBURG 4TH JULY CELEBRATION Want Ferris Wheel, Kiddy Cars, Concessions, Photos, Fortune Teller, Mickie O'Donnell wants Wrestlers, Boxers. Location, City Park. **You work July 2, 3, 4, 5, 6** Bands, fireworks, speaking contests. Write MR. H. HILL, City Clerk, Sharpsburg, Ky.

WANT For THE ANNUAL FIREMEN'S CARNIVAL At Saxenburg, Pa., July 15 to 20 Shows and Concessions, Rides, Free Acts, Bingo and Ball Games already booked. No Racket and only one of a kind booked. Write L. FALLON, MGR. CONCESSIONS Saxenburg, Pa.

CARNIVAL WANTED For July 4-5-6-7 BY **FARMERS' UNION PARK** Write to 2000 GILMAN, ILLINOIS. WM. HOOVER.

AMERICAN LEGION HOME COMING At Pipe City, Illinois, August 9 and 10. Two Big Days and Two Big Nights. ATHLETIC SHOW—RIDES and GONCESSIONS WANTED. G. H. KEMNEY, General Chairman, R. R. ROBERTS, Booking Concessions.

350,000 Merchants' Tickets Now In the Hands of 350,000 People of Monroe County for **R. D. P. A. EXPOSITION AND CIRCUS** JULY 1-2-3-4-5-6-7

Acts, write stating lowest. Want Rides of all kinds. Peanuts, Popcorn, Floss, Apples, Lead Gallery and any legitimate Concessions. This one will keep you well till fairs start. Want Mug Gallery, American Mitt Camp and Side Show. All must have frames and canvas. Rides Man Dealing, contact again; wired Silver Springs Inn. Address CIRCUS DIRECTOR, Scottsville, N. Y. Phone, Scottsville 10F4. Wires (pay your own), care Western Union, Rochester, N. Y.

PATRIOTIC WEEK AND 4TH JULY CELEBRATION DRY RUN, PA., JULY 1-6 An outstanding event by a progressive community with free acts, parades, special events as features, city two full day plays and six nights. Want shows and concessions. All Home Wreck Celebrations at Gettysburg, Pa., Oriskany, Pa., and 42th New York Farmers Reunion and other events to follow. Write or Wire **BILLY ELYON**, Williamsport, Pa.

LAST CALL FOR LOWELL, MASS. Lowell's Biggest Celebration **BIG DAYS — 8 — BIG NIGHTS** **July 1 to 8, 1940** South Common **FIREWORKS — THRILL CIRCUS — MARDI-GRAS** Lowell's Fourth of July Celebration is known by every concessionaire in the country. Biggest crowds, best spenders, estimated attendance 1,000,000, parades, children's day, army day, State drum corps championship contest, and many other attractions. **DON'T MISS LOWELL THIS YEAR** THERE WILL BE NO AUCTION OF SPACE **COST OF LOT INCLUDES LICENSE, LIGHTS, FIREWORKS, THRILL CIRCUS, ETC.** Wire or Write Today For Full Details **CELEBRATION HEADQUARTERS, BRADLEY BUILDING, LOWELL, MASS.** Sponsored by Sons of the American Legion Lowell Post No. 87.

WANT SHOWS, RIDES, CONCESSIONS **ST. ROCCO CELEBRATION** JULY 14-21 (INCLUSIVE) Ideal Location on Benson-Pan Arrol Highway, Route 702. Complete fireworks display, Free attraction, Queen Contest, Amateur Contest, Baby Parade, Dog Show, Gate Prize Each Night. Wait selected within radius of 50 miles. Address: **JAMES P. GALLAGHER, 605 E. MAIN STREET, PEN BROOK, PA.**

THOMPSON BROS.' AM. CO. **BIG 4TH** **CLAYSBURG, PA.** **BIG 4TH** Answer American Legion Band 233. Celebrating WARY Legitimate Concessions (not week for each) for the following route: U. M. W. S. Celebration, May 10; Pa. June 24-25; MID 4th CLAYSBURG, PA.; FIREWORKS AND PARADES, July 1-4, Martinsburg, Pa.; OLD HOME WEEK and ANNUAL PICNIC, July 8-12; SEWARD OLD HOME WEEK, July 15-20, and many others to follow. Write and X on American Legion, Penn and Betty Reed, Amos, W. Va. **JIMMIE THOMPSON, Altoona, Pa., or Greene, Pa., till June 28.** The Great Leap 1940! Not strictly and a FREE GATE.

LAST CALL **THIRTEENTH ANNUAL STREET CARNIVAL** JULY 8-13, INCLUSIVE RIDES and ACTS BOOKED. CAN USE MORE CONCESSIONS AND SHOWS. X ON CUSTARD AND PENNY ARCADE OPEN. **JNO. W. LLOYD, SECTY. ROCKFORD, OHIO**

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10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No breaks. Advertisements and by telephone will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or to be copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must

be counted when figuring total

number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number, the rate of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of copies.

ACTS, SONGS AND PARODIES

MELODIES WRITTEN FOR EXCEPTIONAL lyrics on royalty basis for recordings. Big demand now. **AL SANDERS**, 1761 North La Salle, Chicago, Ill.

YOUR SONG ON A RECORD, 50¢—SEND LEAD Sheet, Learn Music, complete, 50¢ **URAB**, 245 W. 34 St., New York.

AGENTS AND DISTRIBUTORS WANTED

A CHANCE OF A LIFETIME—MAKE \$10 TO \$20 daily the rest of your life. Read **KENNETH FELCK COMPANY** advertisement under Business Opportunities.

AGENTS, CONCESSIONS—BEAUTIFUL WALL Plaques, small plaques, large, 25 for \$2.50; small, 75 for \$1.00 (cash). **W. WOOLLEY**, Peoples, Ill.

AGENTS WANTED TO SELL THE NOVELTY **Cam Cam Box**. Make one-third profit or better. Sample postpaid for a quarter (coin or stamp). **BLUE ASH CRAFT MILL**, P. O. Box 163, Blue Ash, Ohio.

AMAZING ZIPPER CLOTHESLINE—ZIP GAR- ments on and off instantly. Easy, quick demonstration. Sure sale every home. **DUNN MFG.**, Hempstead, N. Y.

BASEBALL AND FIGHT JACKPOT CARDS— Real money-makers. Markets best sellers. Big profits for salesman; 3 samples 35¢ postpaid. **W.D. SALES CO.**, 155 Quinn Ave. S. E., Minneapolis, Minn.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Easiest thing today! Free samples. Also selling stickers for short order. Local contracts. Name Plates. **"BALCO"**, 1305 Washington, Boston, Mass.

DEMONSTRATING COMB PRICES REDUCED— Write for price list or send 25¢ for five different samples. **OHIO COMB CO.**, Orville, O.

DEMONSTRATORS—THE NEWEST FAST-SELL- ing pitch. Item on road today available for first-class demonstrators and fair workers. Fast quarter with 50¢ touch. Costs only \$10.80 gross. Complete samples and proposition upon receipt of 25¢. Reliable people only. **BOX 7304, DISK E.**, Philadelphia, Pa.

EXCEPTIONAL OPPORTUNITY FOR SALES representatives to become exclusive distributors for "Electro-Flash" reproducing Baseball Cards. Non-competitive, used profitably and extensively by hotels, cafes and taverns. \$2,500 investment required, fully protected. **ROBINSON SCHEIDT CORP.**, 555 Woodward Ave., Detroit, Mich.

FAST SELLING NECESSITY—COSTS 3¢ SELL 25¢. Copyrighted merchandising plan speeds sales. Sample 10¢. **C. LINNELL COMPANY**, University Center, Cleveland, O.

FAST-SELLING NOVELTIES; BIG PROFITS! Bargains: state your business; samples, 10¢ each; stamps, P. A. Duffin, 1 P. Penny Patch, other samples, reasonable. **KENNEL'S**, U. S. Station, Fayetteville, Ark.

FLASH—NO COMPETITION—AGENTS-DIS- tributors. Demonstrators. No Green's Pad. Eliminates guesswork for trying. Makes amazing parades. Demonstration sample, 25¢; dozen, \$1.75; Gross, \$18.00. **ACHIE**, 3220 Park St., Louis, Mo.

FLORIDA MINIATURE FISH PLAQUES— Hand painted, 25¢; dozen assorted, \$1.50; Saltfish, 25¢ and 50¢. **BREWSTER ART SERVICE**, New Smyrna, Fla.

GASOLINE SAVING DEVICE 5¢, FORD 1934- 40, Chevrolet 1935-40. **WALBERT CO.**, 3420 No. 10th Street, Milwaukee, Wis.

GOD BLESS AMERICAN BANNERS—100 PER cent attractive, timely, fast seller. Send 75¢ for sample and wholesale price, or free circular. **CRITERION SALES CO.**, 158 Greene St., New York City.

"HELL WITH HITLER" WINDSHIELD STICK- er! Succeeding America like wildfire at 5¢ to \$0.50 postpaid; sample, 10¢. **SOUTHWEST SALES**, 909 Wall, Beaumont, Tex.

KEY CHICK STAMPING OUTFITS—BIG profits stamping chicks. Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 De-gram St., Brooklyn, N. Y.

MAKE MONEY IN YOUR HOME TOWN WITH Advertising Items, Promotions and Souvenirs. Full particulars of unique plan, 10¢. **JAMES T. MORTARTY**, Box 374, Nashua, N. H.

MEDICINE DISTRIBUTORS—500¢ PROFIT. Fast repeating business selling Vi-Co Tonic Laxative. Earn \$75 weekly. Be independent. **VI-CO SALES**, Birmingham, Ala.

MEXICAN JUMPING BEANS—NEW CROP arrived; 60¢ per 100, \$3.00 per 1,000 postpaid; fast summer seller. **HOBBY SHOP**, Lorain, Ohio.

MEXICAN FEATHER PICTURES, HAND-MADE—Sold on sight sample, 25¢. **PAN-AMERICAN TRADING CO.**, 2102 David St. Bldg., Detroit, Mich.

MEXICAN JUMPING BEANS—THE MOST original curiosity in the world. They attract universal attention. **JOAQUIN HERNANDEZ**, Exporter, Alamo, Sonora, Mexico.

MONOGRAMMED SLIP COVERS FOR STOOLS is our latest sales sensation. Rush one quarter for selling outfit. **ROCHESTER COVERS**, Fifteen Edward St., Rochester, N. Y.

NEW KIND SPARKLING, REFLECTING, RE- ligious motions, 100 \$3.00; three samples 25¢. **STRALEY**, 1015 Mulberry, Springfield, O.

NOVELTY SALESMEN, AGENTS—MAKE \$4 TO \$7 a day commission. New, nothing like it. Sell on sight. Sample, 10¢. **B. FRIEND**, 310 W. Van Buren St., Chicago, Ill.

OIL PAINTINGS ON CARDBOARD, CANVAS, etc. Popular prices. Art novelties. Also lessons in oil painting. **ENTERPRISE-C**, 2221 North 35th, Milwaukee.

ORIGINAL SILVER STRIKE EQUALS A SLOT plus 50 other games. Sells at sight every tavern, tourist stores, lodges; quantity prices; write, sample 50¢. **T. P. CORD CO.**, Box 295, Green Bay, Wis.

PATRIOTIC DECALCOMANIA EMBLEM FOR windshields, automobiles, stores. Agents cleaning up. Quick profits. Big profits. Sample 25¢. Post cards ignored. **JACOLAC CORPORATION**, 188 Randolph, Chicago.

PERFUMES—LONG LASTING, REPEATERS, BIG profits; five pleasing odors. \$1.50 dozen. Cream sample, 25¢. **BEAUTIFIERS**, 109 W. Chicago Ave., Chicago.

REPRESENTATIVES WANTED FOR EXCLUSIVE territories selling Myrad Reflector Equipment (Ballrooms and Skating Rink Novelty Lighting Effects). Men who are already calling on this line of trade preferred. Write **MYRAD REFLECTOR CO.**, 218 Post Square, Cincinnati, O.

RESURRECTION PLANT—UNIQUE NOVELTY, Miracle of Nature. Costs below 25¢; sells for \$1. **C. E. LOCKE**, 7 Rio St., Medina, N. Y.

SALESMEN AND AGENTS GET OUR PROPO- sition for a fast-selling summer necessity. Our Tom Thumb Fly Trap sells to homes, stores, cafes, etc. Write **THE ELLIOTT CORP.**, Richmond, Ind.

SELL ORIGINAL, IMPROVED BLUE SIGNS— Define competition since 1890; costs 3¢; sells 25¢. Experience unnecessary. **ROEBEL'S**, 335 Coetz, St. Louis, Mo.

SELL MEXICOT BARBECUE MACHINES. \$28.50. Commission, \$8.00. No competition. Prospects waiting to buy. **BICKERSON MANUFACTURING COMPANY**, Department 2, Springfield, Mo.

SNAPPY NOVELTIES; FAST NEW SELLERS! 10 samples and wholesale price list, 25¢. **FOLLY SALES**, Folly Beach, S. C.

SOCIAL SECURITY PLATES—OUR PRICES as low as \$2.50 per hundred. Send for free card of designs and prices. **SECURITY PLATE COMPANY**, 1405 Eye Street, N. W., Washington, D. C.

TEN ATTRACTIVE TRAVEL LABELS—DIFFER- ent countries. Paste on luggage, 25¢ each, \$8.00 gross. Sample package, 25¢. **MIR-A-KAL PRODUCTS**, 189 Shepard Ave., Newark, N. J.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York.

5-10-25¢ FAST SELLERS; BIG MARGIN; AP- point sub-agents; particulars free. **MISSION OFFICE NO. 8**, 2376 West Pico, Los Angeles, Calif.

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITS**, 214 Grand St., New York.

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, LIZARDS, TURTLES. Animals—10 Large Assorted Snakes, \$10.00; also, Small Don. Price list. **ROSS ALLEN**, Ocala, Fla.

COMPLETE DOC ACT OF 6; CHEAP; 2 SPIKE tomcats; dogs. **WICK LEONARD**, 3209 Southview Ave., Columbus, O.

BLACK APE, TAMI; LARGE MALE RHESUS. 10 black spider monkeys, four paca, two bobcats, one puma, three ocelots, one jaguar, 24 squirrels, 1,000 horned toads, 800 snakes at special price. **SNAKEY**, San Antonio, Texas.

CHAMBLIONS—FRESH STOCK, PROMPT shipments. Concessions supplied over 50 years. Write for terms. **PIT SHOP**, 127 Camp, New Orleans, La.

CIRCOUS MICE—ALL COLORS, ASSORTED, \$10.00 hundred. Extra fancy to include weavers or hairless, etc., \$12.00. Weavers or hairless, \$4.00 dozen. Write cash deposit. **SUNSHINE MOWERY**, Saratoga, Fla.

COLLIES, SHEPHERDS FOX TERRIERS, BULL dogs. Ship anywhere. Free delivery guaranteed. Guaranteed. **Manage Medicine**, 31. **TONNS**, 501 Rockwood, Dallas, Tex.

DENS—12 LARGE ASSORTED SNAKES, \$10.00; 500. Alligators, \$15.00. Prairie Dogs, \$1.50 each; \$15.00 dozen. **PHONEIR SNAKE FARM**, St. Stephen, S. C.

FOR SALE—MINIATURE MULES, SMALL PO- nies; one pair spotted mules, full size; marked like Dalmatian dogs. **LEX WATSON**, Columbia, Tenn.

FOR SALE—WHITE MICE, \$10.00 PER 100; 50 for \$6.00; 25 for \$3.00. C. O. D. S. L. **BERTHICK**, Box 491, Danvers, Fla.

FOR SALE—LIVE PORCUPINES; \$4.00 FOR one or \$7.00 a pair. Shipped explosion collect. **IVAN G. KIMBALL**, East Stoneham, Me.

FOUR TRAINED DOVES AND PROPRIETARY act complete. Work for anybody. Safe arrival guaranteed. Fifteen dollars. **THOS. FINN**, Hooker Park, N. Y.

GOOD NEWS TRAVELS FAST ONE SATISFIED customer tells another. Thanks, follows. We please you because we understand your needs. **WILD ANIMAL AND REPTILE RANCH**, St. Petersburg, Fla. Animals, birds, reptiles. Everything for showpeople. Quick, dependable service.

HAIRLESS BULL CALF—SIX WEEKS OLD. Otherwise perfect specimen. Bound to create interest wherever farmers gather. **CONTENT FARM**, Cambridge, New York.

HOGS TRAINED TO USE FITCHER PUMPI guaranteed performance. If interested to create interest wherever farmers gather. **HERMAN HARDING**, Gatchell, Ind.

LIVE ARMADILLOS, \$3.50 PAIR, \$4.00— Guaranteed perfect specimen. Mother and babies, \$9.50. Also, Armadillo babies. Lamps, Novelties. **ARIEL ARMADILLO FARM**, Comfert, Tex.

MIDGEY CATTLE—LIMITED NUMBER OF these famous nationally known midgey cattle; big drawing card for fairs, parks, etc. **OTTO CRAY**, Shawnee, Okla.

MIDGET CIRCUS STOCK—SMALL TYPE pure bred Shetlands, any color. Muscular Mules that as real mules. Matched pairs and drill teams. **FRED WILMOT**, Richards, Missouri.

PLENTY SNAKES, IGUANAS, ALLIGATORS, Gies, Dragons, Horned Toads, Agoutis, Monkeys, Catamundas, Puma Cubs, African Lion Cubs, Rats, Mice, Prairie Dogs, Guinea Pigs, Parakeets, Cockatiels, Pheasants, Peafowl, White Doves. Write **OTTO MARTIN LOCKE**, New Braunfels, Tex.

RHESUS MONKEYS, \$12.00; WILDCATS, \$10.00; Prairie Dogs, \$1.50; Large Assorted Snakes for Shows, \$10.00 Per Doz; Boa Constrictors, \$10.00; Alligators, Tropical Animals and Reptiles from Central America. **THE TROPICAL AMERICAN COMPANY**, Kingsport, South Carolina.

SHETLAND BAY PONY, WITH THE MOST beautiful little spotted miniature baby mule in the world; price, \$200. Photos, 25¢. 21 fraction. **BERNIE PONY FARM**, Patuxent, Md.

SPECIAL OFFER—FEMALE OPOSSUM WITH young; excellent attraction; each \$1.50. **ROSS ALLEN**, Ocala, Fla.

STUFFED SEA CURIOSITIES FOR DEEP SEA EX- hibition. Museums, side shows, all and store shows. **JOSEPH FLEISCHMAN**, 1515 Seventh Ave., Tampa, Fla.

WILD MICE FOR MOUSE GAMES RABBIT TO go, \$3.00 doz. **HOWARD COMBS**, Piedmont, W. Va. C. O. D.

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEMS BROS. & WARD**, Oceanide, N. Y. Direct importers from 41 over the world.

CARNIVAL BUSINESS—NEW HANDBOOK tells methods of operation, figuring pay-out, etc. Nothing like it; \$1.95 plus postage. Information, stamp. **PYRAMID**, Box 116, Edge-wood, R. I.

"MANUAL OF SHOW STUNTS"—TEACHES Juggling, Acrobatics, Ventriloquism, Balon Tumbling, Lariat, and other excellent tricks. Authentic—Illustrated—Modern. Only \$1.00. **H. FLOYD**, 1606 Sunnyside Ave., Chicago.

PRETTY GIRL (REAL PHOTOGRAPHS), Books, Novelties. Big assortment, \$1.00; catalog, 10¢. **R. BRAUN**, 333 W. 47th St., Chicago.

UP TO \$35.00 REPORTED USING SCHEMES. Time Opportunities, Formulas from "SCHEMER" MONTHLY, Alliance, Ohio. Copy, 10¢; trial six months, 30¢.

WIN PRIZE CONTESTS—MONTHLY CONTEST Bulletin of Prizes, Tips, Ideas. Sample, 10¢. **PERFEX DISTRIBUTING COM-** PANY, 644 New York St., Aurora, Ill.

BUSINESS OPPORTUNITIES

A SHORT CUT TO CONTINUOUS PROFITS through new, permanent business. Small investment and thereafter a lifetime business of your own with extraordinary profits. Skeptical? Good! Write for eye-opening details. A chance of a lifetime. **KENNETH FELCK COMPANY**, 325 Wallace Ave., Columbia City, Ind.

BARBECUING PAYS BIG PROFITS WHEN using "Perfex Comeback Sauce" made with our dry spices added to catfish. \$1.00 special offer. P. D. **PERFEX DISTRIBUTING COM-** PANY, 644 New York St., Aurora, Ill.

"CASH IN THE DISCARDS"—SECRETS RE- vealing discards worth consideration. Methods discarded things in a way that gets the month's stamp for details. **GEORGE HOMER**, 1305 West Harrison St., Chicago, Ill.

EARN BIG MONEY AT ONCE!—TWELVE Guaranteed Plans, \$1.00; all legitimate; no "padding"; no investment. **WALLACE**, Box 1225, St. Petersburg, Fla.

FOR SALE—NEW, STREAMLINED MINIATURE park train, two open coaches and one all-steel closed coach for children. Write **M. H. KELLER**, Hummelstown, Pa.

GIANT MAIL—OPPORTUNITIES, INCLUDING 68-Page Magazine, the added income idea. All for 10¢. **B. KATZ**, 4154 N. Kimball, Chi-ago.

IF YOU ARE LOOKING FOR A JOB OR BUSI- ness proposition you will find it in Progress Magazine. Copy 10¢. **VICKS PRINT**, Elyton, N. H.

LAUGHING MIRROR SHOWS GET THE money at parks, carnivals, fairs, museums, etc. Small investment, big returns. **G. J. MURPHY**, Elyon, O.

SELL SNOW BALLS—OWN A BUSINESS! 400% profit. Outfits \$4.25 up. Free price list circular. **SNOW BALL COMPANY**, Jacksonville, Fla.

THE MAIL-ORDER BUSINESS IS YOUR BEST bet. Complete outfit, including printing. May, at \$1 postpaid. **ROADMAN'S GUIDE**, 29, Toledo, O.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARCATH—10 PENNY PHONES, \$65.00 each; excellent condition; one-third deposit. Balance C. O. D. **SUNSET MUSIC CO.**, 1429 N. Mariposa Ave., Hollywood, Calif.

A-1 BALLEE ALLEYS, \$59.50; SEBORG Chicken Sam with base, 375; Exhibit, Complete. Dominos and Longchamps, 525 each one-third deposit. Balance C. O. D. **BUSINESS STIMULATORS**, 4912 E. Washington, Indianapolis, Ind.

ACTION PRICES—35 WURLITZER 412 Phonographs, \$32.50 each; 20 Wurlitzer 615A, \$59.50 each. Excellent condition. Remit by Deposit. **ROBBINS COMPANY**, 11818 DeKalb Ave., Brooklyn, N. Y.

BELLY LEXINGTONS, 5¢ CASH PAYOUT, \$100.00; **Billy Royal Flush**, 5¢ Cash Payout, \$100.00; Others from \$5.00 up. Send for list. **GOODBODY**, 824 E. Main, Rochester, N. Y.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

BOOKS ON JUGGLING, \$1.00 POSTPAID. Rare Magic Magazines, Books, Juggling Outfit. Bargain, \$10.00. **CARL MARTELL**, 2215 Holland St., Alton, Ill.

BALLY SPORT SPECIAL—USED FOUR WEEKS.
\$119.50; Thatedown, \$55.00; Sport Pack,
\$45.00. TRINTY BROS., Redwood, N. C. h6

BALLY ALLEYS, EXCELLENT CONDITION.
Best offer, quality, \$10. FOG TONIC,
MOPKINS RADIO, 3330 Marketway, Toledo, O.

BARGAINS CALORE! 100 ASSORTED FREE-
play machines. Coliseum Big Show, Com-
modore's, Cahills Bowling Alley Big Game,
Baker's 4-3-6, All Babas, Follies; above ma-
chines all like new; lots two or more; \$39.50
each. Twelve Evans Ten Strike Bowling Alleys,
like 1939 serials, \$69.50; three or more,
\$75.00; Retound Machine, free play, \$15.00;
Bally Bowling Alley, \$59.50; Exhibit Congo,
free play, one or five balls, \$59.50; Conquest,
\$29.50; Contact, \$19.50; Bally Eagle Eyes,
\$29.50; fifty Bally streamlined, Hot Popcorn
Vending Machines, \$25.00 each; one free with
each 10; Thriller Machines, free play, \$19.50;
three for \$50.00; Bally Spotters, free play,
\$19.50. All above machines priced for quick
sale. Guaranteed in A-1 perfect operating
condition. Money refunded in full if any ma-
chine are unsatisfactory and returned same
day as received. Fifty per cent deposit re-
quired with order, balance C. O. D., or 2% dis-
count cash with order. Wire deposit, our ex-
pression. If in immediate need of any above ma-
chines. All machines are ready for immediate
shipment. **LENKE COIN MACHINES, 31 West
Warner, Detroit, Mich.** h6

CHOICE OF FIVE FREE GAMES FOR \$97.50
—Contact, Flash, Zio, Click, Airport, Double
Feature, Follow Up, Triple Threat, Telo, Spotters,
Major, Hold Tight, Box Score, Multi Races, Rag-
time, Chief, Alps. On Boy, \$45.00; Big Town,
Bowling Alley, Follies, \$49.50 each; Big League,
\$59.50; Blondie, \$65.00; Gold Cup, \$79.50;
1-2-3, \$79.50; Alabama, \$35.00; Fantasy,
\$34.50. Six regular games for \$49.50. Send
\$5 deposit with order. **LEHIGH SPECIALTY,
24 and Green, Philadelphia, Pa.** h6

CLOSING OUT ON ACCOUNT OF ILLNESS—
500 Wurlitzer, \$250.00; 600 Wurlitzer,
\$190.00; 412 Wurlitzer, \$45.00. All phono-
graphs on location. **BEMHON MUSIC CO.,
Swainsboro, Ga.** h6

COUNTER GAMES, BANG A BEER, 3 SAFE
Stamps, Kirt's, Scaer, 2 Royal, Barton
Scissors. Can use Arcade Machines. Will sell
this equipment for \$275.00 cash. **ASSID, 833
N. Perry, Lansing, Mich.** h6

FAMOUS GUARDIAN ELECTRIC SERVICE KIT
No. 855. Every pin game operator needs
one. Contains necessary parts for repairs;
\$6.50. Write for PARTS CATALOG BLOCK,
1527 Fairmount, Philadelphia, Pa. h6

FOR SALE—FREE PLAY PIN TABLES.
In styles all most go. Cheap. Have all kinds
of good equipment. We save you money.
**COLBERT COIN MACHINE CO., Nebraska
City, Neb.** h6

MILLS SLOTS—YELLOW—FRONT GOLD
award 10c and 25c. \$17.50; light cabinet
blue fronts 10c; \$27.50; brown fronts 5c and
25c, \$24.50; Jewelina Duchess 10c; \$30; Victo-
ria double jackpot 10c, \$12.50; Reverse
jackpot 10c, \$7.50; Walling Blue Seal 25c,
\$7.50; Calibre Grand Prize 25c, \$7.50; Mills
Safe Struck, \$7.50 each. See our ad in
Amusement Section. **PLAZAOUNT SPECIALTY
COMPANY, Beacon, New York.** h6

MILLS BEBE FRONTS DIMES AND QUARTERS,
\$30.00; Mills Smoker Beets Nickel Q. T.
Nickel or Dime, these can't be told from real,
\$40.00. Send one-third deposit. **BILL FREY,
INC., Miami, Fla.** h6

MUSIC OPERATORS—CARDBOARD BLANKS
for typing record listings 2 to sheet, 500
sheets, \$2.00. **DAVIS PRINTING CO., High
Point, N. C.** h6

OFFER \$100.00 CASH F.O.B. KINSTON —
25 616, 616A or Imperial 20. Good condi-
tion. Want Late Free Play Games. Can use
any good Legal Equipment. **MASINGILL
MFG. Co., Kinston, N. C.** h6

PENNY ARCADES—WE ARE THE WORLD'S
leading headquarters for the new and latest
penny arcade equipment. We accept trade.
Send for 1940 catalogue. **MIKE MUNYER CORP.,
593 10th Ave., New York.** h6

PENNY KING BALL GUM VENDORS, SAMPLE,
\$2.00; 10c more, \$1.50 each. Send for
Baggin Ltd. **BAKE, S. S., 22d St., Philadelphia, Pa.** h6

ROTARY MERCHANTISERS, \$55.00; DERBY
Die Composites, \$27.50. **Geo. J. KEMPLER,
2608 Detroit Ave., Cleveland, O.** h6

SLOTS—PIN TABLES OR COUNTER GAMES
for sale or trade for any model Twenty Record
Sembler or Chicken Sems. Send for our Best
SPARKS SPECIALTY COMPANY, Superior, Wis. h6

TOM THUMB FORTUNE TELLING LO-BOY
Scale. Perfect condition, \$45.00 each.
**SEEBURG DISTRIBUTORS, 1722 Northeast 96th
St., Miami, Fla.** h6

THREE MILLS—DO-RE-MI PHONOGRAPHS,
\$135.00; 2 Danco Masters, \$70; 113 deposits,
like G. D. COIN OPERATORS ASSOCIATION,
Spokane, S. C., P. O. Box 765. h6

TRADE ROCKOLA 1939 PHONOGRAPH FOR 3
Mills Bonus; One Coinmeter Model 1939
Rockola for two Mills Bonus; One Walling
Fortune Telling Scale for one Bonus; two Mills
Modern Small Scales for one Bonus. **O'BRIEN,
89 Thomas St., Newport, R. I.** h6

TRADE WURLITZER, SEEBURG PHONOGRAPH.
any model you want for Mills Five, Ten or
Quarter Mills Bonus. Will trade one Walling
Fortune Telling Scale for one Mills Bonus O. Y.
one Five and Ten Cent, \$29.00 each. **O'BRIEN,
89 Thomas St., Newport, R. I.** h6

WANTED—OLD BATTERY-OPERATED BEWEY
Type Slot Machine, Automatic Karp, Sum-
marine Long Tenor—any antique slot or old
pinco; all any condition; any 12c board used
brass slug. **OLD COIN MACHINE EXHIBIT,
2700 Wabash, Chicago.** h6

Show Family Album



IN the above tellyho are shown advertising staff members of McVicker's Theatre, Chicago, in 1899 when they took part in a city industrial parade. In the wagon, from left to right, are Al Owsley, deceased; William Murphy, now operating a Chicago book store; Emil Johnson, "Young" Edwards; Ed Sherman and Willis Mitchell, all deceased; Harry Middendorf, now advertising agent for S. & S. Theaters, Chicago; Des McCarty, deceased; Tommy Reynolds, former president of the Chicago Motion Picture Operators' Union, deceased; Dean Cameron, who later became advertising agent for McVicker's Theatre, deceased; Max Stewart, now operating a Chicago hotel; Jimmie Battles, who later became a McVicker advertising agent, deceased, and (seated) "Dick the Coffee Man," deceased. In the foreground, left to right, are Bert Broadway and William Glendonning, both deceased; William Cross, still active as a billposter, and Harry Bacharak.

WANTED—SMALL TYPE WEIGHING SCALES,
such as Rockola, Pace, Walling Fortune,
or what have you. State conditions and lowest
price. **ARLINGTON CURRIE, 1528 Pettibone,
Elm, Mich.** h6

WILL TRADE STANDARD AUTO FALCON
1934-1935 Printing Press; automatic die
change, for free games or late slots; or will
sell for cash. **NOVELTY, 2262 Falls St., Ni-
agara Falls, N. Y.** h6

WILL TRADE—TEN STRIKE WORLD SERIES,
Chicken Sam, Metal Topper, Casino Golf,
Penny Photograph, Sky Jump, Wavy Vest,
Pocket, 1c Gingersale, Penny Packs, Zephors,
1c and 5c O.T.'s. Will free play stakes.
MARION COMPANY, Wichita, Kansas. h6

WILL PAY \$100.00 EACH FOR FREE PLAY
Gamas; Mills Dana Master 12 Record Music
Machine, \$25.00; in perfect running order;
Gardner Columbia Twin Jackpots, \$25.00.
O'BRIEN, 89 Thomas St., Newport, R. I. h6

WURLITZER—32-VOLT C. C. MODEL 616-A,
good condition, \$75.00; Western African
Golf, Flat Top Console, 7-hole head, 5c play,
\$59.50; Buckley Track Odds, 7-hole head,
metal cabinet, 5c play, \$89.50; 25 A. B. T.
Cracklers, 16 play, like new, \$14.50 each;
10 Mills Flip Skills, 1c play, \$10.00 each; 2
Rock-Ola, 16-record Phono, 110-volt A. C.,
\$49.50 each; 1-3 deposits, balance C. O. D.
HARDEN SUPPLY COMPANY, Slout City, Ia. h6

WURLITZER 312 OR 412 \$400.00; CINEMA-
tone Penny Phono with 6 Records, \$75.00.
Send one-third deposit with shipping instruc-
tions. **BILL FREY, INC., Miami, Fla.** h6

36" BALL GUM FACTORY TRIN, 12c Box;
Tab, Stick, Midget Chick, every Vending
Gum. **AMERICAN CHEWING, MI. Pleasant,
Newark, N. J.** h6

3-WAY GRIPPERS, SHOCKERS, MODEL F
Targets, Track Meets, Bambino, Worlds
Fairs, Brambles, Smoke Reels, Flyers, Carni-
vals, Bally Basketball Reserves, Boosters, each
\$7.50; Concor, Lucky Strike, \$50.00; Contact,
\$12.50; Rockola Lo-Boy, Scales, \$20.00;
Practically new Bally Alley, Texas Laved,
\$69.50; Cowboy, Texas Laved, \$30.00; ART
5c Slots, 50c each; Rockola Motorcoasters,
practically new, \$50.00. **JONES MACHINES,
Stephensville, Tex.** h6

25 CYCLE MACHINES, 3 AIRWAYS, \$100.00
each; 2 Life Lines, \$15.00 each; Bumpers,
Turf Kings, Boo Moo, Ricochet, Silver Flash,
Score Board, Home Stretch, Bally Booster,
\$5.00 each; 1 Conco Bankroll, \$15.00. **NOV-
ELTY, 2262 Falls St., Niagara Falls, N. Y.** h6

4 POKARIOS—EXCELLENT CONDITION,
\$15.00 each. Half deposit. **MURWIZ,
Pompano, Ocean City, Md.** h6

1939 CINCERS, \$15.50; MERCURYS, PLAIN,
\$19.00; Clock, \$21.00. All machines like
new. Will ship subject to examination. **H. E.
ODON, 1023 Weaver Ave., Baltimore, Md.** h6

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1; COSTUMES, \$1 UP.
Furs, Hats, Handso, Evening Coats, Wraps,
Furs, Bargains. **COMLEY, 310 West 41th,
New York.** h6

BEAUTIFUL GOLD CURTAIN, 11x17, \$70.00;
sateen, 12x34, \$15; eight red band coats,
\$16; velvet cape; headless women illusions
society curtains, 10.00. **WALLACE, 2916 N.
Haled, Chicago.** h6

FLASHY GIRL SHOW COSTUMES, \$1 VALUES,
\$1; \$5 values, \$3; satins, velvets, heavily
beaded, sequined, rhinestoned. **BETTY BOAT-
NIGHT, Bend, Ore.** h6

FORMULAS

FAST DEMONSTRATING FORMULAS, MIRACLE
spot remover, mystic rug cleaner, etc. Easy
made. Long profile, highest efficiency. Medi-
cal and other formulas. **ASSOCIATED CHEM-
ISTS, Indianapolis, Ind.** h6

FORMULA—DESTROYS BEDBUGS, ROACHES,
Flies, Fleas, Moths, Mosquitoes, etc. Stain-
less. Pleasant odor. Write, stamp appreciated.
W. BALLANTYNE, Ellsworth Falls, Maine. h6

GET INTO THE FORMULA GAME—FOUR \$1
books and 50 circulars, \$1.00 postpaid.
**ROADMAN'S GUIDE, Formula Department,
Toledo, O.** h6

PITCHERS' 900 PAGE MONEY-MAKING
—able—Contains 10,000 formulas, Recipes,
Secrets for making Fast Sellers and Biggs
Profits. \$1.50 postpaid or C. O. D. **ADAMS
BROWNS COMPANY, Chestnut Hill, Mass.** h6

START MANUFACTURING—SUPPLY AGENTS.
We furnish guaranteed formulas. Get started
now. List free. **FINE ARTS PRESS, 612
Charlton, Peoria, Ill.** h6

THAXLY FORMULAS FOR SUCCESSFUL PRODU-
cers. Accurate Analyses Assured. Result-
ful Research. Catalog free. **Y. THAXLY CO.,
Washington, D. C.** h6

FOR SALE—SECOND-HAND GOODS

AERIAL HORIZONTAL BARS, HTY, STAKE-
puller, Taylor trunk, comedy wardrobe, ten-
tent, Jargo. **JOHNNIE SCHMIDT, 318 North
26th, Waco, Tex.** h6

ALL MAKES REBUILT POPCORN MACHINES—
Guaranteed. Heavy aluminum geared Popp-
corn Kettles, \$7.50 each. **CARMEL KORN
EQUIPMENT, 122 S. Hecht, Chicago.** h6

CORN POPPERS, GEARED KETTLES, CRIDDLERS,
Stoves, Lanterns, Burners, Tanks, Tubing,
Repairs. Lowest prices. **JOWA LIGHT CO.,
111 Locust, Des Moines, Ia.** h6

ELCINS, WALTHAMS, RCG GIMTS' WATCHES
—\$1.75 (\$18.00 dozen). Watch repairing
wholesale. Catalog free. **NATIONAL JEWELRY,
417-8 Central Ave., Brooklyn, N. Y.** h6

FINE NEW MECHANICAL FARM SHOWS—
Priced from \$50.00 up; a 4x7 ft. copy,
\$50.00 complete; photos, Gc. **PAUL AUSTIN,
1402 Ninth, Kearney, Neb.** h6

FOR SALE—PORTABLE SKATING RINK;
complete on location; size 45x90; used one
season. **E. MYRICK, Millar, Tenn.** h6

FOR SALE—PORTABLE SKATING RINK,
30x120; fully equipped; sound car included,
\$2,000 cash. **C. T. MOONHALD, Baton Rouge,
La.** h6

FOR SALE—THE VERY BEST USED RECORDS.
\$5 per hundred; dance, hillbilly or race; we
guarantee our records 10 please you. **MONROE
RECORDING COMPANY, 2918 South Grand,
Monroe, Louisiana.** h6

FOR SALE—\$4 FOUR-PEOPLE BANGERS, A-1
condition; \$1 each; fold flat. **E. C. BISLER,
Bisler's Comedians, Greenville, Ky.** h6

FOR SALE—COMPLETE SKATING RINK, 41x
105; doing good business. If interested come
and see. **ED HODGES, Elberny, Mo.** h6

FOR SALE—MECHANICAL SHOW, 5 Kiddle
Gas Autos, Band Organs, Six Arrows, Pop
Corn Poppers, Mounted Animals. **COLLINS,
Box 77, Kearney, Neb.** h6

HITCHELL MERRY-GO-ROUND—GOOD CON-
dition; motor, organ, electric generator
wiring; cheap for cash; make offer.
SCHAFER, 674 Hancock St., Brooklyn, N. Y. h6

LEAD SHOOTING GALLERY, 10-FOOT SLIDE
1-3 H.P. A. C.; built in trailer, 7x15; 6
feet high, sides and counter, heavy duty tires,
complete. \$200.00. **BURKET, 281 E. Main,
Rising Spring, Pa.** h6

NEW 12-QUART GEARED HAND POPPING
Kettles, 14-gauge aluminum, highly polished,
Strongest made, rigid throughout, guaranteed
absolutely leakproof, \$9.75 each, \$1.50 deposit
with. **GOOD Carolina Popcorn, New complete,
\$31.75 FOB Chicago. AMBROS MACHINE COM-
PANY, 1351 W. Madison, Chicago.** h6

NEW GAMES, REPEATERS, BIG REVOLVING
Wheel, East Game, \$75.00, High Basketball
Shooter, \$55.00; Coin Roller Game, \$5.00. **WM.
SULLIVAN, 518 Englewood Ave., Chicago.** h6

POPCORN, POTATO CHIP, CRISPELLE, CARA-
mael Popcorn and Coated Coated Popcorn Ma-
chines, LONG EARNS CO., 1976 N. W. 1st,
Springfield, O. h6

POPCORN MACHINES—FEARLESS PORT-
able, Carter, Quin, Gained Kettles, Car-
mael Kettles, Furnace, Burner, Tank, Law-
rent prices. **NORTHSIDE MFG. CO., Indiana,
Iowa.** h6

PORTABLE SKATING RINK—COMPLETE,
new skates and equipment, \$1,250. **MYRLE
BAUM, 5715 Locust, Long Beach, Calif.** h6

SPARKERS 72) HEAVY DUTY JANSEN'S 6
Barrel Boomer, excellent condition; track
disposed. Write Bill SPIWIAR, 213 Pulaski
Rd., Calumet City, Ill. h6

TANLEY CALLIAPHONS, \$50.00; SHOOTING
Games, \$5.00; Quakers, Dart Gun,
\$2.50; Photo Booth, \$2.00; \$75.00. **W.
Boiles, Cats, Balls, \$3.00. PEARMAN, Par-
tals, Fla.** h6

TEN CANDY FLOSS MACHINES FROM \$15.00
up; Concession Umbrella, \$5.00; Star elec-
tric compressor, cost \$123.00, \$42.50; 12-
quart spun aluminum, geared poppers (new),
\$7.50; Lord's Prayer penny machine, Catholic
and Protestant (new), \$90.00; Hot Dog Im-
-a-bun and hamburger outfit, \$65.00. Many
others. Buy, sell, exchange. **ROADMAN'S
GUIDE, Dept. 35, Toledo, O.** h6

WRITE DESSEL ELECTRIC LIGHT PLANT—
110-220 volt A. C., 7 1/2 K. V. A., H-1
scale, \$550.00; 4 cycle Lerof Light Plant, 3
KW., 110-volt A. C., \$155.00. **WINDSOR
BATTERY CO., Windsor, Mo.** h6

20x40 COOKHOUSE WITH TRUCK, COM-
plete; canvas, A-1 condition. **OSCAR
BECKER, 342 Jackson Ave., Jersey City, N. J.** h6

\$6000 SHORT-RANGE SHOOTING TARGET
Cards, 3 styles; made right; priced right;
samples free. **W. WOOLEY, 512 Charlton,
Peoria, Ill.** h6

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES—
Dopples, Cats, Dolls, Kids, Toppins. Complete
portable outfit and supplies. **LA MANGE, 752
Marion, S. E., Atlanta, Ga.** h6

CANDY FLOSS MACHINE "NASHVILLE," AL-
most new; cost \$165.00; bargain at
\$50.00. **MACDONALD, Sand Artist, Cedar
Point, O.** h6

CORK GUM, SUMPERS, FLASH GUM, 16-
gallon candy, cracker-jack kettle, gumline
funnel, cheap; list free. **"JERONS," 1717 Wood-
lawn, Terre Haute, Ind.** h6

DUE TO HUSBAND'S DEATH WILL SELL
complete Tani Theater, Acme sound and
light 35mm films, seven features; Light Plant
built on truck; conclusions, house trailers,
Dodge Sound Truck. Sell separately. Will trade
for or buy 16mm sound film. Complete Tani
operator. **LOLA B. HIRDMAN, 6645 Avenue L,
Houston, Texas.** h6

Additional Ads Under This Classification
Will Be Found on the Next Page.

FOR SALE—TWELVE-CAR LINDY LOOP... best of condition, cheap for cash.

FOR SALE—TWENTY-FOUR SEAT CHAIR... Piano complete, Ferris Wheel, Aero Plane.

FOR SALE—NEW SPILLMAN CAROUSEL; NO. 5... 5 Ell Wheel; Kiddie Aston; Sound Car.

HIGHWAY PULLMAN SLEEPER—BATH... sleeps 14, air mattresses. Pulled by Ford Tractor.

SMITH-SMITH CHAIR PLANE \$400 CASH... Temporary Calligraphy, with Bowers design.

NEW 110 VOLT A. C. 2500 WATT GASOLINE... driven Light Plants Manufactured for United States Government.

SIGNS AND SHOWCARDS EASILY AND EX... partly painted with Letter Patterns.

STUFFED TEXAS HORNED TOADS... dozen; Stuffed Baby Alligators, \$9.00 dozen.

1500 WATT FLOODLIGHTS, \$4.50; 20-INCH... Air Circulating Fans, pedestal type, \$19.00.

M. P. ACCESSORIES & FILMS... Notice... Hours and display advertisements of interest to roadshowmen.

AMBITIOUS—SHOW TALKIES THEATRELESS... Communities. Sound Equipment. Weekly Programs sent.

BARCAIN RCA 16MM. SOUND OUTFIT—AB... soundly complete and govern-rod feature.

BARCAIN FILMS—SOUND, \$2.00; SILENT... \$1.00; (Standard Projectors, Supplies, Sound Equipment).

BIG SUMMER CATALOG OF 35MM. ROAD... show Attractions ready. All types of pictures at lowest prices.

BIG CLEAN-UP SALE—35MM. SOUND FEAT... ure, \$7.50 and up; Sound Shows, \$3.00 reel; Silent Features, \$5.00; Comedies, \$2.50.

CLOSING OUT TEN LIKE NEW FEATURES... \$10 each. Comedies, 35MM sound film.

HOLMES 35MM PROJECTOR; BIG MAGS... will trade for Holmes 16MM. M. M. PED-RICK, 1823 E. Main, Danville, Ill.

LOOK, ROADSHOWMEN! LIKE NEW; COM... plete Holmes 35MM. sound equipment.

SACRIFICING TALKIE OUTFITS—35MM... Semi-Portable (2,000 ft.), \$125; Theater Installation, 3,000; 16mm. Bell-Howell, \$165.

SAVE MONEY WITH 35MM COMPLETE... talkie program rented, feature, two "shorts," \$6.95 weekly.

SENSATIONAL CLOSE-OUTS—16MM. ROAD... show features and shorts. Stopped-Maynards-Tyler-McCoy, etc.

SENSATIONAL ROAD SHOWS ATTRACTIONS... real money-getters. We have the best for less.

VICTOR 16MM SOUND PROJECTOR, MODEL... 25, 750 watt, 1600 ft.; like new, \$195.00.

16MM. SOUND FILM BARCAINS FEATURES... \$10 up; shorts, \$1.50; lists, 2c; 16mm. 100-footers, \$1.35.

PARTNERS WANTED... ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Magic," never before shown in America.

PERSONALS... TRY MR. MAGIC FABRIC CLEANER AT OUR risk. Write for special free trial offer without obligation.

PHOTO SUPPLIES AND DEVELOPING... ALL-4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies.

ABSOLUTELY BEST DIRECT POSITIVE BUY... New Portable Double Unit, with cool fluorescent lighting system.

CLASS AND METAL PHOTO FRAMES FROM... 1 1/2 x 2 size up. BIRNEY FRAME, 514 Rosemont Ave., Los Angeles, Calif.

LOWEST PRICES ON ALL DIRECT POSITIVE... Machines. New and used at 1/2 price.

PHOTO MEN—WHY WASTE TIME AND PAY... when you can get over twice the money with the New Crescent Double Outfit.

PHOTO MACHINES—MAKE FAST MONEY... Investigate latest modern equipment.

PHOTOGRAPHIC ENLARGEMENTS, PICTURES... copied, negatives enlarged 5x7 colored.

ROLLS DEVELOPED—TWO PRINTS EACH... and two free Enlargement Coupons.

SPECIAL BILLBOARD READERS! ROLL FILM... 1 1/2 x 2 size up. Large enlargements, 25c.

YOU'VE TRIED THE CHEAPEST NOW TRY... the best. Roll developed in fine grain developer.

4 FOR 10 PHOTO SUPPLIES. WE SELL FOR... less. Write for catalog and prices on our New Low Priced Direct Positive Machine.

6 OR 8 EXPOSURE ROLLS DEVELOPED AND... printed, 25c; Value Paper Free Enlargement Coupon; 25 years' experience.

SALESMEN WANTED... PERMANENT PROFITABLE POSITIONS FOR good men selling union made advertising panels.

SALESMEN—AMERICA'S FINEST SIDELINE... 40% commission daily. 725 fast-selling repeat items.

SCENERY AND BANNERS... A-1 BEST ARTISTIC SHOW BANNERS FOR Circus-Carnivals.

BEST CARNIVAL SIDE-SHOW BANNERS AND... Pictorial Panels. Positively top disappointment.

WACHNER'S FLINT HILLS STUDIO—CARNI... val and circus banners made to order.

TATTOOING SUPPLIES... FIFTY YEARS' ACCUMULATION TATTOO Material. Late Getchell's outfit included.

TATTOOING AND ENGRAVING MACHINES... New low prices; design sheets, 6 for \$5.00.

TENTS—SECOND-HAND... SIDEWALL BARCAINS—15,000 FEET SLIGHTLY used.

THEATRICAL PRINTING... LETTERHEADS WITH A WALLPAPER—125 printed two colors.

CREATORS, PRODUCERS OF POSTERS, FILM... Pennants, Banners, Window Cards. No charge for special design.

FLASHY WINDOW CARDS—100—14x22" white non-binding \$2.50; two colors \$2.95.

FORM LETTERS, LISTS, ANNOUNCEMENTS... Multigraphed. Exactly like typewritten; 1,000, \$2.25; 500, \$1.50.

WINDOW CARDS—14x22, ONE COLOR, 500 \$2.50. 30% deposit; balance C. O. D. plus shipping charges.

80 NOTEHEADS WITH 40 ENVELOPES... Inname-address, 50c; 100 Midget Letterheads (43 lines), 30c.

\$1.00 EACH—250 LETTERHEADS, ENVELOPES... Cards, 1,000 6x9 Handbills, \$1.50; 5,000, \$4.50.

100 BOND LETTERHEADS—8 1/2x11; 100 Envelopes, 4 1/2x9 1/2; both only \$1.00.

250 LETTERHEADS, ENVELOPES, \$1.00; 250 Business Cards, 50c; Samples, 10c.

250 8 1/2x11 2-LB. HAMMERMILL BOND... Letterheads, 250 6 1/2x24-In. Envelopes printed to your copy for only \$1.50.

300 PRINTED 6 1/2x11 ENVELOPES, \$1.00, OR... Letterheads, 8 1/2x11; printing everything; Samples.

WANTED TO BUY... FROZEN CUSTARD TRUCK OR TRAILER. Details and picture if possible.

At Liberty Advertisements... Be a WORD (First Line Large Block Type).

NOTICE... Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads.

AT LIBERTY AGENTS AND MANAGERS... FLOOR MANAGER FOR GOOD ROLLER RINK with experience wants good year round job.

AT LIBERTY BANDS AND ORCHESTRAS... 4 OR 5 MEN—MANY styles. Society for saving. Tops in Novelties.

AT LIBERTY... AVAILABLE JULY 4—NOW on location. Organized 5 years. First ad stories in all trade magazines.

AT LIBERTY... AVAILABLE JULY 6—VERSATILE ENTERTAINING cocktail or dance unit. Three men and a girl.

AT LIBERTY... AVAILABLE JULY 17, UNLESS FIELD OVER Robert Handy and His Seven Girls Sweet Swing.

AT LIBERTY... AVAILABLE JULY 17, UNLESS FIELD OVER... young non-union; novelties, fronts, gifts etc.

AT LIBERTY... AVAILABLE JULY 17, UNLESS FIELD OVER... young non-union; novelties, fronts, gifts etc.

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AT LIBERTY... AVAILABLE JULY 17, UNLESS FIELD OVER... young non-union; novelties, fronts, gifts etc.

HELP WANTED

DRUMMER—RELIABLE, STEADY, GOOD TUNE... go anywhere; consider anything. DAVE MILLER, Blackstone Hotel, 9th & Cherry, Kansas City, Mo.

ENTERTAINING WAITRESSES, CIGARETTE... Girl, etc. Summer season. Western acts preferred.

EXPERIENCED SINGO CALLER AND TWO... agents; dependable men; no drinkers; come immediately.

GIRL SHOWS, HAWAIIAN UNITS FOR THE... girls work; must have lobby displays and screen trailers.

GIRL ATTRACTIVE BRUNETTE, TRAM FOR... act. Exceptional opportunity if willing to work hard.

WANTED—DRAMATIC PEOPLE IN ALL... times for fall and winter seasons. Speculative and wardrobe essential.

WANTED—ADVANCE AGENT WITH CAR... agent who knows the market for mindreading business.

WANTED FOR PARKS AND FAIRS—GIRL... fancy divers. Two clowns who are good singers.

MAGICAL APPARATUS

BARCAINS—USED MAGIC; LOWEST PRICES... swap yours; fire eating, ventriloquism, fortune teller.

BARCAIN MAGICAL SECRETS; MIND READ... ing. Mystery escapes, slide-show tricks, card, chemical, etc.

CATALOGUE OF MINDREADING, MENTAL... am, Spirit Effects, Magic, Horoscopes, Foretelling, Buddha, Future Photos.

LARGE PROFESSIONAL MAGIC CATALOGUE... 25c. MAX HOLDEN 220 W. 42d St., New York City, N. Y.

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL... Magic Catalogue of Tricks, Books, Supplies.

MAGIC—MENTALISM, SPIRITISM, FORTUNE... Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts.

NEW 25c PROFESSIONAL MAGIC CATALOG... Just off press; many new and clever tricks; postpaid, 12c.

MISCELLANEOUS

ATTENTION NORTHWESTERN CIRCUIT... Poster Religious and Bingo Statuary, Western Souvenirs.

"BARCO GAME"—NEW BALL-THROWING... game. Scores like bingo. \$4.95 for \$5.00.

CUSHION MOUNTED, INDEXED, DELUXE... Rubber Stamps, 1 line, 2c; 2 lines, 3c; signatures, \$1.50.

FOR SALE—LONG-RANGE SHOOTING CAL... ibers; make your own loading tubes for 1c each.

PENNY FITS BOARDS WITH JACK POT... 45x48 inches, \$10. Two dollars cash, balance C.O.D.

FOUR-PIECE ENSEMBLE - 2 MEN, 2 GIRLS... Union, Concert and popular. Want location. Address KESHER'S ENSEMBLE, 315 W. Main, Olney, Ill.

FOUR-PIECE COMBO: HOTEL, GRILL, RESTAURANT... strictly Union; featured A. F. M. Bookers write. Box C-504, Billboard, Cincinnati, O.

WELL-REHEARSED 11-PIECE ORCHESTRA... open starting July 1. What is better than average; suited for hotel, club, ballroom... FRANK PASTOR, Men. 4704 25th Ave., Kenosha, Wis.

AVAILABLE - Five-Piece Band, Piano, Drums... TRUMPET, Piano, Sax, Clarinet, Tenor Sax... 417 North St., Cape Girardeau, Mo.

HARRY STRIDER and his outstanding 5 or 6-piece orchestra... address: Indiana, Pa.

RED WILLIAMS and his ORCHESTRA... 12-14 piece orchestra... 299 North St., Greenville, S. C.

THREE TOMLINSON BROTHERS... 12-14 piece orchestra... Chicago, Ill.

AT LIBERTY CIRCUS AND CARNIVAL

DWARF - ACROBAT AND CLOWN; MAM; age 21, height 50"; not too experienced; will travel. TLMR CRESS, 118 W. 83d St., New York City.

FLAGEOLET PLAYER - OPENER, HARRY, 1032 Washington St., Boston.

KORAN - "DIFFERENT VENTRILOQUIST" AND "LECTURER"; Joseph, "Rag Picture Artist" to join office show. Write, don't wire. KORAN, White Plains, New York.

AT LIBERTY - Musical, 23 inches high, good looking, perfect shape. Write to 3140 W. 10th St., Detroit, Mich. R. A. GUERNSEY, Lansing, Mich.

GEO. BURKHART - Youngly Married... 3500 N. 10th St., Minneapolis, Minn.

WIDOWED TRIO - Three beautiful young girls... Chicago, Ill.

AT LIBERTY MAGICIANS

PAUL SHERARIN - "The magical sensation" ready for immediate engagements. Write for details. Address: Washburn, Wis.

AT LIBERTY MISCELLANEOUS

A CHANCE OF PACE - A CHANCE OF TUNE... Capt. Mack Circus, R. D. 1, Paterson, N. J.

BEAUTIFUL 3-ABREAST MERRY-GO-ROUND... Capt. Mack Circus, R. D. 1, Paterson, N. J.

OPEN FOR A COMMERCIAL TIME-UP - 1941... Capt. Mack Circus, R. D. 1, Paterson, N. J.

YOUNG NUMEROLOGIST WITH SPECTACULAR technique; class wardrobe and style... Capt. Mack Circus, R. D. 1, Paterson, N. J.

WOMAN MENTALIST... Miss Arnold, 15 Jackson St., Pittsburgh, N. Y.

AT LIBERTY M. P. OPERATORS

A-1 PROJECTIONIST WISHES PERMANENT position. Handle any equipment. Will go anywhere. 15 years experience. Write or wire, give reference. FRANK DIETZ, 762 N. Concord St., Indianapolis, Ind.

AT LIBERTY - RELIABLE SOUND PROJECTIONIST - desires permanent position. Reference: VIRGIL WOOD, 119 E. Hunt St., Peasiegould, Ark.

AT LIBERTY MUSICIANS

AT LIBERTY - EXPERIENCED... RALPH M. ANDERSON, 517 South Main St., Great Barrington, Mass.

DRUMMER - EXPERIENCED... JOHN MCGLATHLIN, Riviera, Fla. - Cum. Del.

SANDMASTER - CORNETIST, EXPERIENCED... WALTER SCHOFIELD, Bowdoin, S. O.

DRUMMER - EXPERIENCED. GO ANYWHERE... HARVEY ANDERSON, Birmingham, N. D.

GUITARIST - AGE 22, UNION, SINGLE, SOBER... CUITARIST, 36 Walnut St., Springfield, O.

HARMONIC ORGANIST - NOVACHORDIST... ORGANIST, Box 552, Oklawaha, Fla.

MILKBIFF FIDDLER - JUST FINISHED THREE-year tour through Canada and U. S. A. ... R. D. No. 1, Brown, Stillwater, Pa.

MUSICAL DIRECTOR - VIOLINIST - EXPERIENCED in musical comedy, concert, vaudeville and burlesque... San Francisco, Calif.

SAX MAN, TENOR OR ALTO, DOUBLE CLARINET and some trumpet. Young, single and union... 710 S. Wisconsin, Mitchell, S. D.

STRING BASS; YOUNG, RELIABLE; READ... CAPABLE, EXPERIENCED shows and networks; now with nationally known band... Cincinnati, O.

"STAR JUPITER" WORLD-WONDER HORSE... Indianapolis, Ind.

TENOR MAN, BEAD WIG, AGE 19, EXPERIENCED, good tone, reliable, willing to work... 422 Cypress Park Hill, North 111th Rock, Ark.

TENOR SAX - DOUBLING ALTO, CLARINET... professional experience, fine tone, modern style... 518 Crafts Ave., Piquetteville, Pa.

TENOR, CLARINET, EXPERIENCED... 26 years old; no parties, piano; good references... 339 Main St., Racine, Wis.

TROMBONE - EXPERIENCED; DANCE AND show work; age 20; college man; complete range... 239 Elm Ave., Harvey, Pa.

TUBA PLAYER - READ, TONE, YOUNG, SOME Bass Violin. Any work considered. GRADY BROWN, 234 W. Main St., Rock Hill, S. C.

ALTO SAX - Young, careful; good tone; strong... 4092 W. 10th St., Minneapolis, Minn.

EXPERT VIOLINIST - Double excellent; expert... 433, Billboard.

TROMBONE - Trombone, power, available... 494, Billboard.

TRUMPET AT LIBERTY after July 1; union... 433, Billboard.

TRUMPET - Plenty experience. No parties. BILL ROBINSON, Drummer, Tenn.

AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS - DE- scriptive Act below... CAPT. MACK SMALL FOR CIRCUS... Telephone Mt. View B-6522, R. D. 1, Paterson, N. J.

BALLOON ASCENSIONS - With sensational breath-taking parachute jumping with modern equipment for Fair, Parks, Celebrations... CLAUDE L. SHATER, 1041 S. Demmon St., Indianapolis, Ind.

BALLOON ASCENSIONS - AMERICAN BALLOON EXHIBITION COMPANY... Permanent Address, Humboldt, Tenn.

BALLOON ASCENSIONS - For all occasions. Girl Parachute jumper... JACKSONVILLE BALLOON CO., Jacksonville, Ill.

BALLOON ASCENSIONS - With one or more Parachute Open by Girl or Girl jumper. Modern equipment... KENNEDY BALLOON CO., Mackinac, O.

BALLOONISTS A V A I L - able for July 4th. CONTINENTAL BALLOON CO., Rockville, Ind.

S W A Y I N G HIGH POLE - Act - Priced reasonable. Write or wire Box C-479, Billboard, Cincinnati, O.

AERONAUT, BALLOONIST - YEARS EXPERIENCED... W. G. MCKINNEY BALLOON CO., Springfield, Illinois.

BALLOON ASCENSIONS, PARACHUTE JUMPING... D. R. SMITH'S BALLOON CO., 1021 Colton, Indianapolis, Ind.

BALLOON ASCENSIONS - THOMPSON BROTHERS, Aurora, Illinois.

BALLOON ASCENSIONS AND PARACHUTE JUMPING... THELMA PRITCHETT, Danville, Ind. Phone 548-K.

FOUR HIGH-CLASS ACTS - WORLD'S BEST... N. J. or Billboard, Cincinnati, O.

JAYDEE THE GREAT - POSITIVELY HIGHEST... 3101 S. W. 4th St., Miami, Fla.

NEW ACT - SOUNDING LINDSEY AND... 120 W. 14th St., Nashville, Wis.

PUNCELL'S STAGE CIRCUS AND SENSATIONAL High Aerial Acts - Now booking fairs and celebrations in South and Middle West. Headquarters, BOX 35, Chillicothe, Mo.

SS, FANNY AND TRICK MULE, ABENT - Comedy Novelty Act, "Rube Clown, grandstand; also several short Comedies. Available for fairs. 31 OTIS, care Renfro Valley Barn Dance, Mt. Vernon, Ky.

THE CARMENES - TWO COMPLETE and distinct acts. Three people hand and ladder balancing equilibrist. Three people comedy acrobatic act. Price and literature on request. Address BOX 21, Williamston, Mich.

THE DALTONS - ROPE SPINNING BLINDFOLD... featuring 10-year-old Slim, the only person performing rope spinning this way. Rifle and Pistol Stuntpushing, Bull Whip Manipulating. Two people, flashy wardrobe. Circus, fairs, etc. Mail address: Centerville, R. 1.

THREE FREE ACTS AT LIBERTY - SLACK... Comedy Dog Act. Price of acts reasonable. Write for literature. CHESTER HUBER, Wabasha, Minn.

TOM TWIST, THE RUBBER MAN IN PERSON... wrong-side-out wizard of contortion and balancing, with 48 HICKMAN, Cambridge, Nebraska, Box 332.

AERIAL COWDENS - Three Standard Acts, First in the World, 4000 ft. Flying... 433, Billboard.

BINGO BURNING - Last show on the parade... 402 Park Ave., Peoria, Wis.

CHARLES LA GROIX (In Person) - Original, International Novelty Troupe Act. A high-class Platform Five Attraction. Available for 4th July celebration and other fairs... 433, Billboard.

CLOWN AT LIBERTY July 12 to 30 next. Best of everything. None better than with all the latest and best. BOY BARRETT, Chicago, Illinois.

GRAB AUGUSTUS - High-class Troupe Artist... 433, Billboard.

DASHINGTONS CIRCUS - Ten days, rate, open... 433, Billboard.

E. W. GRAYE ATTRACTIONS - Twelve Tents... 433, Billboard.

F.L. IRWIN (Big and Tall) acts at Liberty for July 4 and later dates... 433, Billboard.

HIRSH ORLEY - Father on Black Wire... 433, Billboard.

MANAGERS - G. R. Roberts, manager of the 1st... 433, Billboard.

THE GUTHRIES - Fine different Five Attraction... 433, Billboard.

THE LORNEES - Lady and Gent, presenting three high-class acts... 433, Billboard.

PANAMA-KA'S Big, Power, Musky and... 433, Billboard.

THREE TOMLINSON BROS. - Comedians, Musicians, Entertainers - Ring... 433, Billboard.

TWO FEATURE PLATFORM ACTS - Wire Walker and Acrobats... 433, Billboard.

WYOMING DUO - Youngest... 433, Billboard.

AT LIBERTY PIANO PLAYERS

EXPERIENCED YOUNG PIANIST FOR DANCE... 1001 West Meadome Ave., Logansport, Ind.

PIANO MAN - SOLID RHYTHM; BEAD, AR... 433, Billboard.

PIANIST - Young, professional, sober, reliable... 433, Billboard.

PIANIST - 22 years experience with good hands... 433, Billboard.

PIANIST - (Guitar or dance work) local character... 433, Billboard.

PIANIST - (Guitar and piano) local character... 433, Billboard.

PIANO PLAYER - Pianist, fluent in the... 433, Billboard.

AT LIBERTY VAUDEVILLE ARTISTS

HYPNOTIST - WORLD'S Youngest Professional... 433, Billboard.

AT LIBERTY - ABOUT JULY 1, TEAM FOR... 433, Billboard.

AT LIBERTY - MED. BLACKFACE CHANGE... 433, Billboard.

AT LIBERTY - MEDICINE LECTURER; OFFICE... 433, Billboard.

DANCER - TAP AND SOFT SHOE; PREFER... 433, Billboard.

FINALE IMPERSONATOR AT LIBERTY - DO... 433, Billboard.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Salesboard Firms Seek Items To Boost Summer Business

Operators who work with organizations and independents see field active 12 months a year—descriptions of some top flight items given

CINCINNATI, June 22.—Salesboard operators, both those who work with fraternal and other organizations and those who work independently, are scouting around for items with which to prove that summer is as good as any other season for this type of work. The boys who work with organizations are not depending entirely upon the responsiveness of their members to put over deals for fund raising, but are also scouting for items that have appeal, and independent operators recognize the fact that salesboards are good 12 months a year, provided seasonable merchandise is offered. Demand for certain items has played a part in the revival of large cards. With the public seeking seasonable and serviceable items, these cards are necessary to make available items that could not otherwise be offered. More on the part of groups to keep up with operators who have quality merchandise indicates that summer will be a banner season and will help to make the year one of the greatest in the history of the salesboard business.

Among items reported claiming attention at this time are radios. New designs have definitely placed radios among the items claiming top demand. Portable models, the pick-up-and-go types, are very popular. Special interest is claimed by the candid radio, a four-tube set no larger than a candid camera. It is a 1.4 volt superheterodyne and operates on standard batteries. It weighs only five pounds. The non-breakable plastic case is 8½ by 5 by 4½ inches and has leather top handle. The item is designed for the sport trade. For the more sedate person the Navigator Radio seems to be a natural. It combines a seven-tube radio and 10-inch world globe. Set has full five-inch dynamic speaker acoustically and spherically baffled to provide perfect tonal reproduction.

Watches have always been naturals in the salesboard field. Strap and pocket models are offered at low prices which bring them more than ever into the money-making class. New models have been announced for 1940 and the boys can't go wrong on a good line of timepieces.

Lamps are one of the broadest lines in salesboard items. Since the bed lamp-radio may be classified either as a radio or lamp, it was decided to discuss it in this division. It is an item that has gone over wherever it has been displayed. It fits any bed. Lamp is of latest tubular design. Radio has excellent tone and plenty of snash. The ship lamp shows indications of being a big item this summer. The ship is 16½ inches high and 17 inches long. Hull and waves are made of heavy acid-etched glass. Sails and all-metal parts are chrome plated. Available in walnut Swedish modern. The general run of lamps (bed and table and desk) has always proved a consistent money-maker for salesboard ops. The novelty-clock lamp, 15 by 12½ by 10 by 3½ and weighing five pounds, is seen as a big summer item.

Dolls and stuffed toys is a line that makes money 12 months a year. The new lines are now on the market and many of the boys are already cashing in with them. The musical honey bear, available in blue plush dress or in red trousers and suspenders and chiming a jingling tune, is flashy and seems to have what it takes to put it over on a board. The new line of Pinocchio is claiming attention. With the sticker now being shown over the country the item is enjoying top popularity. The balloon leg stuffed elephant and donkey are 20 inches high with kapoc stuffed body and rolling eyes and are booming as top-notchers in the face of political campaigns. Come in red, white and blue, packed in fancy boxes.

Whenever top-flight items on sales-

boards are mentioned, it is almost certain that clocks will be mentioned. Listed in reports on outstanding clock items are the propeller clock, in walnut case of the finest grained selected wood with four metal cylinders in baked bronze finish and the grandfather clock. The propeller clock has an over-all length of 35 inches, is eight inches high and has a 16-inch base. The grandfather clock is available in a grainwood. (See SALESBOARD FIRMS on page 85)

DEALS

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

By BEN SMITH

The popularity enjoyed by the Dunhill silent flame Fan Dancer may soon be given the Corno Turn-Over a nice send-off in the salesboard market. One of the models is a combination cigarette non-liner, server and Dunhill silent flame lighter—an item which should move on a \$9 or \$10 take. Other Turn-Over models are offered with a clock or thermometer or as an ash tray. All hold both regular or king size cigarettes. When the top is turned a cigarette pops into view. Corno Products Co. is the manufacturer, and an official of the firm is now on his way to Detroit and Chicago, where he expects to close a deal with one of the large Midwestern salesboard operators.

Goldwyn Co.'s new circular features a number of deals which look good for a vacation play. Among items offered are the Metro-Flex Camera, a new air-conditioned pipe and Uasite red head flashlights. The Metro-Flex Camera uses standard-size film with 16 pictures on a roll and comes complete with leather carrying case. Air-conditioned pipe is an Algerian briar and claim is made that it smokes cool as a breeze. One thousand, 500, 600 and 400-hole 5-cent boards are available on the above as well as a 20-hole 1 to 10-cent card on the air-conditioned pipe. Circular also lists several one-shot deals. It is free for the asking.

A good major award will whet the appetite of a prospective purchaser. However, a good consolation award will help knock him over. The prospect will shell out much faster when he realizes he has one or more chances on another appealing item besides the big one. There is no argument here. Any operator who has ever placed a deal knows that he has made sales which he would not have made otherwise because of the consolation prize. Yet extra award is often treated like a stepchild. Can you explain that?

HAPPY LANDINO.

Bingo Is Ruled Legal by Jury; Verdict Returned in 4 Minutes

LONG ISLAND CITY, N. Y., June 22.—Bingo was ruled legal in four minutes by a Queens County jury when three men charged with violating lottery laws by running a game in the Ridgewood Grove 18 months ago were acquitted. The game was being held to raise funds for a charitable purpose.

Defendants were Andrew Kiefer, Bellaire; John Kiefer, Queens Village, and Albert Schaffer, Brooklyn, promoter of the game.

The long-awaited trial was a test to determine legality of bingo in the county, where it is played by thousands every week. A verdict was reached in record time.

County Judge Thomas Downs thanked the jurors and said he thoroughly approved the verdict. "Laws against gambling were made for crooks, and not for the decent, respectable men and women," he said. "When I was a magistrate they picked up some men in my Legion port."

"My interpretation then was and still is that gambling laws were aimed at professional gamblers, not decent and honest citizens. I don't know much about bingo myself, but I've been told that housewives often volunteer their services, especially for church bingo parties. Do you suppose the Legislature intends that we should make criminals out of these housewives?"

"Hundreds of thousands play bingo. Some people who can't afford to spend \$10 to go to New York to see a show can dig down in their pockets for dimes and quarters to play bingo."

Shortly before the case went to the jury, Henry W. Mollenhauer Jr., president of Queens Society for Prevention of Cruelty to Children, which staged the bingo game at Ridgewood Grove on Armistice Night, 1938, was called as a defense witness. The proceeds were used to maintain the children's shelter in Jamaica. Mollenhauer told the jury that since September, 1938, when the society began its bingo series, more than \$4,000 had been realized. He explained that the S. P. C. C. is dependent upon public contributions for its maintenance and receives no assistance from the city. He also testified that he had a contract with Ridgewood Grove, where the three defendants received summonses for conducting bingo under which he paid \$100 for the hall. The society received part of the proceeds from the game after operators paid all expenses including salaries and prizes.

The jury was selected in 20 minutes after four prospective jurors who said they were bingo players were excused. When everyone questioned by Assistant District Attorney Joseph D. Loacaso and I. T. Flatto, defense attorney, admitted playing bingo, it was decided to allow players to sit in judgment. Four housewives served.

Patrolman Ralph Saggese, attached to the Boro Headquarters squad and who served the summonses at the bingo benefit, was the first witness. He told of having gone to the grove early on the night in question and identified the younger Kiefer as the person who sold him a ticket for 10 cents and gave him a bingo card. The patrolman testified that the older Kiefer told him later there were 8,840 admissions, representing \$384. Of this, the S. P. C. C. was given \$181, Saggese said Kiefer told him.

In the course of the night Saggese said he spent \$125. Loacaso sought to show that the organization figured only in a division of the admissions and not the total money taken in.

Mollenhauer returned to the stand and explained his testimony. He said that the society rented the grove and hired the staff. Schaffer was engaged to conduct the game and the society furnished prizes and met other expenses from gross receipts.

Saggese was not cross-examined. He described how the game was played with wooden balls numbered from 1 to 100. They were drawn from a wire device known as a birdcage. He told how the numbers had to be lined-up to win. Saggese's testimony was interrupted at one point to rule against the admission of certain testimony. Judge Downs said, "guess I'm the only person in the courtroom who never played bingo."

BINGO BUSINESS

By JOHN CARY

The ruling on bingo recently given in record time at Long Island City, N. Y., is most significant to operators everywhere. While the bare news story on the trial may tend to give the impression that the case was taken to court and a decision rendered in favor of the game in big time, this is far from being the case. The case hung fire for months. Part is that the men were arrested November 11, 1938.

Originally there were five defendants, but charges against two were dismissed. Last November the Queens County Grand Jury decided that bingo must stay and that statutes that ban the game must be repealed. The group recommended that the law fit behavior instead of behavior fitting the law. District Attorney Charles Sullivan said. The jurors requested that its findings—its investigation into operation of bingo games in Queens County—be sent Governor Lehman, president pro tem of the State Senate and the speaker of the Assembly.

THE DEFENDANTS in the case were dubbed guinea pigs, as their trial was to test operation of laws forbidding bingo. They pleaded not guilty and were paroled in custody of their attorney, I. T. Flatto, for trial in January. At that time the Legislature was considering bingo legislation and the trial was postponed to see what action would be taken. The Legislature, swamped with budgets and other matters, pigeon-holed bingo legislation; despite the flights waged by certain lawmakers. Since there was no action, the Long Island City case was set for trial March 25. With action at Albany on bingo still pending, an assistant district attorney requested postponement of the case until June 10, when it came before Judge Thomas Downs.

BUT, getting back to the grand jury's action in November, this statement was released at that time: "We believe the game as now conducted, primarily for charitable purposes, is in itself a harmless pastime and it has resulted in providing modest incomes for many churches, hospitals and other charities conducted by non-profit organizations of a public or semi-public nature."

"Many thousands of persons apparently participate and derive pleasure from the playing of this game."

"Therefore we recommend that a change be made . . . so that this game, when played under circumstances similar to those existing in this country, be legalized, provided the entire proceeds are used for the exclusive benefit of the type stated."

THE INDICTING JURORS viewed their action as a test to demonstrate feasibility. (See BINGO BUSINESS on page 85)

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Game

A new low-priced patented game with tremendous appeal is Television Baseball, Prarie-Radwell Co. reports. Timed to appear when the baseball season is in full swing, it is an entirely new game. It folds flat for mailing in a No. 6 penny-size envelope and may be instantly set up for playing. Reflected in metal mirror is a baseball diamond. The player places pencil from either side of box and attempts to trace from the pitcher's box, to batter, then to first, second, third and finally to home plate. If he succeeds without pencil leaving baseline he has scored a home run. However, the diamond is reflected in reverse and humorous efforts of the player to stay within baseline keeps players in roars of laughter, it is said. It has ample advertising space and may be self-liquidating when used as a premium. It is very flexible as to adaptation to almost any program or campaign and makes a good advertising specialty. Game is made in five different designs, all colorful.

Bomber Balloon

A timely and novel balloon in a geographically colorful package in the way Oak Rubber Co. describes its new Bomber novelty balloon. The outfit has attention value and sales appeal to a remarkable degree, it is said. Balloon is shaped like an airplane. It inflates 22 inches in length and has wing spread of 20 inches. It is printed in two colors with the name Bomber on the tail and insignia and "bombs" on the wings. Bomber is furnished with six-inch cardboard propeller which is slipped over the neck of the balloon after inflating. The outfit is individually packed in an envelope like the one illustrated here. The container is decorated in five colors and black and white and is said to be a most dandy and colorful balloon package. First



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EXCLUSIVE FUR COATS, JACKETS, BOLEROS

LUXURIOUSLY MADE, FULLY STYLED, with fur of quality. Workmanship of reasonable prices. **\$750** for coats, \$500 for jackets, \$300 for boleros. Buy direct from source and save.

St. ANGELO & CO., Manufacturing Furriers, 228 W. 27th St., Dept. 826, N.Y. City, N.Y.

TIES

We have the tie for your needs from \$5.00 up to \$1.00 per doz. Send for free catalog and samples. Specify design \$1.75 minimum. **POSITIVELY GREAT VALUE.** With ties 50¢ per doz. The complete set. Postpaid. All orders P. O. No. 1, N.Y. 825 Dupont St. C. O. D. orders.

MERCURE REORWEAN MFG. CO., 722 Vermont Street, Brooklyn, N.Y.

MEXICAN IMPORTS

Authentic hand-made Sables, Huaraches, Serapes, Saltillo, Basting, Chirico, Guadalupe, Mita, Punching Bags, Tra Hita, Dressed Shoes, Huarita, etc. Samples of each \$2.00.

Mexican Eagles, Arroladores, Palm Balls, Fish and Huaraches. Huaras made of natural and treated heavy linen—beautifully ornamented by Mexican artists or hand-painted.

Mexican hand-made Sables, Lardito, Huaraches, Hat, Huaras, Table Cloth, Serape, Book, Javel, Pouch, Huaraches, Rabbit, Cocktail Tray, Pouches, Huaraches, Leather Goods, Huaraches, Huaras Jewelry and many others. Send them for lists. Subscriptions.

GUS A. BECKER
Mexican Imports, MIRANDO CITY, TEXAS

It's Ready For Mailing Now! OUR BIG NEW 1940 CATALOG No. B134

This Book Has Been
The Buying Guide For All the Show World
For Over 50 Years
The Goods You Need Now—At the Prices You Want To Pay
PLUS PROMPT SERVICE
If You Haven't Received Your Copy—Write for One Now!
When Writing State Business You Are In, as We Do Not Sell Consumers.

JUST OUT! THE ALL-AMERICAN PANDA

**It's Big!
It's New!
It's Low Priced!**

What more does an inch need to make it a winner? 24 inches tall. Cotton stuffed body, flesh head, roving eyes. Dressed in flannel red, white and blue uniform, including coat, trousers, cap and necktie. Padded with soft synthetic hair. **Per Dozen \$7.84**

PANDA CLOWN. Same size as above but dressed in flannel red and yellow clown outfit. **Per Dozen \$7.84**

- FUR MONKEYS**
- B30N256-6" high. \$3.60
 - B34463-8" high. 5.75
 - B32634-10" high. 7.20
 - B32635-12" high. 13.20

- CANES**
- B20N100-Parrot Canes for Dolls. Per 1000. \$6.35
 - PER 100. .68
 - B21N187-Curved Handle Bamboo. 12 1/2 in. Per 100. 4.50

- CHINA HEAD SWAGGER CANES**
- B10N190-Kidde Swagger Canes. Character Heads. Per Gross. 4.50
 - B12N121-Adult Swagger Canes. Assorted China Heads. Per Gross. 6.75

- FLYING BIRDS**
- Large Size. Tricolor With Tinsel and Inside Hummer. B38N71-Per Gross. \$2.75

- MINIATURE STRAW HATS**
- 4-in. New. Colored Feather. \$3.50
 - B28N18-Per Gross Hat. 6-inch Hat. Duplicate of real straw hat in everything but size.
 - B45N013-Per Gross. 4.50

Metals Price 1.95

Wholesale Price 1.27

Our Special Price Only 85¢

No. B99715 UNIVEX MODEL AF-4

Supplied to fit pocket or handbag, cut aluminum case. Finished by colored silver and black enamel. Uses Unives No. 60 or No. 10 UP Batteries. Picture size 1 1/2 x 1 1/4 in. Camera size 2 1/2 x 1 1/2 in.

GOD BLESS AMERICA

God Bless America Window Saver. 2 1/2 x 3 1/2 inches. Made of soft rayon gauze. Mounted in blue, white and blue. Mounted on gilt wood hanger, complete with cord and tassels.

No. B48N33-Per Gross. \$18.00

TWO TIMELY ITEMS FOR THE COMING CAMPAIGNS!

Elephant
2 1/2 x 3 1/2 in. Elephant and Donkey. 20 inches high. Kappa cloth. B-102. Mailing size. Colored. No. 1. White and Blue. No. 2. White and Blue. No. 3. White and Blue. No. 4. White and Blue. No. 5. White and Blue. No. 6. White and Blue. No. 7. White and Blue. No. 8. White and Blue. No. 9. White and Blue. No. 10. White and Blue. No. 11. White and Blue. No. 12. White and Blue. No. 13. White and Blue. No. 14. White and Blue. No. 15. White and Blue. No. 16. White and Blue. No. 17. White and Blue. No. 18. White and Blue. No. 19. White and Blue. No. 20. White and Blue. No. 21. White and Blue. No. 22. White and Blue. No. 23. White and Blue. No. 24. White and Blue. No. 25. White and Blue. No. 26. White and Blue. No. 27. White and Blue. No. 28. White and Blue. No. 29. White and Blue. No. 30. White and Blue. No. 31. White and Blue. No. 32. White and Blue. No. 33. White and Blue. No. 34. White and Blue. No. 35. White and Blue. No. 36. White and Blue. No. 37. White and Blue. No. 38. 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New! P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

Takes and Finishes Beautiful Black and White or Sepia Photographs in Daylight . . . In About One Minute!

NO EXPERIENCE REQUIRED

Start making money the same day that your outfit arrives. Never in the history of "Quick Photography" has such a marvelous camera been invented. Operators are coinng money hand over fist at Fairs, Carnivals, Circus Grounds, Beaches, Parks, Picnics, Street Corners, Back Yards and Front Porches—EVERYWHERE.

JUST LOOK AT THESE AMAZING FEATURES:

- No Films—No Plates—No Dark Room
- Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES!
- It is AUTOMATIC. Not a "slave" camera
- Big attraction. People watch photos develop right out in the daylight
- Capacity about 50 finished photographs per hour.
- P. D. Q. photos are guaranteed not to fade.
- P. D. Q. Camera easy to operate. Simple instructions show you how.

COMPLETE OUTFIT

costs about \$60.00. Tremendous profits. Saturated outdoors. Whole families like P. D. Q. photographs. They are beautiful and last a lifetime. Every Day is Pay Day with P. D. Q.

GET IN ON THE BIG MONEY

... **WRITE OR WIRE** ...

P. D. Q. CAMERA CO.

109 E. 35th St., Dept. BX, Chicago, Ill.



Portable Photo Studio. Produces profits for you ANYWHERE, Day or Night.

Introduced at the New York World's Fair, this item is reported to be selling in huge quantities over the country.

Snack Server

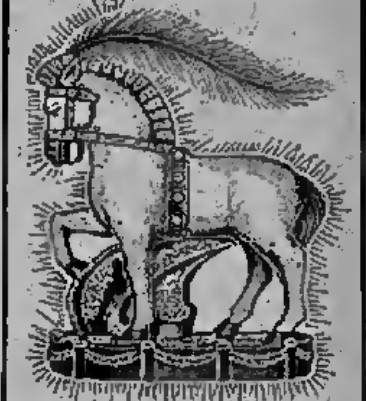
Western Glass Co. reports that its safe serv snack set is proving a popular item with prime users everywhere. A set consists of three pieces, a plate with holder in center, cup and tumbler. It weighs three pounds when packed for shipping. The holder made as part of the plate prevents the cup or tumbler or salad are placed on the plate around the beverage being served. When the holder is not in use, the plates may be easily stacked to facilitate serving. The set is said by the firm to be the one that allows one-hand control.

Portable P. A.

Concessioners and other workers interested in getting across a message to crowds at fairs, parks, carnivals and other events are finding the new portable public address system recently placed on the market, specially designed to solve the icky problems, Sun Radio Co. announces. Item is the 14-watt portable Mercury Sound System. Outstanding features include built-in phonograph, complete with crystal pick-up. Weighing only 40 pounds, set has amplifier with all tubes, two 10-inch dynamic speakers and 50-foot cable and desk-type mike. Cable and plugs pack into a dual section carrying case which serves as speaker baffle during use. Plugs into any 110-volt 50/60 cycles AC outlet. Output is capable of serving 5,000

CONCESSIONERS.

Buy small and buy your plaster from TURIDDI, who gives you the best and most profitable plaster with a new application and price that can't be beat.



Merchandise packed 12 to a carton (no less than 12).
\$1.50 PER CARTON
 Why not by a carton?
TURIDDI ART PRODUCTS
 2420 NORTH THIRD ST., MILWAUKEE, WIS.

ART PHOTO HANDLE KNIVES \$1.95
 No. 100—Medium size, sturdy Photo Art Handle, Closed 3 in. long. Has 2 oval ground blades, lockers at both ends. You snap on the blades to appreciate the big value.
 Per Doz. \$1.95
 DEALERS ONLY. Write for Free Catalog.

ROHDE-SPENCER CO.
 223 W. Madison St., Dept. "B", Chicago

ELECTRIC EYE ANNUNCIATOR AND BURGLAR ALARM
 STORES, Homes, Taverns, Shops, Garages—aces of these waiting for the RAY-ALARM Burglar Alarm and Annunciator. Real protection guards against intrusions. Invisible beam of "Black Light," when interrupted, sounds continuous alarm. It has a key lock. The latest development has 10 seconds' warning when open.
SEND NAME Here profits. Write AT ONCE for particulars of Distributor Plan or sales proposition. No money. Just send name.
RAY-ALARM 225 Fifth St., Dept. R-4008, BER MOORE, IOWA

Make DOLLS, BOXES, BOOK COVERS, CARDS, ETC. TALK!!!
 With our startling new TALKIE-TAPE UNITS . . . 36c Doz. New Type Talking GREETING CARDS . . . 60c Doz.
TALKING DEVICES CO.
 4457 Irving Park Blvd., CHICAGO

MAGIC DISC HEATS WATER IN 60 SECONDS
 ANY 110-VOLT LIGHT
 Product One Sample FOR Agents SEND NAME

CHEMILLE BED SPREADS
 A New Bing Spread, immediately listed, colored goods, \$12.00 dozen. Sample 60 each P. O. Name, 20c each. Send to: C. O. GA. BED SPREAD CO., P. O. Nelson, GA.

"IT'S IN THE BAG"
 Positively a sensation!
 A knockout novelty self-mailing Souvenir Folder. It is a miniature greeting box made of lithographed cardboard in reversible a substance. When opened, it is found to contain a pair of Dry Paper Glimmers, comically imbedded. 100, 100 per, size 4 1/2 x 2 1/2 inches.
78c per dozen \$8.64 per gross
 E. S. Chicago
TRIAL DOZEN - 90c Prepaid
 Or send for orders your name, city, or town imprinted with an additional cent.
JACKSON PUBLISHING CO.
 4021 Carroll Ave., Chicago, Ill.
 Manufacturers of Self-Mailing Folders, Talking Greeting Cards and Novelties

LOW PRICE
 On Plaster and Gypsum Scoops
NEW SUPPLEMENTARY CATALOG READY NOW
 Write for copy today. Line up for the 4th of July Celebration. One star service.
No. 100 Comic Leader, Box 12, Carter, Per 241, \$1.49.
G. C. J. MATTEI CO.
 625-27 East Madison St., LOUISVILLE, KY.

UNIVERSAL 5-TUBE RADIO
 110 Volts—AC—DC
 Flaming Walnut Cabinet, 11 1/2" x 8 1/2" x 11 1/2" finished steel. Will be serial. Sets on light. Fully guaranteed.
\$4.95 in Lot SAMPLE . . . \$5.75
 Send 50c With Order, Balance C. O. D.
 All Merchandise Fully Guaranteed.
RECORD-O-VOX, Inc. 80 Cortland St., N. Y.

ELGIN, WALTHAM, BULOVA
 Revised Guaranteed. **STARTS AT \$2.95**
 MEN'S WRIST AND POCKET WATCHES.
 Wholesale jeweler since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
 786 Walnut St., Philadelphia, Pa.



SOMETHING NEW! DIFFERENT! ALOHA SENSATION
 Here Oahu's Waipaho Whipped Bat, One Corner's Oahu's Candy, the Other a Colorful Hawaiian Lei.
100 to CASE \$5 per CASE
 20% Discount, Bat. C.O.D. Write for Free Circular
CASEY CONCESSION CO. 5132 W. North Chicago



HEADQUARTERS FOR SOUVENIR AND RODEO ITEMS
 No. 3740—ART PILLOW TOP, made of high quality rayon with cotton fabric back and fringe all around. Size about 22 inches square. Comes in a large assortment of designs and colors, including mother, sister, sweetheart, Western subjects, etc. A special value! **PER DOZEN \$2.25**
No. 3830—AMERICAN COWBOY HATBOXES, CHIEFS. Made of rayon with bucking cowboy design center and Western scenes on border. Comes in a large selection of colors. Size 20 1/2 inches. Made in U. S. A. **PER DOZEN \$2.10**
WRITE FOR OUR NEW 1940 CATALOG
 LISTING NEW NUMBERS IN WESTERN, SOUVENIR AND RODEO ITEMS, BLANKETS, LAMPS, GLOVES, GOLF GAME ITEMS, PLASTER, SLUM, ETC.
 Please state your line when requesting catalog.

WESTERN NOVELTY COMPANY
 1729 Lawrence St., DENVER, COLORADO

BINGO GAMES AND SUPPLIES CANES ~ PLASTER ~ CANDY
WRITE FOR OUR NEW NO. 50, 1940 CATALOG
MANY FAST SELLING ITEMS AT LOWEST PRICES
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.

Beautiful, Hand Made Aromatic Cedarwood Name Brooches and Initials
 Animals, Lapid Pins, etc., all suitable for engraving. Ideal numbers for souvenir stores and jewelry workers. Sample assortment \$2.00. No catalog.
CHAS. DEMEE MFR., 2518 N. 30th St., Milwaukee, Wis.

FOX FUR TAILS

With Easy Spring on Assorted Colored Darts
(As Illustrated) Attached with Blis Tassels

8 inch...Es.	8c	Price quoted are in 100 tail
12 inch...Es.	5c	Size are average 12 1/2 length, Size
16 inch...Es.	7c	quoted does not include tax and
20 inch...Es.	10c	All items available with tax and

23"x17" with Harness & Leash, Each.....\$1.25
 13"x12" with Collar & Leash, Each......65
 25% Deposit With Order. 25¢ Additional for Sample Orders.

CARNIVAL NOVELTY CO., INC., 30 West 34 Street, New York, N. Y.
 We Manufacture Both Advertised Items

BE WISE...

SEND FOR OUR NEW 1940 GENERAL CATALOG

Your FREE COPY is Now Ready!

Again we present to you—for the 1940 Season—a Bigger and Better Catalog than ever before! Upwards of 400 Illustrated Pages! Loaded with the "cream" of the World's Merchandise Market! The newest and flashiest Concession Items! The latest and fastest selling Novelty creations! Premium merchandise and specialties of all kinds! You'll find everything that's new and popular in our new 1940 General Catalog! Act now! Send for your FREE COPY today!

GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS, MINN.

CONCESSIONERS—OPERATORS

YOUR BEST AND CLOSEST SUPPLY HOUSE
 LATEST FLASH—QUICK SERVICE—LOWEST PRICES

Largest Lines: BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Cans, Candy, Plaster, Dolls. Write for catalog.

ACME PREMIUM SUPPLY CORP.
 3139 OLIVE ST. ST. LOUIS, MO.

Something New SOMETHING DIFFERENT



There's an ever-increasing demand for novelties to decorate the home. These decorative mirrored glass candle holders—made to fit standard holders of all types—will meet this constant demand and bring profits to you.

Based in pairs, the size is 10" and the price \$1.75 per dozen pairs prepaid in gross per lot \$1.52 a dozen pairs.

DEALERS: There's a special price for larger quantities.

25% on quantities, with balance C.O.D. F.O.B. S. & C.

square feet outdoors and an indoor audience of approximately 1,500 people. A 24-page illustrated catalog is ready for mailing, the firm reports.

Business Signs

Meri-Glo Specialties Co. reports that its new line of business signs and sacred notices are proving money-makers for card workers and agents. Signs are made by the new marbled process in modern designs. With firms getting into summer business and needing new signs, the line shows indications of enjoying a banner season. Special prices that allow sizable profits are available, the firm reports.

Slum Jewelry

Recent concessioners are cashing in on new lines of slum jewelry which have recently been put on the market, Feldman Bros. report. Old standbys are also going strong. Items such as crosses with stones, are fast sellers and rings are hot. Knives and chain sets are enjoying top popularity, as are lockets. Prices on popular numbers have been reduced and the boys are reaping the increase margins of profits, the firm reports.

Air Coolers

Agents are finding fabrics air cooler in demand, Turner Bros. & Co. reports. Item is designed for homes, stores and offices and with hot weather yet to come it is proving a ready seller. Cabinet if of latest design and fits into any setting. Alert agents are ordering early to reap profits of quick turnovers, the firm reports.

New Edge Blade

Streetmen, cardmen and wagon jobbers are reported finding the new Mys-

SALESBOARD OPERATORS! CONCESSIONAIRES!

Here's a NATURAL!!!

Turn O' Top

A New SENSATIONAL Cigarette Server With A.C-T-I-O-N APPEAL!!

You turn the top slightly and up POPS a cigarette. Holds twenty cigarettes in individual compartments. Available in a wide range of genuine leathers. With Dunhill Silent Flame lighters or clocks set in top.



1208

To Retail At **\$3.95**

Make sure you get **TURN O' TOP** because it holds **BOTH** king and standard size cigarettes

Write for Literature Today

CRONO PRODUCTS CORPORATION

358 FIFTH AVENUE NEW YORK, N. Y.

KIPP'S SUMMER SPECIALS

10 GROSS CHINA SLUM FOR.....	\$7.50
PAPER SNAKES, PER GROSS.....	\$3.75
FOX TAILS WITH COMIC CARDS, PER 100.....	\$3.50

F. O. B. Indianapolis—25% Deposit Required

LEON LEVIN
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WRITE FOR CIRCULAR ON NEW CARNIVAL GOODS

KIPP BROS. CO.

117-119 SO. MERIDIAN ST. INDIANAPOLIS, IND.

WAGONMEN AGENTS

Tremendous Values in Fly Swatters, Fly Ribbons, Snake-Insect Cards, White Shoe Polish, Notions, Carded Goods, Sideline Goods, Drug Items, Premiums, Desk.

JUMBO MOTH CAKES Cakes—100 for \$3.50.	AUTOMATIC VIBRO SHAVERS Takes a 6, 8, 10 Blade—Bakelite Case— \$5.00. Label—Costs 50c Ea. Per 1,000.....\$5.00
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Includes Postage on Above Items.

CHAMPION SPECIALTY CO., 814-H Central St., Kansas City, Missouri

SAVE 30-40% ON ENGRAVING JEWELRY

Beckie, heart, violins, double scrolls, etc. orders, and 100 others. Send \$1.00 for portion of low priced merchandise.

HOT NEW NUMBERS

Four 5-pieces, enamelled, ivory, and 6th shoes, leaves, pencils, billboards, buttons, handbags, etc. cam, key chain, and 1000 sets. Pen and pencil sets, rings and tie and collar sets. Always some good job lot on hand. Send for set, visit your business.

DEXTER LACOUR & ERMEL CO.
 187 Harrison St., Philadelphia, Pa.

FOR 4,000!!!

You get! Only a penny postage brings you the Finest, Biggest WHOLESALE GAIN CATALOG in America! 68 Pages! 4000 Original Bargains at amazing prices! Beach Goods! Hundreds of Novelties and Wallies at prices to make competition look dead! Send for your copy TODAY! Don't order! Every minute means many dollars lost. Write NOW!

ROSS PRODUCTS, Dept. BA
 230 W. 230 St., N. Y. C.

CAVALIER GLASS CO.

37-06 34th Street, Long Island City, N. Y.

WALTHAM & ELGIN POCKET WATCHES

Yellow Engraved Humming Bird with Yellow Chain to match, R.B. movement.

\$2.95

Let's of a 20% Deposit Balance O. O. D. Send for Free Illustrated Catalog. 148 Canal St., New York, N. Y.

PLYMOUTH JEWELRY EXCH.

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

NORMAN ROSEN
 Wholesale Jeweler

801 Sansom St., Philadelphia, Pa.

The Last "Word" in Your Letter to Advertisers, "Billboard"



HAG'S SPECIALS

CAST METAL HORSE ORNAMENTS

Available in these sizes and colors...

- 80247—Hight 2 1/2 Length 3 1/2... \$1.25
80248—Hight 2 1/2 Length 3 1/2... \$1.25
80249—Hight 2 1/2 Length 3 1/2... \$1.25

Very Edge razor blades top sellers and a means of sizeable profits. Blade is made of Swedish steel...

Old Glory Pins

The European situation, it is reported, has boosted demand for the line of patriotic pins recently introduced on the market...

Patriotic Pennants

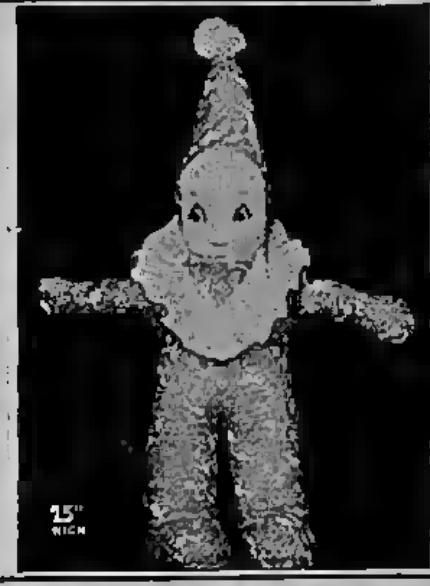
Streetmen and pitchmen are making quick cash with a new line of patriotic lapel pennants. Process Products Mfg. Co. reports...

WHOLESALE CATALOG 4,000 BARGAINS FOR SALESMEN & DISTRIBUTORS. It has 265 pages, check full of unusual values...

FLASHY PLASTER!! Try a carton of fifteen of this snappy doll at \$2.70. F.O.B. Cleveland. Mail deposit with order...

NEW TURN SIGNAL FLASHES FROM REAR WINDOW. BASH Control Agents. A whirlwind seller. Drives buy on each recommendation...

Indian Arrows Feather Darts. Best Quality. Doz. \$25c-50c. Blocks for Hoop-La. Ea. \$20c. Hoops. Doz. \$75c. Wood Rings. 1 1/2 & 1 1/4-Inch. Per H. \$2.00...



Blossom Scores Again With 'BUNKY' Such Big Value. It has proven the Biggest SENSATION IN DOLL HISTORY. BUNKY is a natural for good sales...

GREAT-ALL-YEAR-ROUND CONCESSIONAIRES. OPERATORS. Premium USERS will find BUNKY a gold mine. 252 1/2 Ave. with order, B.L. G. O. D. F. O. S. N. Y.

ATTENTION! ALL PLASTER USERS. Write in today for new supplements and low prices list. All merchandise heavily lined and high class. LOUISVILLE STATUARY COMPANY 116 STOLL AVE. LOUISVILLE, KY.

JULY 4TH SPECIALS. 4th Candy \$10.00 per 100. Shooting Gallery Candy \$10.00 per 1000. Checkered Games \$2.00 per Dozen. Pennant Games \$7.50 per 1000...

B. & N. SALES. HOUSTON, TEX. 107 Preston. DALLAS, TEX. 2125 Commerce. KANSAS CITY, MO. 310 West 9th.

WATCHES AND RINGS. YON SOLID GOLD LADY'S DIAMOND RING. SPECIAL. Lot of 3. Ea. \$2.85. 7 Great Watches—Genuine Hampden, Yale, Iowa cases. Lot of 3. Ea. \$2.50. 7 Jewel and 51c—Elihu & Williams Watches. Yellow Top Gold Ring. Lot of 3. Ea. \$3.75.

CONCESSIONERS SAVE MONEY! Make More! Order It All From Your New 'Hustler' No. 250. We Will Not Be UNDERSOLD. 10 Gross Finest Gum for \$4.50. Paper Slices. Per Gross \$2.25. For Talk, With Comic Cards and Ties. Per 100 \$3.25.

LEVIN BROTHERS. TERRE HAUTE, IND. 55% Deposit - Replaced INDIANA. With RIF O. D. Orders.

OUR NEW 1910 BLUE BOOK CATALOGUE NOW OUT. Full Line of All Premium and Novelty Items for Bingo, Ball Games, Pitch-Tilt-Win, String Games and all other Carnival and Park Games. KARR NOVELTY CO. 427 Market St., Philadelphia, Pa.

CARNIVAL SUPPLIES. 24-Place Rogers Nickerhaver \$1.60. Write for 1940 Catalogue. VICTOR SALES CO. 150 So. Wabash St., CHICAGO, ILL.

Tell the Advertiser in The Billboard Where You Got His Address.

Why Souvenir Sales Will Soar in 1940

By SAUL GOLDFARB

Goldfarb Novelty Co.

A FEW days ago I made short trips to resort centers around New York and I was impressed with the manner in which beach front and other concessionaires are conducting their businesses. While it is a little early to predict the sales for the entire season, from what I have seen I'd say this year will find souvenirs and novelty workers sitting on top of the world. Why? For several reasons:

First, the New York World's Fair and the San Francisco Expo are in their second years. Let us analyze this situation and compare the facts with last year. Publicity for the New York World's Fair has been mapped along much different lines for this season. The high hat has been doffed and the press agents have slanted their material to appeal to the masses. This is most important to the source worker and supply house for, after all, these are the people who buy souvenirs. Since this is the second year, the production costs of many items have been recouped and larger profit margins are available. This last point also holds good for the San Francisco Expo. A point which affects both fairs is that the boys had a chance to test certain items last year and a quantity of these will certainly be money-makers this season. This has already been shown on the West Coast, where a big play is being grabbed by walking sticks, which had a play last season and are "musts" at outdoor doings, particularly where march music is the order of day.

Merchandise Moving Faster

I have been watching the sale of items to both fairs and am convinced that merchandise is moving at a much faster pace this year. The Dunhill lighter made with the Tower of the Sun for the Sanfran event and with the Trylon and Perisphere for the New York affair is a big seller.

The idea of the Trylon and Perisphere and the Tower of the Sun was a boon to the souvenir business. Items have flash which they might not have had with other symbolic designs. I think the designers deserve a round of applause for their fine work.

The source business is by no means confined to the fairs. From my observations the entire field, broad as it is, seems to be doing a terrific job this year. Outdoor show business is in full swing, and concessionaires are putting out quantities of items. The general line of cases, a consistent money-maker, is again rolling up profits for these fellows, and the novelty dealer is finding good markets. Good sales talks along "Strike-Up-the-Band" lines have worked well for those who are pushing the baton number. Bingo operators are finding household goods top items. A flash display of electrical appliances, such as toasters, grills, broilers, waffle irons, etc. is certain to attract the crowds. The expansion of the work of the Rural Electrification Administration is a big aid to bingo operators, for it makes a prospective fan of everyone who visits a park, resort or amusement center. There is hardly a spot that is not served by some electric power line. Until this work was started rural people gave electrical appliances on bingo stands only a passing glance. This doesn't hold true today. If a survey could be made of the patrons, an operator would find that a reasonable percentage of his players are from agricultural areas which a year or two ago were not serviced with electricity.

Reports, seashore and mountains, depend upon souvenirs for approximately 75 per cent of the season's business. In the past few years special souvenir lines, symbolic of nearly every town, have been

SAUL GOLDFARB needs no introduction to novelty and souvenir workers, nor do the other members of the Goldfarb Novelty Co., Philip and Samuel, who founded the organization in 1923. Samuel, the father, still takes an active part in piloting the firm. Goldfarb Novelty Co., which boasts that it is "The House of Service," was established in a loft on Park Row. The business grew and soon larger quarters became imperative. Since 1937 it has been located at 20 West 23d street, New York City, where it occupies a six-story building. While Saul is an experienced novelty and souvenir dealer, he still finds the advice of Goldfarb Sr. invaluable. Samuel Goldfarb's experience in the field of toys, dolls, novelties and specialties dates back nearly 60 years. The firm maintains a West Coast branch known as the Acme Novelty Co. It is operated by another brother, Benjamin.

designed. This business has grown by leaps and bounds, and, peculiar as it may sound, it is far from reaching its pinnacle. I remember the trend of the resort souvenir business back in 1930 when the reproduction of actual buildings, such as the Washington Monument, were claiming much attention. This was a cast metal form in miniature and plated in bronze. It was an instant hit and the source men were able to increase their takes. While this type of souve still sells, the new Washington Monument is available in clear Catalin. The demand for Catalin items has been so tremendous that supply houses have had other "landmarks" made by this process. If there is an outstanding building in a certain locality that is patronized by tourists it is almost certain that a Catalin replica of it is on the stands. It is an easy seller and has the flash that is needed.

Scenic Items Selling

The scenic beauty of certain sections has also afforded the source worker a most lucrative market. Ash trays, paper weights, etc., are available with scenes known to all who have visited the sections in question: Souve men at Niagara Falls, Yellowstone Park, Carlsbad Caverns, Boulder Dam, Lookout Mountain, Natural Bridge, Atlantic City, Washington, New York City, along the Great Lakes and hundred of other places are now offered novelties that are closely associated with the sections they work. Tourists are especially desirous of obtaining items that show they have visited these spots.

Visitors to 500 places in the United States this season will find the Nut Shell Mallet available and a big seller.



HERE are the men who make the Goldfarb Novelty Co. "The House of Service." They are, from right to left, Saul, Samuel and Philip Goldfarb.

Walt Disney's Pinocchio LIVE BABY TURTLES

Smashing all records! First intercontinental sale. Licensed exclusively for turtles by Walt Disney Enterprises. Order now for immediate shipment!

PINOCCHIO TURTLES 11c
 assortd characters, in lots of 100, each
 MICKY MOUSE, SNOW WHITE, etc. Same Price.
 FLORAL DESIGNS, Acacia, etc. in Lots of 100, each
 Name of City of Attraction
 Hand Lettered Free!
 SAMPLE DOZEN, Postpaid, \$1.50

Globe-Trotter AUTO PLATES

SENSATIONAL SELLER FOR TOURIST TRADE!
 The War makes every tourist want these foreign-looking license plates! Hurry! Get in and clean up!
 \$1.05
 \$11.52
 \$1.50
 TRIAL DOZEN \$1.50

SOCIAL SECURITY RED-HOT ITEM!
 Social Security System, self-mailing folder containing pair of return tickets, accepted with exact simulated 6-6-1-6-6. Great deal!
 Per Doz. 75c
 Per Doz. \$5.00
 \$1.00 per copy.

H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO
 SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE



ATTENTION, PREMIUM USERS
 HAMILTON—ILLINOIS—BUROVA—WALTHAM—ELGIN
 We Carry the Largest Stock Ladies' and Gents' Reconditioned, Guaranteed Watches. \$2.25 At Low
 Get Our Low Price. Illustrated Catalog.
 Dept. L, QUAKER CITY JEWELRY CO., Orders Billed Later as
 R. W. Cor. 5th & Walnut Sts., Philadelphia, Pa. included.

This item consists of 20 scenic views with descriptions of outstanding points of interest on a strip placed in a walnut shell. When it is opened the view strip can be lifted out. It is attached to the inside of one of the shells. Since this can be sold very cheaply, it is an item that is rapidly gaining popularity. I don't think I recall an item of this type that has come into demand so solidly as has the Nut Shell Mallet.

Men Do Better Work

One thing that has impressed me greatly during my contacts on boardwalks, carnivals and parks is the type of man now handling the concessions. The younger workers seem to have caught the idea of showmanship and are doing a good job. Of course I realize that behind this training there is sure to be a real showman, and the boys are just sitting in for some of them. One important point worthy of consideration here is that, regardless of whether the op-

LOOK!
 EXACT REPRODUCTIONS OF LICENSE PLATES OF ALL STATES with a serial, including type, cases and lot for only \$45.50
 1940 3V-861
 YOUR OWN STATE
 Miniature Plates, complete with frame and case, cost you only 9 cents each. They retail for 25 cents. Profit of 16 cents on every order! Don't delay! Write now for all details. Sample plate only 25 cents — send your license number, if you want one.
 FRANK BONOMO
 Dept. 22-20, 45 Central Ave., Bklyn., N.Y.

erator is a showman or a recent college grad, the stock must be on hand and attractively displayed.

A new line, that of tropical shells, has come into prominence during the past few months. I think this is one of the best lines to be introduced and it is certainly increasing the concessionaire's takes. Some seashore and mountain spots have had their takes boosted 300 and 300 per cent since they put it on display. Shell lamps made in attractive designs catch the eye immediately, and people are going for them. This line is made of stalactite, corals, scallop, queen conch, king conch, cowry, pearl small and beautiful shells. Lamps, ash trays, etc., made from the shells are trimmed and hand painted, making them topnotchers for souve workers.

Conclusion

The main thing in selling souvenirs is to have a large stock and a good variety. Tourists buying this type of item hardly ever have their minds made up when they walk into a spot. If they have a good selection from which to choose a sale will almost always result. When they get a good item they will express appreciation and mention it to others. And this is a souve man's best advertisement.
 Buyers, I might add, are very optimistic about the future. Regardless of conditions, they seem to have a "show-must-go-on" attitude.

A NEW SMASH HIT!

OAK-HYTEX

BOMBER

NOVELTY BALLOON

Flash

Appeal

WORLD'S FAIR SENSATION

Profits



A TIMELY novelty that is booming business for balloon men. Made of new, improved latex rubber. Inflates 22" long, with wingspread of 20". 6-inch cardboard propeller slips over neck after inflating. Assorted colors. Printed in 2 colors. Supplied in flashy package, or in bulk. Order from your jobber today!

Offered in Flashy 5-Color Package

OAK-HYTEX DYING PIG

Novelty SQUAWKER BALLOON



Fitted with combination valve and squawker. It's a big hit!

OAK-HYTEX HY-GLO PATRIOTIC "PRINTS"

High Gloss "Varnished"

Finish

Fast Sellers for July 4th



OAK-HYTEX PINOCCHIO BALLOONS

Authentic Walt Disney Characters



HEADS "PRINTS" TOSS-UPS

Feature OAK-HYTEX BALLOONS

Above All Else They're Your Best and Most Reliable Money Getters!

Sold by LEADING JOBBERS



WRITE for FREE CATALOG

THE OAK RUBBER COMPANY • RAVENNA, OHIO

Manufacturers

OAK-HYTEX BALLOONS

PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others

by BILL BAKER

(Cincinnati Office)

SEASON IS IN FULL SWING. Are you going after the 'fuzz'?

FOOT REBILITATION WORKER
of note, Dick Weith, who has been playing Newberry's, Cincinnati, for the past several months, visited the pipes desk last week for a brief chat with Old Gas-Bill. He reported that business has been only fair during his stay in the Queen City and advised he'd like to read pipes from Al Weston, Ed Murray, Russ Weith (his brother), Dale Garrett and Phil Craft.

DEMONSTRATING
the Lehman's preparation in Neider's, Cincinnati, to reported good turns, is Jeanette Arbitor.

IT IS REPORTED
that Art Nelson, ace pitch exponent, has been seriously ill in a Chicago hotel for the past several weeks with pneumonia.

THE SUCCESSFUL PITCHMAN gets that way because he continually is concentrated on the work immediately at hand.

AFTER WORKING
Cincinnati and environs, Greta Coffey is reported to have returned to Chicago to pitch Nudell cleaner.

HELD PURVEYORS
Doc Meier and Harry Rutherford left Cincinnati recently after working to fair returns with the item.

JOE BEDARD
has been working Newberry's, Cincinnati, the past several weeks.

ART ROBINSON
pens from Duette, Mont.: "Am still with waffle irons. I played a few red suits, including Warren, O., St. Louis and Omaha. In St. Louis I went on a piano with Julie Koudis, corn punk; Kate

Raye, Ed Thomson and several nonpros. I jumped from Lincoln, Neb., to Bults, 1,230 miles, in three days, including one day spent in Yellowstone Park."

WONDER WHO WILL have the grades this fourth of July. It's a good indication whether you vacation this winter.

ANYONE WORKING
the early (last)? Let's have some pipes on 'em.

JAKE BRANHOLTZ
and King Lamar, what's dain' in your neck of the woods?

AFTER WORKING
Cincinnati recently, Lester Kane took leave of the Queen City in favor of locating in Fort Wayne, Ind.

"SINCE CLOSING
with Gene Flight and coming home, due to illness to family," pencils L. E. (Robe) Collins, "have been working hard at farm sales thru Missouri. Recently saw Levitch, the crockery pitchman, at an Eastern Missouri 'sales barn'. South-eastern and Southwestern Missouri are

BEST ENGRAVING LINE!

TIMELY... FLAG LABEL PIN!
Red, White and Blue
Enamel on Yellow Flash
No. 676
\$9.00 Gross

New Engraving Pins with 40 new cards—styles that are clicking... directly sellers like football, basket ball, roller skating and bowling pins... also all the new selling 'hot' styles... featuring a big selling "Mother-of-Pearl" jewelry... have selling Yellowstone King Berles... Games Rings... 125000... Chicago... Photo Jewelry. Write for Catalog 21 Today.

New Suction Ring Holder
Complete with 3 American Flags. Sensational seller. Sells for \$26 to \$30 each. Sample 15c. Invoice \$7.50. Good for making of 200 other fast selling items.

GORDON MFG. CO.
110 E. 23rd St., New York City, Dept. FE11.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

PEELER WORKERS
Pitchmen—Demonstrators

NEW 1940
Screened Peeler - Greater Capacity! No Varnish! Operating 1/2 Size - Guaranteed.

SPECIAL SUMMER PRICES NOW

PITCHMEN SPECIALTIES
Dept. 412, 100 E. Erie St., Chicago, Ill.

Sample 25¢

Sample 10¢

BOTTLE OPENER & KNIFE, SHARPENER
SAMPLE 25¢ WITH FLASHY CARTON

GLASS CUTTER, BIG PROFIT.

E. P. FITZPATRICK, 501 N. VAN BUREN WILMINGTON, DEL.

NEW LINE 1940 JEWELRY
SIGNIFICANTLY NOW READY

Significant Jewelry, Rings, Bracelets, suitable for the present. Wholesale of Pearl, Locket, Octave and White-stone Rings. Send \$2.00 for complete sample. Free Catalog.

JACK ROSEMAN CO.
807 Fifth Ave., New York City.

ATTENTION, PEN WORKERS! My New Better Jumbo Combinations and Plungers will help you to get at least \$10.00 a day. Get away from that \$2 and 10 cent stuff. Before you go back get my new Price List.

JACK KELLEY, Sell the Fountain Pen King, 421 Broadway, New York City

PUSH-A-MATIC

FAIR WORKERS \$25. \$24 GR.
JOHN F. SULLIVAN
438 Broadway (East Service Bldg.) N. Y. City

COMIC FOX FURTAILS

IT WON'T BE LONG NOW

We have assorted sizes, Large-Medium-Small, on Comic Colored Cards or with Wire and Streamer.

IMMEDIATE DELIVERY

JOBBER GET OUR LOW PRICES

Headquarters for Genuine **RABBIT FOOT KEY CHAIN**

Also World's Fair Novelties

Charles Brand
154 West 27th St., New York

Waltham

New All Point Package Just Completed. The Package That Tells

\$26.00 PER GROSS

Write for Price List on All Type Waltham Pens. STARR PEN CO., 300 W. Adams St., Dept. W, Chicago, Ill.

NEW JEWELRY for ENGRAVERS.

Summer Novelties, Fairs, Demonstrations and Promotional

Electro, Rings, Caskets, Engraving Items, also Band for Free

CATALOG or \$2.00 for sample.

MAJESTIC NOV. CO., 807 5th Ave. New York, N.Y.

ELGIN & WALTHAM REBUILT WATCHES

7 Jewel, 18 Size, in a H. Engine Case, at

Send for Price List, Money Back if Not Satisfied. CREDIT DITY WATCH MATERIAL CO., 418 N. Broadway, St. Louis, Mo.

GUM 23 BOX

RETAILS FOR \$1.00.

Each box holds 30 Cellophane 10 Pack of Flavor Fruit Gum. Ready to Ship. Send you to get each 100% at 20% profit. No our distributor—on parcel—good for sample box (prepaid) GREATLY REDUCED AGENTS Write AMERICAN CHEWING PRODUCTS CORP., 4th and 8th, Phoenix, Ariz., New York, N. Y.

JUNBO PENS SPECIAL

\$16.50 per Gross

Send \$50. for 4 Samples Prepaid

Complete Line of Pens, Pencils and Push Buttons, 20% 10th Order, Wholesale Q. O.

ADLER PEN & PENCIL CO.
895 Broadway, New York City

ROLLED GOLD PLATED WIRE (Gold Filled)

Waltham

227 E 44th St., Providence, R. I.

SOCIAL SECURITY

SOCIAL SECURITY PLATES

\$2.00 per 100

GAZES \$1.50 per 100

Stamping outfit consisting of a complete set of dies, including alphabets and numbers and gauges \$4.00. We have a good reputation for accuracy. Send for illustrated catalog and details.

RELIABLE SALES CO.
112 Broadway, Dept. 80, New York City

FILL-O-MATIC

The Newest and Best Low-Priced Line of PEN-BETS—COMBINATIONS

New Push-Button (Unhatched) and Lever-Filler Types Backed by ARCO'S Reputation for Quality

ARCO PEN-PENCIL CO., Inc.
270 Broadway, New York, N. Y.

MEDICINE MEN

Write today for low catalogues of Tablets, Oils, Salts, Soap, Tablets, Hair, etc. Low prices—rapid service

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmaceuticals

187 E. Spring St., Cambridge, Ohio

Send Your Correspondence to Advertisers by Mail—Using The Billboard.

full of pitched. Business is only fair, as the territory is worked too much. The wife and I are working four and five sales a week."

TOMMY BURNS JR. is reported working to satisfactory business out Boston way with white shoe cleaner.

PROBABLY the world's greatest opportunity is the pitchman.

CHICAGO SPOTS have proved workable locations for George Hess and his sons with white shoe cleaner, according to word from the Windy City.

REPORTS HITTING Cincinnati last week had it that Glenn Reeves is expected in the Queen City soon to make preparations to spring a new item at the Cincinnati Food Show.

L. D. POWERS is reported getting his share of peddle working Youngstown, O. and surrounding territory.

ONE OF THE GREATEST attributes of man is persistence. You'll be surprised at the dividends it pays in friendships, favors and business.

JAMES L. OSBORNE from Holdrege, Neb., "Just in from Denver, where we have been working sales thru the Rockies. Business is slow at present. I have Frank Johnston, the old solder king, with us. Will be starting fair soon and hope to make up for lost time."

STANLEY KALBRETT will be in the H. B. Green store, Dec Moines, until July 6.

GEORGE DURST observed that the absence of flags around New York City on Memorial Day and Flag Day was terrible, and he comments: "Pitchmen are real old-line, self-support-



No. 201—Very popular Bracelet. Highly polished 14-kt. gold plated. \$11.50 per gross in 25 gross lots. \$12.50 in ten gross lots, \$16.50 in smaller orders.

Quantity users!! Save and save plenty by ordering your supplies in substantial quantities. We will make anything you want and guarantee to give you the same, if not a better article for less money.

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MEDICINE MEN

Year Label or Oint

Great Variety, including Herbs, Seeds, Tablets and new types of Products. Also Books and Pamphlets. Lowest prices. Write for Full Information.

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247 West 42nd St. (Room 811), New York City

PHOTO MOUNTS

DIRECT FROM THE FACTORY

Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular... Miniature samples 25 cents, postpaid.

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184-77 W. BAKERTON ST., TOLEDO, OHIO

DEMONSTRATORS: Always Get Money with these Popular Sellers

PEELER WORKERS:

GARNISHING SETS

SAFETY GRATER **ROTARY MINCER** **SPIRAL SLICER**

MERCHANDISE RIGHT PRICES RIGHT

Deliveries Prompt and Dependable

All Goods Approved By
GOOD HOUSEKEEPING INSTITUTE

For a Big Season Order Today From
ACME METAL GOODS MFG. CO. 2-24 Orange St. Newark, N. J.

BLACK TWIRLING SNAKE

It's Lifelike—Anyone Can Operate It—Loads of Fun.

ABSOLUTELY THE LARGEST SELLING ITEM THIS YEAR

Buyers Are Cleaning Up BIG PROFITS at Fairs, Concessions and Exhibitions.

Stock on Hand—Same Day Shipment.

NEW LOW PRICE

One Dozen in Box all set up (Snake 18" Long) **GR. \$4.00**

Send for Circus Bulletin Showing Full Line of Novelty Hats, Covers, Travel Bags, and a Number of Other Good Sellers.

113 Depot St., Baltimore, O. O. D.

GOD BLESS AMERICA BANNERS

All Size—Printed in Red, White and Blue. Best are selling Big Money Selling to Our Owners, Stores, etc.

PRICES: 18 1/2" inches.....\$20 \$2.50 24 1/2" inches.....\$30 \$3.50

GOLDFARB NOVELTY CO.

20 West 23rd Street New York City

ATTENTION, DEMONSTRATORS

PROVEN VOLUME SELLER

Over 1,000,000 Empire Electric Presses sold to date at Fairs, Boardwalks, Etc. Nationally advertised. Newly styled and streamlined low-priced model has many uses besides Pressing Trousers and Neckties. Features New Flat Ironing Surface converting Presser into an emergency Travel Iron.

Weights only 10 oz. Simple, safe and easy to operate. Guaranteed.

Long profits. Write or wire for details.

EMPIRE ELECTRIC CO.

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SENSATIONAL SELLER AT N. Y. AND FRISCO WORLD'S FAIRS

STREET PHOTOGRAPHERS

FULL LINE OF CAMERAS AND SUPPLIES

We carry the largest assortment of attractive mounts that have ever been made. Ten-Ten Mounts—Jawzy carrying—low Aristo—many styles—new design. Folding, new and popular. Glass Backs, lens and perfect. Developer, our own secret formula. KAPPLER's shooting at \$16.50! waterproof. Perfect. Most attractive Mounts and Covers for the "True and a Dime" Series. SERVICE PROMPT and EFFICIENT. Call phone and Sample of Our Mounts sent on Request.

KEYSTONE FERROTYPE CO.

724 SOUTH STREET, PHILADELPHIA, PA.



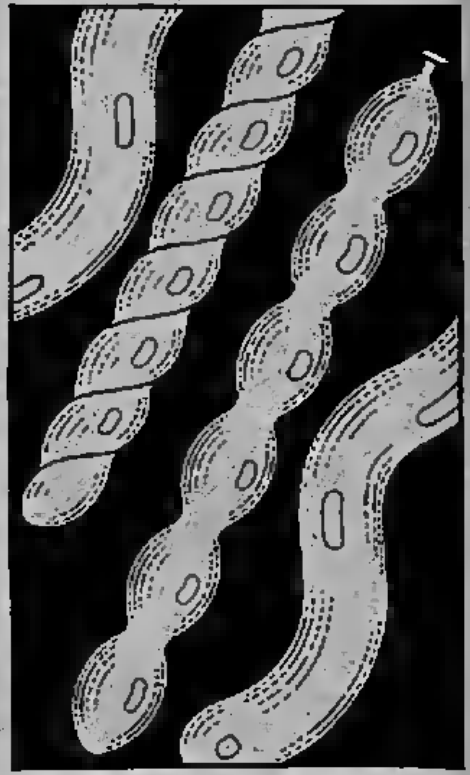
TOY BALLOON HEADQUARTERS

The Street Man can depend on BARR to supply an outstanding selection of top flight numbers to keep his offerings new and flashy.

BARTEX on the bright red and blue box is not merely a name, but assurance of the greater strength, life, elasticity and beauty characteristic of the best toy balloons being made today.

ASK YOUR JOBBER FOR BARTEX BALLOONS!

WORLD'S LARGEST MANUFACTURER OF RUBBER TOYS



THE BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO

ENGRAVING JEWELRY

Sweetheart Pins, fancy, \$4.00 Gross; Sweetheart Bracelets, small, \$7.50 Gross; large Sweetheart Bracelets, \$9.00 Gross.
Wire Worker Supplies, Hearts \$3.00 Gross, Small Oak Leaves \$7.50 Gross.
We have over Forty Designs of Pearl Plate ready for shipment the same day the order is received.



Gold Wire Plate	
12/40	80c Oz.
12/60	65c Oz.
12/100	50c Oz.
No. 3	40c Oz.

Name or Mother \$15.00 Gross. Send One Dollar for ten samples or two dollars for larger assortment. We do not accept orders less than one gross.

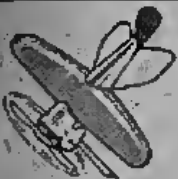
AMERICAN JEWELRY NOVELTY MFG. CO.

BOX 1044 NORTH ATTLEBORO, MASS.

MORE AEROPLANES

That's what everybody talks about so now is the time to catch in with this flashy, fast-selling trade plane on stock. Assorted new colors with lightning propeller. Rush your order for a great today. \$7.50 per gross. Express C.O.D. 25% deposit with order. Inspect on receipt.

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120 DUDLEY ST., DAYTON, OHIO



Street Photographers

WHY NOT GET INTO A GOOD PAYING BUSINESS?

We have a complete stock for making 1-Minute Pictures and Cameras priced from \$7.50 up. SEND FOR CATALOG

Daydark Specialty Co.

2828 BENTON STREET ST. LOUIS, MO.



ing Americans, but can they legally vend U. S. flags on streets? Is it because they are individualistic and unorganized that they get pushed around?

WIDE-AWAKE PITCHMEN are ever being to the present and continually trying to make the future more pleasant for all.

LUNAS MED SHOW with Doc Bates, was spotted in Van Buren, Mo., recently.

PADDLES MAC MCCULLOM is still working downtown Cincinnati locations with paddles to fair-to-middlemen takes.

ONE DOESN'T imagine he's a pitchman. He proves it.

IS EIGHTY MARTZ still working the teleform?

LIMBER UP THE OLE INK sticks, fellows, and let the writer know what's goin' in the sections you are working. We haven't had any communications lately from Sam Oon, Joe Miller, Joe Morris, Cecil Linnabery, Morris Davidson, Joe Wahl, T. J. (Senator) Rockwell, Jimmy Dodge, Irving Schoenwald, Cecil and Kitty Rawlings and Joe Derall.

STILL WORKING Blirerton, Ore., to reported good turns is T. W. Doyle.

MANY PITCHMEN who wonder why they are not a success would repeat it if they found out.

ANYBODY PLANNING to work the Dakota fair? According to word from those parts, business should be satisfactory for members of the tribes and kelater fraternity.

TOBACCO MARTS in Georgia and the Carolinas are slated to open soon. Anybody contemplating working them?

MR. AND MRS. BEN MOONHOUSE, knife-sharpener and glass-cutter workers of note, rambled into Cincinnati last week to work those items in conjunction with the youthful George Hadey at the latter's downtown pitch

SOAPS

THE BECKER LINE IS BETTER Write for Price List. Also Free Trial. Luminaria, Tablets and Soaps. Under your own label if you wish. We also carry fastest selling Herb Products on the market. Formulae attached. Prices, facts, plenty sample for you.

BECKER CHEMICAL CO.

(Established 1880) 323 Main Street, CINCINNATI, O.

CASH IN ON FRONT PAGE HEADLINES
AMAZING NEW MACHINE ENGRAVES PENNIES

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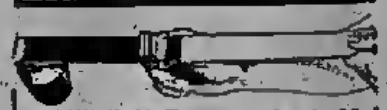
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On Our Photo Jewelry Machines: RINGS - BRACELETS - CHAINS - TIE CLASPS, Etc. Complete Line - Lowest Prices. SEND 25c FOR SAMPLES OF 2 BEST SELLERS - CATALOG FREE. MEDALLION NOVELTY CO., Inc. 202 Bway, New York City.



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LADIES' RAZORS - WALL CLEANERS. More Other Line Selling Items.
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ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS.

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- SUN GLASS KITS—Containing of... \$1.50
RAZOR BLADES—Double edge, 5 in... \$1.25
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WALTHAM DRY SHAVERS—Black... \$1.50
BELLFOLD—Whitens—One-piece... \$1.50
DANDY TYPE CAMERAS—E... \$1.50
GILLETTE SAFETY—Gold or chrome... \$1.50
GUSHAM DUPLEX RAZORS—\$1.00
SHOE LACES—American made... \$1.50
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OWL TRADING CO., INC. 687 BROADWAY, NEW YORK

MEDICINE MEN HERE'S NEWS OF IMPORTANCE

Would you like to have... FREDMAX CAMERA CO. 327 E. 19TH ST. NEW YORK

AN OLD AND RELIABLE COMPANY WITH A NAME THAT IS A GUARANTEE OF QUALITY

ATTENTION, PITCHMEN

Nat. K. Morris says: Write for our new prices on the original patented DUR-X Glass Knives, DUR-X Glas-ite Juice Extractors, DUR-X Spiral Slicers, etc. Kitchen Gadget Mfg. Co. Asbury Park, N. J.

Guaranteed (Professional's Model) ELECTRIC PENCIL

Favorite of 8 and 10's. Great money maker for every demonstration at fairs, promoter's... NEW METHOD COMPANY Box 88-41, Bradford, Pa.

"Quick Action" (1940) Patented (Streamlined) Automobile Car Lighter

Full Through the Glass Lights Instantly Packed in Individual Car. Retail 25c NEW METHOD COMPANY Box 88-41, Bradford, Pa.

SOCIAL SECURITY PLATES \$3.00 PER 100

CALL \$1.00 per 100. Blank... ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

location. The Moorehouse came in from the South, where they have been working the items to successful results. They plan to remain in the Queen City for several weeks prior to hitting the road again for fairs and celebration dates.

CHIPS FROM THE WISACRE: Applied principles bring promotions.

STANLEY NALDRETT and Al (Pop) Adams separated in DuSque, Ia., last week. Adams is going to the Dakotas and Naldrett will invade Eastern territory. They plan to join again at the Illinois State Fair, Springfield, this summer, says Stanley. Marty Robbins is asked to pipe in.

JAY ROSS is laid up with arthritis at Cook County Hospital, Chicago, and would like to hear from friends. He has been there four weeks.

IT'S HARD to beat yourself when you refuse to beat the pitch game.

Events for 2 Weeks

- July 24-29
IND.—Symrna, Old Soldiers' Reunion, 27-28. Jasper, Legion Celebration, 28-29.
KY.—Lexington, Legion Celebration, 24-29.
MASS.—Kearville, Procter's Jubilee, 22-23.
MICH.—Chelsea, Legion Carnival, 27-29.
MICH.—Hastings, Sturgill Festival, 28-29.
MICH.—Public, Mike's Charity Festival, 24-29.
MICH.—Port Austin, Bass Festival, 28-30.
MICH.—Dawson, Celebration, 26-27.
MO.—Mallard, Blue Grass Festival, 28-29.
MONT.—Miles City, Round-Up, 27-29.
NEB.—Omaha, Jubilee, 25-26.
NEB.—Pocahontas, Days of '38, 28-29.
N. Y.—Santa Fe, Parade, 28-30.
N. Y.—Amsterdam, 5th Anniv. of Negro Emancipation, 30.
DEPT.—Pittsford, Firemen's Celebration, 24-29.
O.—Bowling Green, Politicians' Festival, 28-29.
WASH.—Wappahburg, Home-Coming, 28-29.
PA.—Johnstown, Firemen's Jubilee, 24-29.
Morton Center, Firemen's Celebration, 28-29.
MICH.—Millsboro, Firemen's Fair, 24-29.
WISCONSIN.—Interstate Lumber Festival, 27-31.
WISCONSIN.—Williamsburg, Community Week, 31-29.
S. C.—Hampton, Vainville, Hampton Co. Watermelon Festival, July 15-20, C. J. Thorne, Box 309, Waterbury, S. C.
S. D.—Bryant, Legion Celebration, 25.
Selling, Executive Day, 24.
Montrose, Picnic Day, 27.
Pierre, Days of '31, 26-27.
Selby, 4-4 Club Celebration, 23-29.
Sammish, Community Picnic, 27.
VA.—Danville, Legion Celebration, 28-30.
W. VA.—Webster Springs, Rhododendron Festival, 27-29.
WIS.—Kaukaunas, VFW Water Regatta, 28-30.
Wausau, Dog Show, 29.
CAN.—Swift Current, Sask. Rodeo, 28-July 1.

- July 1-4
ARIZ.—Flagstaff, Bow Wow, 3-4.
FRISCO, Frontier Days, 4-7.
CALIF.—Lompoc, Rodeo, 4.
Stockton, Legion Celebration, 28-July 1.
Willits, Frontier Days, 3-4.
COLO.—Brush, Sagebrush Rodeo & Race Meet, 4-8.
Cheyenne Wells, Roundup, 2-4.
Greely, Spud Rodeo, 3-4.
CONN.—New Haven, Ned Mera's Celebration, 4-8.
IND.—Greenville, Border Days, 3-4.
ILL.—Alton, Celebration, 3-6.
Casper, Legion Celebration, 3-4.
Cave Cove, Celebration, 4-7.
Johnston City, Homecoming, 2-3.
Lincoln, Kids Orphaned Children's Festival, 3-4.
MONT.—Lewistown, Celebration, 6-7.
Olay, Homecoming, 4-8.
Rantoul, Celebration, 4-8.
South Wilmington, Celebration, 3-7.
Sullivan, Legion Celebration, 1-4.
Tulsa, Fire Dept. Celebration, 3-4.
IND.—Tins Lake, Memorial Celebration, 28-July 1.
Boonville, Celebration, 4-8.
Joplin, Celebration, 3-4.
Goshen, Horse Pulling Contest, 7.
Jasnoville, Celebration, 4-8.
Linton, Celebration, 3-8.
Mehon, Legion Celebration, 3-4.
Vincennes, Legion Celebration, 3-4.
IA.—Harris Creek, Celebration, 3-4.
KAN.—Moline, Rodeo, 3-4.
Tribesby, Celebration, 4-10.
WY.—Wayland, Money Union & Police Dept. Celebration, 3-4.
IND.—Oakland, Firemen's Jubilee Week, 1-8.
MASS.—Framingham, Celebration, 4-9.
Lowell, Celebration, 1-8.
MICH.—Adrian, Celebration, 3-4.
Manistowic, Forest Festival, 3-4.
Port Austin, Bass Festival, 4-8.
Spedding, Legion Celebration, 30-July 8.
MISS.—Biloxi, Mid-Summer Regatta, 30-July 2.
MO.—Audora, Legion Celebration, 1-8.
Bonds Terre, Homecoming, 1-4.
Lansing, Legion Celebration, 6-10.
Licking, Celebration, 4-8.
Rockport, Legion Celebration, 2-4.
Rogersville, IOOF Picnic, 4-8.
MONT.—Chester, Sweet Grass Hills Stampede, 3-6.
Oklahoma, Rodeo, 4-8.
Kallapo, Legion Rodeo, 4-8.

PATRIOTIC NOVELTIES
Lapel Pins and Buttons
No. 1778—AMERICAN FLAG CELLULOID BUTTONS with Camouflage Design... \$8.50
No. 1779—LADIES' BROOK PIN, Gift Made with Enamelled U. S. Flag Design... 8.50
No. 1780—AMERICAN FLAG LAPEL PINS or BUTTONS, Assorted Sizes... 40

BADGEBOOK NOVELTIES
V. F. W.—American Legion... \$9.00
HAPPY HO, KITTAK! BAWO!
INK BALLOONS, Green... 6.50
CHINESE WIDELY SNAKES... 4.00
BOW FLAG, Green... 40

Medicine Men, Sell Our
Labeled Herb Principles a Water Soluble Powder...
FINLEY LABORATORIES, INC.
4308 OLIVE ST. ST. LOUIS, MO.
MAKE MONEY
Set into the Street Camera...
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SLUM JEWELRY \$1.00
Crossed with Stars, Five Million Assorted Green...
"THE Country Plumber"
Special to this... \$2 paper of...
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SOAPS FOR MEDICINE AND STREETMEN
For more than 50 years we have been supplying...
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Special Short Latch With Rubber Handle...
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Hair Money With Leading Profit Paper...
ELGIN & WALTHAM—Second-Hand Watches at Low... \$1.85
DIAMOND RINGS—Solid Gold... \$2.40
H. SPARBER & CO.
108 North 7th St., St. Louis, Mo.

The Social Significance Of the Pitchman

By CHARLES DAVIDSON KASHER

SINCE I am an ex-pitchman of three days, as I write this, this is in effect my swan song. It is hard to my many friends and farewell to the business that has made it possible for me to anticipate a wonderful career. As I look back over slightly more than a decade as a pitchman I can truthfully say that I do not regret one minute of it and that the things I have learned and the qualities I have acquired could not have been obtained in any other field of endeavor.

When I took my first faltering steps in the pitch business many years ago I was skeptical about the life I was entering but as I now recapitulate the things I have done, recall the many friends I have made and re-live the excitement that only a life of freedom could give me, I say to all tyros in the business: Pitchdom is united only by the amount of ambition and imagination the individual has to apply to it.

On many winter evenings, when with other members of the business I have gathered around the figurative cracker box to shoot a few pipes and cut up a few jags, I have listened to the ca-fam-ily bowler, who for so many years as I can remember has prophesied the doom of the pitchman. The spots were closing, fairs going to the dogs, towns refusing to sell readers, the shops were bad and, all in all, pitchmen were doomed to an early demise from starvation, exposure and general debility. But despite the profound pessimism of the loo-ker-back-ers, there have been many progressive, forward-looking workers who have managed to wrest from life all of its necessities and many of its luxuries. When the boys get together in 1950, I believe there will still be many who will say the business is all washed up. But they will be just as wrong as they are now.

Pitchdom and Freedom

The life of the pitchman has much to offer the lover of freedom. The pitchman is indeed a symbol of the unregimented way of life. Where else can a man or woman with a distaste for taking orders, a love for travel and an insatiable sense of adventure indulge those charming but unproductive characteristics? Especially are these possible in a democracy. Only when democratic living disappears from the earth will the pitchman disappear. It is up to the pitchman to protect his right to live as he sees fit, and strangely enough, the pitchman can be a powerful force in protecting the way of life that protects him.

There are in the United States at least 10,000 pitchmen, who in the course of a year, at one time or another, have the ear of nearly every adult who is capable of heading for a store, a fair, a town or an exposition, and the things they say can sow a seed in millions of minds—a seed of patriotism and love of the way of living that remains only here in the United States. It is the business of the pitchman to protect the social order that enables the pitch business to remain extant.

A good pitchman must have versatility. He must be a politician, a salesman, a showman, a carpenter, a promoter, a legal adviser, a manufacturer and an advertising copy writer. Now I say he must become a propagandist and I am confident that he can do it.

The same type of man who taught America's women how to pretty up their table and in so doing sold millions of pecker acts; the same type of man who made millions diet-conscious from the pitch platform, the man who has sold every conceivable pitch item can and will make the American American-conscious.

It has been said that man is the product of his environment, and in this changing world the pitchman who does not change must of necessity fall by the

wayside. There you have the key as to why so many pitchmen are premature by sitting at the wake of a still vital profession.

Plenty of Work Ahead

The old-timer with his stereotyped story, loud clothes and ballyhoo is just as antiquated and out-of-place as the man with the patched pants, unlabeled package and the disreputable set-up. In this modern world of shiny metals, streamlined packages and high-powered advertising, in order to hold the respect of the potential customer the pitchman must modernize and streamline his equipment, package, pitch and flash. There is no standing still in this world. The man who tries to sell a 1940 world with 1920 technique will be left by the wayside.

Instead of looking backward to the time of open towns, free readers and easy money, the pitchman should look forward to the time when he can cover the country quickly and easily with ever-improving modern transportation methods. Some day by plane he will make a noon pitch in Detroit and a supper pitch in Cincinnati. So despite the mourners for a business that is still much alive, a pitchman can still get plenty of work. With growing industrialism, we have more shops in the great cities, more pitch stores, parking lots, dime stores and department stores. Each year more and more people head for the great fairs, and as the country expands so must the pitchman expand his horizon and keep his place as an independent, public-opinion-creating social force.

FLUSHING FRONT

(Continued from page 30)

the Chicago's Stadium's "monkey's choice" for the pugst berth.

Monsieur Duck donce—vehemently—that he voted for his charge, countering with the statement that the ballot was cast by Mayor Fiorello H. (Little Flower) La Guardia, "in order to make the entire affair illegal and thus assure the city of New York and its far-flung marionettes, including Flushing Meadows, of being reigned over by its authentic people's chosen unquots.

Other candidates, including Monte (Zombie) Proser, Lou (Sirets of Parts) Costello, Harry (Magic Carpet and Ferris Wheel) Illinois, Joseph (Archery) Cerneri, Harry (Whales and War Museum) Hargrave and Jack "Abie" (Jubilee, Aquacade, ad infinitum) Tavlin, among 974 other aspirants, announced after a conference that they would display their indifference to the result by ascending to the top of the Parachute Tower and staying there until October 27. ("For 40 cents apiece they can have the tower itself," said Larry Mott.)

Jacques Tavlin issued a separate communique, however, stating that he was (positively) elected and would contest the result even if he had to go to the United States Supreme Court in person. "If I can raise the fare."

Tom (Atwood Cafe) Gilligan, a candidate who withdrew in midstream, announced that his withdrawal (Southern) drawal was made necessary by international law, inasmuch as he is already chief executive of Belfast, a councilman in Dublin and a ward captain in South Boston. ("That's Hatch-Acting a pretty good gag.")

Law (Dr. Itch) Dufour's irrefragable partner, the self-same Joe, fearing a sweep by the opposition, including the midway's broom brigade, had placed himself in a nomination the day prior to election, which was held on Thursday, and cast one ballot, making it unanimous. Frank (Ripley's Odditorium) Zambreno immediately arranged for a cartoon in Ripley's square (not to be confused with Times Square, which is only a suburb) for world-wide distribution.

A few of the candidates, including Rogers, Proser, Costello and Jiggs, got the air over Station WMCA Thursday morning to breathe their planks. Oy "Dodgem"

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TUCKER-LOWENTHAL Rebuilt Watches

ELGIN, WALTHAM and ILLINOIS

16 Size 7J... Ea. \$3.00
12 Size 7J... Ea. 3.25
O/S Fancy white
Chrome Case... 3.45
(Yellow Top and Blue)
A Reconditioned Watch with a Reliable Case-antec.

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5 So. Wabash Ave., Chicago, Ill.

Remarkable New Orange Squeezer

BE THE FIRST TO CASH IN

This patented squeezer extracts the juice from oranges, grapefruit and lemons in less than a minute with no pits or seeds. Occasional de-seeders! It is a revolutionary product, highly priced and highly recommended. Will not rust or corrode.

Available for \$2.50
Cost to you! Wholesale

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Sample 70c

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ACE BLADES AT FACTORY PRICES

Here are the kind of blades that sell and prosper. Manufactured to high standard. Guaranteed. Make from fine steel for long wear. Sold at lowest factory prices. Please specify cards. We use all shipping. Cash name for free bids and retail details.

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LIGHTS ITSELF

Lighter \$1.75
to try \$1.00

NEW LOWER PRICES ON "DIXIE ACTION" LIGHTS

Protected SELF STARTING LIGHTER. Lighter starts, operates or tips—without a match. Never fails. Improved trim. Fits in tenting. No flint. No friction. Send \$5.00 for sample and large card of facts. Star Line. Agents Report Big Karnings.

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BATONS

From Major Batons in Cashy colors with spiral BUR Coats and 4 Tamer. Beware of BATON seller. Also good for Scuba and Ball Games. 3 sizes. See stamps.

CHICAGO BATON CO.
837, Indiana St., CHICAGO, ILL.

NEW! FLASHY! SWAGGER BATON

Exceptional Item for Gentlemen. Direct from Current Workers. An absolutely attractive light with elaborate trimmings. The head has a high metal band with, and the bottom has a beautiful metal ferrule. Great

\$18.00

Send \$5.00 for Sample.
20 Inches Long

MECHANICAL ROLLING OVER PLAYFUL PUSSY

Fastest selling mechanical toy on the market. For Grown Ups

Send \$5.00 for Sample.

\$24.00

NEW RUNNING MOUSE

Ways along the ground very realistically. Has sparkling eyes, and is covered with natural fur which makes it look like a real live mouse. No tail. **SOLELY FOR GROSS** only

Send 10c for Sample.
25% Deposit, Balance C. O. D. on All Orders.

NO CATALOG

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100 PARK ROW, NEW YORK, N. Y.

HEADQUARTERS FOR 1 Minute & 4-for-10 Photographers

MAKE GOOD MONEY THIS SUMMER with our New Double Barrellics and Peders. Photo Pocket Mirrors with Double Barrellics. Also Leach and Double Photo Barrellics. **SOLELY THING NEW!** Chromium Worldly Photo.

Fresh Stock of Improved BLACK BACK DRUMS, 3 1/2" direct picture paper, and all supplies always on hand ready for immediate shipment.

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Catalogs to Quilt Finishing Photographers for Over 30 Years.

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Waco Blades, 100, 20/75 45
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Merr's Knife, 1/2, U. S. A. Opt. 25
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Write for Latest Prices.
Merrill, Rouse Blades, etc.

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254 7th St., HUNTINGTON, W. VA.
25% Deposit on all O. O. D. orders.

"DIXIE DOODLE" DRUM BATONS MAJOR

Your special "Red Hot" 2 1/2" item for Patriotic Parades, Conventions, Celebrations, Fairs, Circles, a knockout for Scouts. All colors, including chrome and copper. Can be sold for 15c and money double. Sample 15c. Jobbers, write for wire list prices. Manufactured exclusively by

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BIGGEST ASSORTMENT ELGIN, WALTHAM BULOVA, GRUEN

Direct values in guaranteed reliable Ladies and Men's Watches. Lowest wholesale prices. Write for illustrated catalog.

KANE WATCH CO.
185 CANAL ST., NEW YORK

(Bottled In) Dond appeared for Mister Roney and Hack-Tim-Back-Crippled Buck spoke for Jiggs, who was busy chewing up his plank-steak variety.

Long live the Village Smithy!

PROVIDENCE—Due to increased business, the appointment of William D. O'Meara as Pattern division manager of sales and service for Money Meters, Inc. has been announced by General Manager A. M. Gordon. Mr. O'Meara formerly was in charge of New York sales and service.

SALESBOARD FIRMS

(Continued from page 74)

walnut finish. Cabinet is 60 inches high, with richly embossed nickel-arch silver and black metal dial. The clock is electric and comes complete with cord and plug. In addition to these items there are nautical, kitchen and desk clocks, which always seem to command big takes on salesboards.

Electrical appliances are labor-saving items which appeal to the housewife. They include broilers, irons, waffle irons, food warmers, toasters and percolators. With expansion of rural electrification, demand for the items is unlimited.

In the miscellaneous field is the chip tray, something new in a poker chip set.

Consists of four separate Bakelite ash trays 3 1/2 inches in diameter, each with five cutouts to hold 25 chips. Metal handle holds trays and chips when set is not in use. When used in a game the handle is removed, allowing each player to have his own chip rack and ash tray.

Chester sport coats are new on the market. They may be used for sport, evening or street wear and are available in regular sizes and look good for a run. Material is bleached and exceptionally soft and is said to be unexcelled for summer and early fall wear. Prices to operators are attractive.

Boys working resorts will find the casting outfit a good item. Comes in compact enameled-metal tackle box. Contains a three-piece rod with cork grip, spoon of all line, red-head plug, metal wobbler, fish knife, scaler, wire-leader and stringer.

The list by De means covers the field of top-notch items, for supply houses are offering larger and more complete lines than ever before. With such an array of items, however, operators are confident that summer months will be profitable.

BINGO BUSINESS

(Continued from page 74)

ity of repealing the State's laws against bingo for charity. They made it plain that they wished the legality of bingo definitely decided by the Court of Appeals. Even eight months ago it was revealed that an appeal would be taken were the defendants convicted.

FOLLOWING THEIR ARREST in 1938 the defendants had their case transferred from Special Sessions to Queens County Court to secure a trial by jury. Transfer was approved by Supreme Court Justice Thomas O. Kadish in hopes that the case would "establish a precedent which will regulate a matter of general interest."

AN IMPORTANT point in this case is that Judge Downs' statement following the trial, "Hundreds of thousands play bingo," is similar to that issued by the grand jurors, while the judge admitted to the court that he was not a bingo fan, his ruling and statement to the jury indicated that he is in sincere sympathy with the organizations seeking to promote their work thru funds secured at bingo and the thousands who enjoy this moderately priced entertainment.

PUBLIC OPINION was a great factor

ALL STEEL HEADLINE MACHINE \$38.50
HEADLINE INK, Lb. \$1.00
HANDY INK ROLLER \$2.35
STEEL INK PAN 45c
SAFETY BENZINE CAN, Ql. \$1.75
NEWSPAPERS
TYPE LOCKS AND KEY 95c
PRECISION FURNITURE \$1.50
HEADLINE TYPE \$18.15
FIGURE TYPE \$2.85
VISIBLE TYPE CASE \$1.85
COMPLETE OUTFIT \$69.35

NAME IN HEADLINES EQUIPMENT CO.
1132 SO. WABASH AVE. CHICAGO, ILL.

MYER'S CIRCUS and CARNIVAL SPECIALS
8-inch White Flying Saucers \$2.00 Dr.
7-inch Feather Darts, Set & Case 7.50 Dr.
7-inch Fan Menials 4.00 Dr.
Ladies' Strapper Cases 4.75 Dr.
Cuba Head Baseball Games 8.00 Dr.
Wren Special Baseballs 1.50 Dr.
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A FULL LINE OF NOVELTIES, TOYS AND SUPPLIES.
MILTON D. MYER CO. THE UNDERSELLING SUPPLY HOUSE

New Carnival Specials
Specialized Merchandise for Circus, Shows, Ball Games, Party Nights, etc.
#37-God Bless America, 12x12, white & blue banner with 24 stars & stripes, 18.00
#38-Antisubmarine Banners, God Bless America, 8x12, 18.00
#39-Large Victory March, 12x12, 4.00
M. GERBER, INC.
405 MARKET ST., PHILADELPHIA, PA.

POWDER BOX No. 2242

Made of Mexican Rosewood, handcarved ornaments, the box is 100% of wood, on the base, all handcarved, blue gum white, with red bill and feet. The box is highly polished in olive or mahogany finish. 2 1/2" (width) high, 4 inches in diameter. A BEAUTIFUL AND MOST NOVEL ARTICLE, when you see it, you will feel like retaining it for \$3.00. It costs \$3.60 per doz.

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OPERATORS
25" Zipper Sport Bag \$4.00 Each
ACME SALES CO., MANUFACTURERS
2148 W. Harrison St., CHICAGO.

1940 SPECIALS
ELGIN & WALTHAM
WRIST AND POCKET WATCHES
\$2.75
STAR WATCH CO. PHILA., PA.

THIRD ANNUAL NATIONAL POTATO PICKING CONTEST
Barnesville, Minnesota, August 31 Thru September 2
Went Free Attractions, Rides, Shows and Concessions. Interested in high-class Stunt Show. ROY COULDEN.

PENN PREMIER SHOWS WANT
For the following Celebrations and Fairs that still have left in July: Duane 4th July, St. Mary's Celebration, Williamsport Farmers' Celebrations, Ontario Co. Fair, N. Y. Lions Co. Fair, Pa. 1st Penn Game Fair, Somerset Co. Free Fair, Cumberland Co. Free Fair, Fayetteville Fair, Porter Co. Fair, all Pennsylvania; Martinsville Fair, Va., and 6 more Va. and N. C. to follow. Talker and Girls for Girl Show, salaries from 50c. Penny Arcade, Motor Shows, 10-1 or any Grand Show not conflicting. No Rides wanted, as we own our own. Concessions: Custard, Scales or anything not conflicting with what we have. Cuddie Man wanted. Address all mail to LLOYD D. SERFASS, General Manager, Lock Haven, Pa.

WANTED . . . WANTED . . . WANTED FOR THE JIMMIE CHANOS SHOWS
FOR THE BEST 4TH OF JULY WEEK CELEBRATION IN THE STATE, KOKOMO, IND.
CONCESSIONS OF ALL KINDS WANTED. WANT THREE PAID RIDES. PREFERABLY NO TICKETS. WANT A SMALL SHOWHOUSE FOR THE EXHIBITION OF JEWELRY. GOOD PROMOTION. WANTED: PHOTO GALLERY, POP CORN, COUNTRY APPLES, LONG AND SHORT RANGE GALLERY, FISH POND, SALTION DIRT AND CANDY AND SHOOTING GALLERY. WE HAVE A GOOD FINE ROUTE OF CELEBRATIONS, INCLUDING MONTICELLO, IND., ON THE STREET. COMMITTEES WANTING A GOOD SHOW, LOOK US UP. CHANOS SHOWS, Kokomo, Ind., Road Park opp.

FREE GATE FREE ACTS
4TH JULY AND ALL WEEK, WARSAW, N. Y.
Biggest Celebration in Western New York. Parades, fireworks, Big Drawings Day and Night, 25,000 People Last Year.
Want Concessions and Shows. 17-County Farmers' Convention in closed town, and Elkland, Pa., Big Old Home Week following. Carl Ferrie will buy for cash a No. 5 Lin Wheel and Octopus. MICKEY PERCELL, MGR. PIONEER SHOWS ANDOVER, N. Y.

ATTENTION Premium Operators
BULOVA, ELGIN, WALTHAM, HAMILTON
STYLE, QUALITY, PRICE
CENTRAL WATCH PARTS & SUPPLY CO., INC.
124 S. 2nd St., Philadelphia, Pa.

KELNER SPECIALS
Everyone is making big money with our Flag Buttons \$1.00 per 100.
Per M 8.00
Original Baltimore Red, White & Blue \$24.00
Tombaker Cases \$9.00
24x12 God Bless America Royal Ban. 21.00
100mm. Flat Buttons \$14.25
No. 90 Special Color Buttons \$17.50
Large R W B 90m. Buttons 600
Original Guinness Wiggy Buttons, 1000.
Wholly wrapped. Green \$4.00
One-Half Dozen of \$1.00
HARRY KELNER & SON, INC.
60 BOWERY, NEW YORK CITY.

GENERAL LEADS AGAIN
WITH FAIR AND CARNIVAL SPECIALS
8-inch White Flying Saucers \$2.00
7-inch Feather Darts, Set & Case 7.50
7-inch Fan Menials 4.00
Ladies' Strapper Cases 4.75
Cuba Head Baseball Games 8.00
Wren Special Baseballs 1.50
Seash Bouncer Balls 1.50
Tee-Up Baseballs 2.75
Baseball - Darning 3.00
Rattle Balls, Per Dozen 90
Vaseline Hand Wipes & Blot Paper, Gross, 10.00
Apron Hand Wipes, Large Feather, Gross, 12.00
Darning Station, Per 100 2.25
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We carry a complete line of Saws, Hammers, Chisels, Drills, Files and Bench Vices, 25% Discount on All O. D. Goods.
GENERAL NOVELTY CO.
417 MARKET ST., PHILADELPHIA, PA.

SELL TIES-OVER 100% PROFIT
33 STARTS YOU IN BUSINESS
Wash Ties, Sample 7c; Dec. 6c.
Ox. Striped Ties, Sample 7c; Dec. 5c.
40c.
Tie, Sample 5c; Dec. 5c.
Hand Waxed Ties, Sample 5c; Dec. 5c.
25% discount, balance O. D.
Write for FREE PHILADELPHIA NECKWEAR, 30 W. 32nd St., Dept. B-28, New York

PERSONAL HEADLINES
 Take us up to \$75.00 a Day
 in Advertising. Big Profits. Also
 include in Conventions, Fairs, Shows,
 and Exhibitions. We will provide Outfit, the
 sliding type.
 Write or wire
AMERICAN WOOD TYPE MFG. CO.
 505 E. Duane St., Chicago, Ill. 270 E. 12th St.,
 N. Y. City

RIDES and CONCESSIONS WANTED
 For permanent work in one of best industrial
 cities in Michigan. Merry-go-round
 preferred. Also kiddie ride. We have on till
 now completed the largest, finest kiddie ride,
 also kiddie pool, making without any
 change. Visit Long Beach, Calif., Photo
 Gallery, Pop Corn, Peanuts or any other
 business. We have over 200 permits
 loaded up to go, and more pending.
STANTON WELSH, 21, 61st Street, Mich.
 Phone 4-2414

PEACH STATE SHOW
 Wants Challenge Foreman. Want Fridge Wheel or
 Kiddie Ride. Stock Concessions, mechanical prizes.
 Can see Depression Kiosk, Working Kiosk, the
 20th, machine pool, Jay Bird Machine, just \$125.
 25,000 people to draw from. Big Fourth of
 July Celebration following with Waterworks
 Switches and Tobacco Kiosks. Write or wire
SMITH, Mr., PAIR 2121 Shows, Mt. Vernon, Ia.

WANT
 Shows, horse Concessions for the Fourth of July
 Celebration and New York. Kiosks, etc.
SPORTSMEN'S SERVICE
 LA RUE, OHIO

16 FAIRS 16 FAIRS
L. J. HETH SHOWS
 Want for the Biggest Annual 4th of July Celebration in Northern Kentucky,
 Hartford, and balance of season. SHOWS—Side Show with or without own
 outfit, any other show not conflicting. Will furnish outfit. HELP—Experi-
 enced Ride Foreman, sober; prefer those that Drive Truck. Talkers for
 Sit-Down Show. Colored Musicians and Chorus Girls. Salary out of office.
 CONCESSIONS—Candy Apples, Snow Balls, Scales, Novelties, Root Beer
 Barrel, Lead Gallery. Other Stock Concessions. Fairs start July 15. This
 week. Central City, Ky. Miss working.
16 FAIRS 16 FAIRS

BIG JULY 4TH CELEBRATION
GRUNDY, VA., JULY 1ST TO 6TH
 WANT SHOWS with own outfit, especially Sideshow, Monkey Circus, Mechanical
 Shows, MOTORHOME or motor Grand show. Also Loop-Flare, Double Loop preferred. Openings
 for any Grand Stock Concessions, also Outdoor, Smoking Gallery and many more. Write or wire
D. E. BARFIELD, Mr., BARFIELD'S COSMOPOLITAN SHOWS, War, West Va., this week;
 Grundy, Va., July 2nd week.

KEYSTONE MODERN SHOWS
 WANT FOR VANDERGRIFT, PENNA. BIG CELEBRATION, DOWNTOWN LOCATION,
 JULY 10 TO 15.
 18 Fairs and several Celebrations to follow. Will place all legitimate Concessions except Conchows,
 Blazes, Dippers, Paintings and Popcorn. Will sell exhibits on Outfit Machine. Want Manager for
 Train-One with Acts for same. Have complete outfit ready to go. Meet 20th for Vandergrift. Have
 openings for SOBER, reliable Ride Help. All address this week, Beaver, Penna.

DELUXE AMUSEMENTS WANT
 Legitimate Concessions strictly, not over ten cents. Gift not tolerated here. Can use sober,
 dependable Fridge Wheel Foreman, Second Man for Wheel and Chairplaza. Also Operator
 for Allan Herschell Kiddie Ride. Top salary to dependable man. Have opening for Lot
 Superintendent, one with Concession preferred. Write or wire.
JOS. BURY, DELUXE AMUSEMENTS, Wetzlar, R. L. This week; July 1-5, Saybrook, Conn.

ZACCHINI BROS.' SHOWS
 This week Allegheny County (Franklin) Concessions, Glassboro, Penna. the largest Fourth of July
 Celebration in Pennsylvania, with parade, fireworks, stunts. At least 100,000 people expected.
 Want Illusion Show People, Johnny's Act or any Sideshow Act of all kinds. Want one more Flat Ride-
 want Concessions of all kind except Conchows, Dentard, Pop Corn, Flare, Blows. All people joining
 now will have preference of all fairs. Good opening for Lot Men who can get acquainted with
 address all opportunities Glassboro, Penna., this week; then at Say Maria.
BRUNO ZACCHINI, MGR.; NUNO ZACCHINI, ASST. MGR.

MOTOR CITY SHOWS
 American Legion Celebration, South Bend, Ind., week July 1st.
 Week July 8th, Logansport, Ind.
 WANT RIDES (not conflicting), SHOWS with own outfit, 25c. Good opening for Athletic
 Show. Can use useful Side Show People. Salary guaranteed. CONCESSIONS! Cigars, Photo
 Gallery, Candy Flare, Fish Pond, Bowling Alley, Siring Game, etc. Want Corn Cane Caller.
MUST BE A NO. 1. Can take Second Car at once.
YIC HORWITZ, Ft. Wayne, Indiana, this week.

RAIN-WAR CHECK
 (Continued from page 3)
 receipts. New rides, new games, new
 concessions and increased number of
 picnics are all helping swell attendance
 and receipts. The swimming pools have
 exceptional play, due to good May and
 June weather. We have nothing to
 kick about; only hope our luck holds
 out for a real banner year.

Edward L. Schott, president and
 general manager of Coney Island, Inc.,
 Cincinnati, said, "We find at this time
 that we are 8 per cent under our gross
 business for the same period of 1939.
 Only a week ago we were off a little
 more than 20 per cent as against 1939.
 That we are not doing as much gross
 business is entirely a matter of weather.
 Our picnics and promotions have been
 about the same or better and, if we do
 strike some good and settled weather,
 I feel confident that the season will
 exceed by 10 or 15 per cent that of 1939.
 There is more employment and in these
 times when people are hearing so much
 war news they want to have the oppor-
 tunity to laugh and relax."

Devices Reported Busy
 Irving H. Grossman, general manager
 of Riverview Amusement Park, Des
 Moines, said: "Business in Riverview Park
 is off about 3 per cent from 1939, with
 one less ride but the new Riviera Ball-
 room to offset. Opening of the season
 was fair, despite cold weather and promo-
 tions pulled the gross up to ahead of the
 previous season until a heavy slump set
 in about a week or 10 days ago. We are
 hoping but cannot predict what the
 next few months hold. Ride business
 is dropping considerably. We find it

difficult to say why, except the universal
 alibi, war and frightened condition of the
 public mind."

C. V. (Chick) Starkweather, secretary-
 treasurer of Allan Herschell Co., and
 president of the American Recreational
 Equipment Association, said: "I believe
 all will agree that folks are spending
 more money and have a greater desire
 for outdoor amusements this season than
 for many years past. The weather has
 been the one outstanding obstacle thus
 far, but the season is young and, as the
 'old gent' answered when his daughter
 asked, 'Dad, will it ever stop raining?'
 'It always has.' Manufacturers have all
 been busy and are still making last-
 minute shipments of equipment, including
 parks for the Fourth. Accountants are
 being paid in very satisfactory fashion
 and the December facilities available at
 the LaSalle Hotel should wind up the
 year as one of progress and profit."

Figures on Early June
 "The principal obstacle thus far has
 been bad weather," declared Secretary A.
 R. Hodge, National Association of Amuse-
 ment Parks, Pools and Beaches. "As per
 capita expenditure is rising, the present
 pick-up would indicate that parks should
 be up to last year's level by the middle
 of July, weather permitting. I believe
 the season should show an increase over
 1939 unless the war situation interferes.
 Reports for the second week in June
 show improvement."

Reports for the season, including the
 first week in June, showed the following
 gross comparisons with the same period
 in 1939: California, 12 per cent less;
 Colorado, 10 per cent less; Northern
 Illinois, 8 per cent less; Massachusetts,
 30 per cent less; Michigan, 31 per cent
 less; Eastern Missouri, 4.4 per cent less;
 Eastern New York, 24.4 per cent less;
 Northern Ohio, 17.7 per cent less;
 Southern Ohio, 18.50 per cent less;
 Oklahoma, 20 per cent less; Oregon, 41
 per cent increase, the only rise shown;
 Pennsylvania, 25 per cent less; Rhode
 Island, less.

"First week in June, as compared with
 the same week last year, showed: Cali-
 fornia, 15 per cent less; Colorado, 14.4
 per cent less; Northern Illinois, 50 per
 cent increase; Massachusetts, 35 per cent
 less; Michigan, 28 per cent less; Eastern
 Missouri, 3 per cent increase; Eastern
 New York, 3 per cent increase; Northern
 Ohio, 20 per cent less; Southern Ohio,
 10.41 per cent less; Oklahoma, 0 per cent
 less; Oregon, Pennsylvania and Rhode
 Island, slightly better. There were
 practically no reports of better weather
 than last year for this period."

"Per capita expenditure for the first
 week in June as against that of last
 year was reported: California, Colorado
 and Northern Illinois, slightly higher;
 Massachusetts and Michigan, no figures;
 Eastern Missouri, 5 per cent less; Eastern
 New York and Northern Ohio, 7 per
 cent increase; Southern Ohio and Okla-
 homa, 5.48 per cent increase; Oregon,
 Pennsylvania and Rhode Island, 35 per
 cent increase. Besides school outings,
 there were no promotions or special
 events during the first week in June to
 be of special benefit."

Big One Doing Better
 Henry Ringling North, vice-president
 of the Ringling Bros. and Barnum &
 Bailey Circus, said, "General business
 is somewhat better than 1939 despite a
 month of bad weather. An appreciable
 increase in attendance has been noted
 at matinee performances. Continued
 good business is indicated in the indus-
 trial centers for the present, altho busi-
 ness stability is not indicated by present
 national events."

"My business is 15 per cent off, com-
 pared with last season, due to 41 days
 of rain during the hours 12 noon to
 midnight," said Charles T. Hunt, man-
 ager of Hunt Bros. Circus. "There have
 been 11 clear days and only three days
 that the weather was warm enough to
 require our air-conditioner. The war
 hysteria is also a handicap. However,
 I believe we will all get normal business
 if we get reasonable weather."

Irv. J. Polack, director of Polack Bros.
 Circus said: "Our business this year
 has been very good in thickly populated
 industrial areas, materially exceeding
 last year's corresponding period in the
 same sections. However, throughout the
 wheat and other farming sections busi-
 ness has fallen off. The few Canadian
 dates we have shown have dropped off
 over 25 per cent due to war. We believe
 that the main obstacle in the farming
 sections is lack of money. Because
 farmers are not realizing any appreciable
 amount of money for their crops to put
 into circulation in these communities.
 In sections of the country where there
 are large industries working steady, es-
 pecially where they are manufacturing
 war materials and other commodities
 necessary in this nation's preparedness
 program, the outlook is very encourag-

ing. If industries can continue to put
 men back to work and increase their
 production operations to a 24-hour daily
 schedule, business cannot help but boom,
 provided this country is not plunged
 into war or a war scare materializes to
 paralyze every one. Such an incident would
 naturally change the situation outlook."

"Business is just a little better than
 last year at this time. We have had
 much wind and many storms. It is
 plenty hot now and crops are suffering in
 this part of the country. (Report
 came from Luray, Kan.). Am a little
 skeptical about the remainder of the
 season," said Overt Miller, manager of
 Al O. Kelley and Miller Bros. Circus.

Paul M. Lewis, manager of Lewis Bros.
 Circus, said, "Due to very bad weather,
 business is 40 per cent off from last
 season. We anticipate a very long season,
 as crops have been good. The war,
 of course, has slowed up amusements."

H-M Drawing Strang
 Hamid-Morton Circus, which opened
 in Haddonfield, N. J., on June 7 and 8,
 has been doing big business. Total at-
 tendance for two matinees and three
 evening shows there was about 14,000.
 It being necessary to present a second
 night show on the 8th to accommodate
 the crowds. In Trenton, N. J., on June
 10-12, the circus had capacity at night
 and matinee were well patronized. This
 is the first season for the H-M outdoor
 show.

"So far we have been doing very well.
 We are in our ninth week and, altho
 business has been spotty and we have
 had an abundance of rain, we are meet-
 ing all obligations and making a little
 money. We have found conditions only
 fair, but will continue our original sea-
 son's route," said Jack Mills, manager
 of Mills Bros. Circus. This is the first
 season for the Mills show.

Bud E. Anderson, manager of the Bud
 E. Anderson Circus, said, "Gold and rain
 knocked me out of money early this
 spring, but for the past 40 days business
 has been wonderful—way ahead of last
 year's. Crops and prospects look won-
 derful in the Northwest."

"Business is below that of last sea-
 son. We believe this is due to unusual
 bad weather early in the season and
 then the war scare. We do not see hope
 for improvement until more settled
 European conditions," said C. W. Webb,
 manager of Russell Bros. Circus.

Increase for ACA Units
 "Speaking for our interests as a
 whole," said General Manager J. C. Mc-
 Cafferty, Amusement Corp. of America,
 which embraces Royal American Shows,
 Beckmann & Carey Shows, Rubin &
 Cherry Exposition and Henkle Bros.
 Shows, "business has been better than
 that of last year when our units were
 able to work. Much time has been lost
 thru bad weather and rain has spoiled
 many promising engagements. Of
 course, we are optimistic as to the fu-
 ture and hoping that the war situa-
 tion will not have too adverse an effect."

Barney Carey, of Beckmann & Carey
 Shows, said, "Our business of last year
 has been snipped whenever weather
 has permitted full operation. It is es-
 pecially significant that business was much
 improved at repeat dates during the
 hours that we were able to work. We
 have been handicapped by eight weeks
 of rain. We believe the season will
 prove excellent, barring continued bad

WANT
COLUMBIA CITY, IND.
JULY 3 TO 6 ON STREETS
 First 30 Years
 Legitimate Concessions of all kinds. Acceptable Menus
 Lunch No. 1002. 11:45 Five Flares. A few more dates.
 Concessions set in tonight. Also a Jerry-Blow
 item wanted. Address all mail and wire to
BLISS BISHOP
 Taylor Camp Show, Columbus City, Ind.

NEW TYPE CONCENTRATED ORANGE FLAVOR
 Contains pure orange juice and pulp.
 Makes the most natural flavored orange drink on
 the market.
FREE—With each gallon, for buy now at the
 regular price of \$5.00 you get one gallon
 absolutely free.
 Order Now, Cash With Order Please.
OHIO PRODUCTS CO., MFG. CHEMISTS
 310 Cleveland Ave., N. W., Canton, Ohio

Carnival Side Show
BANNERS
 Six New Symbols Banners, Size 12x18 ft. and over
 2x10 ft. Special low prices. Send for description.
Millard & Bulsterbaum
 2804 W. 9th St., Coney Island, N. Y.

WANT
 Shows, Rides, Concessions of all kinds
BLOSSBURG, PA., OLD HOME WEEK CELEBRATION
 Various, Free Attrs, Flivvers, etc. Something doing all the time. On main street, from downtown, Pa. Several weeks of celebrations to follow. Write or wire **CONCESSION MANAGER, Box 100, Wrentham, N. Y.**

WANT
VETERANS OF FOREIGN WARS BIG 4TH OF JULY CELEBRATION
 Belmont, N. Y.—Old West, July 1 to 6. Parades, Bands, Free Attrs, Fireworks
 WANTED Independent Shows, Rides, Concessions Bands and Games of all kinds. All even. Reasonable rate for space for entire week. Fishery, Pa., Driska. All address GEO. L. WEBB, Veterans of Foreign Wars Headquarters, Cobles, N. Y.

WANT
PAULDING, O., JULY FOURTH CELEBRATION AND HOMECOMING
 JULY 4-5-6-7
 Best Seat in Ohio
 WANTED Shows, Rides, Concessions of all kinds. Will sell for an entire week. High Attrs, Free Shows, Bands, Parades, Bands, Fireworks, etc. Write or wire **WILLIAM W. MOSE, 1000 N. 10th St., Erie, Pa.**

Centralia, Illinois
 Oil Boom, Biggest in History
 Want for Annual Homecoming and 4th of July Celebration, six days beginning July 1st. Free attractions, city park, daily events. Concessions all open. Don't miss this year. Contact **W. C. WOODWARD, care American Legion, Centralia, Ill.** (This is only event in Centralia this year.)

RAY WHELOCK
WANTS AGENTS
 For Roll Brooms, Baskets, Springing Ball and Roll Game. Wire or come on.
KEWANEE, ILL., THIS WEEK

CHAIRPLANE HERRY-GO-ROUND
 Can give big show at celebrations. Join at once. Free Attrs. Free Attrs always. Fourth best one of kind in Pennsylvania. Wire by Western Union to 210 at Williamsport, Pa.
M. A. BEAM

FOR SALE OR LEASE
 Grand New Tent and Marquee. Tent 80x170. White Canvas. Red and Blue Trimmed. Black Falls. Rope and Pole complete. Marquee 20x20. Four Burner Tables. One Straight Job. Ten Light Plants and all Odds. Quick ready to move immediately. Quite suitable for Weddings, Shows, etc. Write or wire **THOS. P. KENNEDY, Gen. Mgr., Dixon, Ill.**

W. E. WEST
MOTORIZED CARNIVAL
 WANTS Shows, Rides and Concessions. New Motorized Attractions. Various, on the streets July 2-3. Attrs following: WANT Shows, Bands, Can Rides, Hoop Ball, etc. Write or wire **W. E. WEST, care American Legion, Erie, Pa.**

OHIO EXPOSITION CO.
 Wants for 15 consecutive Ohio celebrations and state fairs. Write or wire **W. E. WEST, care American Legion, Erie, Pa.**

GOLDEN GATE SHOWS
 WANTS Shows, Rides, Concessions of all kinds. Will sell for an entire week. High Attrs, Free Shows, Bands, Parades, Bands, Fireworks, etc. Write or wire **WILLIAM W. MOSE, 1000 N. 10th St., Erie, Pa.**

HUTCHENS' MODERN MUSEUM
 WANTS to July 4th show. For 14 days and celebrations. To start at Home Year, Mo., week of July 4th. High Class High Attrs. Write or wire **JOHN T. HUTCHENS, Mt. Vernon, Ill.**

weather and any adverse effect of war conditions."

New Record in Minot
 "At all spring dates, when weather permitted, our business has been above that of last year," was the report of Carl J. Bodinay and Volare brothers, Elmer C. and Curtis J., heads of Royal American Shows, from Minot (N. D.) State Fair. "We set a new high record in Minot, our first fair of the season. Just returned from a trip in Western Canada and prospects are very good in spite of war conditions. Our opinion is that there will be a substantial increase in all outdoor show business this fall at all fairs."

E. Lawrence Phillips, owner of Johnny J. Jones' Exposition, said, "Our business to date, while not on a par with that during a like period last season, has been encouraging when suitable weather has prevailed. Inclement weather snowed-out at almost all of our dates this year accounts for the decreased comparison with last season. Personally, my observations gained from this year's travels do not warrant me in being over-enthusiastic about prospects for remainder of the season, altho if the national defense program gets under way shortly it may spur business in certain sections of the country."

Good in California
 "Conditions when weather has been right have been the best we have experienced since 1929," declared J. W. (Pat) Conklin, head of the Conklin Shows. "We have encountered a tremendous number of rainy days, extremely cold weather and one serious blow-down. Conditions are good throughout Canada and prospects for the remainder of the season, with a break in weather, should be good. The war situation apparently is not affecting business in any way."

Max Loderman, general manager of the World of Mirth Shows, said, "Our business is behind that for the same period last year for two reasons—rain and the European conflict. So far my show has enjoyed only one week of perfect weather. It appears that people have become war-conscious and feel uncomfortable if they remain away from a radio for any length of time, a sure indication of anxiety and troubled minds. Despite all this, I am looking forward to a fall and fair season that will exceed last year's business."

"Our business so far has exceeded that in the corresponding time last year by 14 per cent," said Roy E. Ludington, general manager of Crafts' 20 Big Shows, in the absence of Owner O. N. Crafts, who is vacationing in New York. "We have encountered no obstacles since opening on February 12, losing only one day by rain. The remainder of our season of California celebrations and fairs in the fruit belt should maintain the good crowds and grosses that we now are enjoying."

Signs Called Favorable
 James E. Strates, owner of James E. Strates' Shows, said, "Our grosses have been better than those of this period last year whenever we have had showable weather. We have expected this, as we have a larger show and greater earning capacity than in 1939. Patrons are spending more freely and conditions seem to indicate a marked general improvement. Local merchants seem more willing to co-operate with the show and appear to be getting away from the idea that a show takes all out of town and leaves nothing behind. I am optimistic enough to look for a good season, provided weather is favorable."

"Business until two weeks ago was one-third under for the same period last year but since then has been very satisfactory," said Mel G. Dodson, co-owner of Dodson's World's Fair Shows. "Principal hindrance probably has been thru cold weather and excessive rain. The past two weeks of summer weather were immediately reflected in substantial improvement. The war has unquestionably been a disturbing influence, causing reluctant public spending. The season's outlook is encouraging, in our opinion, especially if the European conflict reaches an early climax with its remaining out."

Crop Prospects Excellent
 "Business with us is better than last year," said President David B. Endy, Endy Bros. Shows and Endy Bros. Exposition Shows. "However, our organization is larger and has more earning power when weather permits. We have had bad weather breaks. But clear days show better grosses. Our outlook seems better because of a better route. War talk appears to be the worst obstacle, but our grosses are larger than we have

Ideal Exposition Shows, Inc.
America's Best Amusement
 Week July 1, Wheeling, W. Va., Mammoth American Legion 4th of July Celebration. Big fireworks Display and Free Attrs
 Can place all Concessions except Corn Game and Popcorn. Can place Cook House and Grab for balance of season. All Grind Stores and Wheels open, also Palmistry, Photo Gallery, Scales, Coupon Game, etc.
 Can place Organized Minstrel Show, Illusion Show, Fun House and Midget Show.
 Our Fair Route starts early in August at Cumberland, Md. Twelve first-class fairs following. Fall route in next week's issue.
 Write or Wire **WM. GLICK, Mgr.**
 Week June 24, Sharon, Pa.

B. & W. AMUSEMENT COMPANY
WANT
 For 10 weeks, playing in the heart of industrial town of Maryland, working day and night. All Grand Shows price \$15.00 per week. Can show Shooting Gallery, Big Game, Curious, Cat Hunt, Fish Pond, Candy Falls and 4 more Stock Shows that draw out steel. Can use one or two Feature Shows with one transportation, no dirt shows, will work the more substantial Free Act. Will look after all rides and show. We own other rides. One use Grand Truck. Wire for space, no time to write.
C. M. MORRISON, 1040 SO. CHARLES ST., BALTIMORE, MD.
 This week Mt. Airy, N.C.; then followed by a big colored celebration and jubilee for the first week in July, and then a big day at the State Fair, Sparrows Point, Md.

SCOTT BROS.' SHOWS WANT
 For fairs and celebrations, Live Pony Rides, Octopus or Ride-O, Man for small Animal Show, Trombone and Bass for Minstrel, Grand Shows, Wheel Foreman, Stock Concessions, Truck Drivers. Big 4th July Celebration, Morehead, Ky., next week; Versailles, Ky., this week.

had. Prospects seem bright in the East." Mel H. Vaught, owner of State Fair Shows, said, "Business as compared to the same period last year, April 10 to June 28, shows an increase of about 20 per cent, with rain and cold nearly every week. With the better weather of last year we should have had about 50 per cent increase instead of 20. Our outlook for remainder of the season is very favorable, as we have dates booked in territory where crop conditions are excellent."
 Max Gruberg, head of Max Gruberg's World's Famous Shows, said, "Business so far this season has been very bad because of rain. Our showing days in eight weeks have numbered about eleven. Our business is at least 75 per cent off from that of 1939. Fall business will be influenced by the country's position on the war."

Rise on Repeat Dates
 Jack Ruback, head of Alabama Exposition Shows, said, "Our business for the first twelve weeks this season as compared with last year is one-third off. So much bad weather and war conditions have worried people, keeping them at home nights by the radio. We look for business to be better for the rest of the season, as it appears that farmers will make good crops and mines and steel mills are working more than last year. Business should pick up from about the third week in July, when crops start coming in."

"Our early spring business was marred by continued cold and rain, which kept us until late in May," said Manager C. E. (Doc) Barfield, Barfield's Shows. "Since having more favorable weather business has improved, altho it is not quite up to last year's. Until last week it was better than a year ago in the same towns. This leads me to believe the remainder of the season should be very good. I believe the slump was due to war excitement and close attention to war news."

"Business in general is obviously better than for the same period of 1939," said Eric B. Hyde, head of Eric B. Hyde Shows. "Money is being more freely spent and public interest in carnival amusements appears in no wise abated. However, gross business for our show is off from last season because of extremely unfavorable weather to date. Increased cost of operation in numerous forms is cutting into net profits. Barring any radical changes in government foreign policy, the remainder of the season, with good weather, should enable us to close with a profit."

Pan-American Shows
 Want for Frankfort, Ind., on the streets around the State House, July 3 to 6, the biggest celebration in Indiana. Want Shows that don't conflict, want Talker and Acts for side show. Concessions: Want Stock Concessions of all kinds; no racket. Can place Curious, Diggers, Sprites, Novelties for balance of season. Address **Union City Ind., this week.**

WEST'S WORLD'S WONDER SHOWS WANT
 Shows, especially: Illusion, Fat, Dime, Snake or Society. Our fairs start July 31, will book Monday and Tuesday nights. (We help on all sides.) Black Lockers, Free Attrs, wire Concessions all open. Wheel, Rollers, etc. Write or wire **FRANK WEST, General Manager, Madison, Ill., this week.**

BIG 4TH JULY CELEBRATION PENNSBORO, W. VA.
 Concessions of all kinds. No exclusive except 4th of July. Write or wire **W. E. WEST, care American Legion, Erie, Pa.**

OHIO VALLEY AMUSEMENT CO.
 Middlebourne this week; Portsmouth July 1 to 5.

DANCING GIRLS WANTED
 For action musical Girl Shows, Salary \$20.00. Will travel well. To the week Post Office, N. T.; next week Newport, Va.
KING REID SHOWS
WANT TO BUY ELI
 Will pay cash. Will not book. Want Animal Trainer, 2 shows, actor Concession Agents have fair for 4th of July. Write or wire **W. E. WEST, care American Legion, Erie, Pa.**

WANT
 For 4th of July Celebration on streets, around river town of Louisville, Ill. Free Attrs. Wanted: All kinds of Shows, Bands, Fireworks, Bands, etc. All legitimate. Concessions come on. Address: **W. E. WEST, care American Legion, Erie, Pa.**



America and the War

BECAUSE civilized standards as we on a peaceful hemisphere recognize and practice them are being brutally eliminated in Europe, a way of life, including the not unimportant expression in the direction of recreation and amusement, is being influenced to the detriment of the nation at large. For example, there are universal complaints about the current indifference of the public to amusements in general. It is claimed, not without logic, that the war seems to be keeping the people away from the accepted forms of entertainment. It being argued that the normal flight of money from consumer to show channels is changing its course with the result that box-office figures are gradually dipping to new lows.

This corner doesn't happen to think that the ten-count is upon us and that we may just as well accept the fact and forget about it. But, nevertheless, the situation is serious, representing a challenge to the skill and ingenuity of show-biz operatives.

One non-amusement organization which is doing something about its own sphere of activities in the midst of an unhelped reaction is the National Recreation Association, which will stage its 25th National Recreation Congress in Cleveland next fall. Just substitute the word amusement for recreation in the following excerpts from the association's announced purposes and you get an idea of how the show industry fits into the national scheme under present conditions:

"The place of recreation under present world conditions must be fixed carefully, co-operatively and with the spirit of all serving together. In 1917 the recreation movement united placed all its strength at the command of the Federal Govern-

ment for national service. The Government called upon the recreation movement to help to build and maintain morale. This contribution during the first World War was called by leaders in our government one of the outstanding social achievements in United States History.

"When the economic boom after the war collapsed and the dark days of depression weighed heavily upon children and adults alike, recreation again played its part... thru activity to keep a measure of joy even in great adversity. Recreation increasingly has been recognized and interpreted as the means for a vital program meeting great human needs. And now, with a condition in the world which threatens the very essence of American life... the Recreation Congress of 1940 faces the question of making it clear that life can be kept beautiful and attractive, that our civilization is worth giving heed of what we have and are to preserve it."

It could not have been stated any better. In the same way, the people who are responsible for bringing vital, inspiring professional entertainment to America have a duty to perform which is far greater in troubled times than it can ever be under normal conditions.

Drabbles: The couple World of Mirrhawms burned on Sunday run from Hawthorne, N. J., to New London, Conn., were well covered by insurance, according to the broker, Clem Schmitz, Schmitz, incidentally, caught Cole Bros. Circus in Stamford and gave it his blessing from front to back. Also in a catching mood was Frank (Doc) Egan, co-admiral of the World's Fair's midway, who ogled the Harbaker Shrine show at Narragansett bay track, Providence, which drew a claimed 50,000 the first two nights and 40,000 Wednesday. A 100,000 draw for the six days was predicted. Everett Colburn, director of Garden Road, in town for a huddle with Manager Frank Moore. Harry (Bentum Divers) Bentums, of Endy Bros. in town for a look-see. Like a true percentage Pharoah George (Booker) Hamid threatens to collect 10 p. c. of his son's Gold Tiger Award from Princeton, which carries with a \$300 cash offering. But senior Hamid is still thrown for a loss as it cost more than \$30 to send the bright lid thru the Jersey hall of learning. Flying Valentines dropped in. Good business reported for Russell Bros. Circus in Lynn, Mass., and other Day-Stage spots.

Hartmann's Broadcast

THE following item which appeared in our issue of June 15 caught the eye of V. L. Dickey: "A new ordinance passed recently in Dearborn, Mich., is severe enough to make the people of that town go hungry for carnival amusement. Just think of it, one requirement of shows is the furnishing of data on the type and sizes of fire escapes."

Dickey, writing from Monroe, Mich., says he agrees that this ordinance is rather strict, but that it also has some very good points, one of which is that application must be made 60 days in advance with a complete list of towns shown and auspices shown under for the past two years so that an inquiry can be sent to all of these towns asking for recommendation or disapproval.

"It is not hard for a show that is conducted in a strictly legitimate manner to come in under this ordinance," Dickey says. "The Happyland Shows played two locations in Dearborn this year and expect to go back next year. If the ordinance in most towns were more strict and were enforced in every instance there would not be so many closed towns and the carnival business would be a lot better. I think that you will agree that racket and filth on carnivals have hurt the business more than anything else.

This is not an ordinance to bar all carnivals but only those that are vicious and mismanaged. I for one am for more ordinance of this type."

That little group in Los Angeles called "Sewing Circle Eight," composed mostly of members of the Ladies Auxiliary of the Pacific Coast Showmen's Association, is a club such as we should have more of in show business—show-women who have been friends for years some almost 35 years.

They meet every two weeks, alternately, at their homes where a luncheon is served and lots of sewing done. They talk plenty, too, but their motto is: "No politics, no religion, no PCBA talk and no knocks." They also have their minutes read, to which a lot of laughs are handed. A little sum is collected at each meeting and placed in the hands of the secretary of the club for a social which is held after meeting once at each one's home.

And what a social they say it is—most times in full-dress evening clothes! Diamonds come out of the cedar chests and off the members go, either to the Ambassador, Florentine, Earl Carroll or Baltimore, where they have dinner and see a floor show, or go to a stage show. Their last social was in the form of a dinner at Lyman's and a stage show, and, as one member puts it, "believe me, a good time was had by all members and a little guest, Clara Deibow." The members are Madam Peggy Forstall, president of the Ladies' Auxiliary of the PCBA for 1937-38; Martha Levine, president, 1933; Inez Walsh, first vice-president, 1937, and treasurer, 1938; Ruby Kirkendall, first vice-president, 1936, and secretary, 1937-38; Mora Bagby, first vice-president, 1939; Margaret Brady and Bug Richards, Mrs. Richards and Mrs. Brady, retired showwomen, have never joined the PCBA auxiliary but have been friends of the other girls for years.

Why not more clubs like this one? It's a splendid way of getting together and holding friendship.

HARRY MACK, p. a. of Franks' Greater Shows writes: "Your article reopening the CUE Jewell case, as well as that of George Haverstick, was read with great pleasure by W. E. Franks, of Franks' Greater Shows and a great admirer of you. So enthused was he that I decided to drop you a few lines. He thinks the finger-print idea is a great one and is trying to arrange for it over here, altho on a much smaller scale than the ones who are using it.

"I might say that Mr. Franks has never given up trying to get a clue to the murderer of George Haverstick, and says that the mention of it in your column will revive interest in the case. Anyhow, the folks of the show read your article with great interest and wish you not alone health and prosperity but continued success with Hartmann's Broadcast."

Notes From the Crossroads

OSCAR W. BABCOCK, of looping-the-death-trap loop and leaping-the-gap fame, writes from Schenectady, N. Y., that he is taking diathermy treatments for an impacted fracture of his right shoulder. Babcock, who opened the season with the Billy Ground Shows, says he got a "buster" at the flush of his first performance, due to the carelessness of an attendant. At the time he did not regard the injury as serious and he joined the George Traver Fair at Home Shows, expecting soon to be able to resume performances. But the shoulder has given him considerable trouble. He expects the treatment to put it in shape soon.

From J. Allen Dornaby comes a letter stating that the proposed Indiana Tri-State Fair at Evansville has been postponed to 1941. Four months ago the fair board approved a three-year contract with Dornaby. Plans and specifications for buildings were approved and construction was to have started this month. But due to existing conditions the board thought it advisable to postpone the fair a year. "In all my experiences working with committees representing the board of directors, and you know it has been extensive, I have never been identified with a more efficient, progressive and enthusiastic group of men," says Dornaby. "Evansville is one of the finest cities in the Middle West and represented by a chamber of commerce with faith and confidence in

its work." We will begin active operations in 1941."

We had the pleasure of taking a trip with Dura-Devil Pat Purcell a few days ago and, notwithstanding his Atwell Lurchon Club detractors, we'll testify he's a safe, sane and careful driver. Six hours after leaving rain-soaked Chicago we were in Cincy—just as rain-ridden, and half a hour later were greeting Fred and Marie Deckman and Barney Gerety on the lot at Landonia race track. The B. & O. show looks swell and all the boys need some decent weather. It looked as if Purcell was out of luck when rain threatened to prevent showing of Jimmie Lynch's Death Dodgers at the Carthage (O.) fairgrounds, but Pat beat Old Man Weather to the draw by minutes and saved the day, at least coming close to getting the nut.

With Jake Newman, "Elli" Lester and L. B. Greenhaw sitting in and out of CHI we wouldn't be surprised to see the Cole Bros. Circus playing some dates around the Windy City shortly. And chances are Cole will head for the West Coast. The Big Show's advance artillery is due in CHI this week. No. 1 advertising car has arrived and Arthur Hopper was due in Monday. Pete Sun, veteran circus and vaude man, has been quietly circulating here for several days. J. C. McCaffery and Harry Hennies left early last week for Cincy to visit the B. & O. show at Landonia, and on Friday Hennies and Sunny Bernet took off for the Minot (N. D.) fair. G. L. Cronin in from the West Coast to help settle up his father's estate at Hartford City, Ind., and, incidentally, look over the show situation. Wonder who sent that pious Father's Day singing telegram to Clifton Kelley? The way these Duffled boys, Frank and Jack, and Art Brees and Ray Anderson are shipping about the country reminds one of the cross-country flying act. Robert Clay, former carnivalite and now in the trucking biz in Des Moines, enjoying the Panther Room show with Mrs. Clay. Rubin Gruber finally tired of Windy City monotony and departed last week for Atlantic City, where he will spend part of the summer. Murray A. Pennock off for the West Coast. Max Levine in from Superior.

BOSWELL, INDIANA JULY 3, 4 AND 5TH Wanted—Concessions of all kinds, independent shows. Have rides booked. Biggest celebration in Northern Indiana. COME ON, we will place you. ED BURNETT, Boswell, Indiana

ANNUAL STREET CARNIVAL Stockton, Ill., July 19-20 Sponsored by Commercial Club, Ward Arts, Deacons. Always big crowds. F. O. KEMMEYER, Stockton, Ill.

BIG CARNIVAL WANTED LAST PART JULY Popular Central Illinois Spot BOX 153, Charham, Ill.

EDGEWOOD, ILL. Homecoming and Fourth July Celebration. Ed. Ed. 4th of July. Three Big Days and Night. Want Shows, Tent, Fire Pit, Fire Band, Hot Joint, Gazebo, Stage, Rides, Candy Flow, Derby, Golf, Baseball, High Stakes, Divers, Candy Apple, Hoopla. Only one concession of a kind on Midwest. Address J. L. McGERRETT, Box 144, Highland, Ill.

ANNUAL HOMECOMING AND PICNIC HARLAN'S GROVE, COATESVILLE, INDIANA JULY 19TH, 20TH. Day and Night Shows and Concessions Wanted. HARLAN BROS., Coatesville, Ind.

ARKANSAS STATEWIDE PIONEER CELEBRATION Lonsdale, Ark., July 4, 5 and 6. Want Independent Shows, Shows, or Concessions. Showmen in vicinity contact ROY BLAKE, Eastman Hotel, Hot Springs. 10,000 expected.

CONCESSIONS WANTED For FIREMEN'S FESTIVAL AUGUST 11 TO 17 R. L. WILLIAMS, Sec., Brain Springs, O.

WANTED For Big July 4th Celebration AL BARIETTA, OHIO Other Good Dates to Follow. Bill Gomez, High Scales, Gene Mack, Seales, Bowling Alley, Hoop-La, Hoopley Back, Jewelry, Novelty, Cotton Candy, Snowballs. Address F. E. GOODING Berlin, West Va., east of Jena 24th

WANTED AT ONCE Pussiness Deal to join on extra. Must be sober and dependable. H. BARKOOT Care ART LEWIS SHOWS, NEWPORT, N. I.

CARNIVAL WANTED FOR Lamar's Farm & Industrial Exposition September 24 to 27th. Write, Wire or Phone E. T. WITTY, Lamar, Mo.

55TH ANNUAL OLD SETTLERS' MEETING August 15-16-17, 1940 Odon, Ind. H. O. MARSHALL, Secy.

ENDY BROS.' SHOWS, INC. CAN PLACE FUN HOUSE, SILVER STREAK, UNBORN SHOW, Ride Help and Truck Drivers. Talker for Minstral Show. Cloa Hoffman will place Revue Girls, office paid. Max Turbis wants Agents. Mrs. Wilno wants experienced Waiters. NOW SHOWING THE TWO BEST DATES IN THE EAST. Hartford, Conn., this week. Down Town Army Grounds. Next week on the COMMONS, Lowell, Mass., July 4th Celebration. Then outstanding route in the East. Address DAVID B. ENDY, Manager, Hartford, Conn., this week.

THE GREAT LIGHTNING WAR

The New WALK-THRU SHOW now ready for Carnivals, Parks and Fairs. Nothing like it ever shown before since the beginning of time. Unconquered troops direct from the front that bring people's hearts. Tanks, bombs, liquid fire, new weapons, etc., all crashing down past hapless humanity, with men, women and little children the fallen victims. Show consists of 10 beautiful viewing boxes, with great scenes inside, shells and on colored glass. Also 24 striking heavy cardboard panels with 50 other great war scenes all described and a line 6-by-10-ft. pictorial canvas banner. Show complete as above to be framed on 12 to 20-ft. front, 24 to 30 deep. ONLY \$125.00.

A stupendous attraction the whole country is waiting to see. Great right now anywhere and will clean up on the fair scene to begin. Wire or mail \$10.00 and show will go out the express, remainder collect. Or write for information.

CHAS. T. BUELL & CO.
Builders of Walk-Thru Shows
NEWARK, OHIO

Can Place for Western Pennsylvania's Largest Celebration

WARREN, PA.

4TH OF JULY! BENEFIT POLICE RETIREMENT FUND

Backed by the merchants and advertised throughout Pennsylvania. Have opening for a limited number of legitimate concessions. For our Old Revue we can place single or a team of Humbug Demos. Must have youth and ability. Salaries paid from office and good accommodations. Have opening for one talent.

HOW BOOKING CONCESSIONS for our seats of seats starting at Monaca, Indiana, Sunday, July 29th, including SOUTHEASTERN WORLD'S FAIR at ATLANTA, GEORGIA. ALL CONCESSIONS OPEN except Restaurants. Preference given those joining now. However, we will book limited number only.

JOHNNY J. JONES EXPOSITION
Bradford, Pa., June 24 to 29; Warren, Pa., July 1 to 6.

GREATER UNITED SHOWS

WANT SIDE SHOW, ATHLETIC (Wm. Pennish Outfit), GLASS HOUSE, DOC, PONY OR MONKEY SHOW, CIRCUS REVUE. Can Also Place Talents for Minimal Shows. Man and Wife to Operate "BIRTH OF TWINS" ROLLOPLANE AND OCTOPUS

West Foreman for Merry-Go-Round and T-B-A-Whirl. Opening for Country Store, American Automat, Frozen Custard, Burgers, Cigarette Gallery and Cookhouse.

15-FAIRS AND CELEBRATIONS-15

- WOODWARD, OKLA., July 4th Celebration
- ALFUS, OKLA., Elm's Banquet
- MANGUM, OKLA., Rodeo
- SHAWMIE, OKLA., Celebration
- YALL, OKLA., Annual Reunion
- ADA, OKLA., Rodeo
- ANADARKO, OKLA., Indian Fair
- And Others

Wire J. GEORGE LOOS, Week June 24, Amarillo, Texas.

WEST COAST AMUSEMENT CO.

WANT

FOR MAMMOTH 4TH OF JULY CELEBRATION IN KLAMATH FALLS, OREGON, AND MANY CELEBRATIONS AND FAIRS TO FOLLOW

Quota Year Ago, Revue, Frozen Custard, Mrs. Gove's, Fish-T-B-A-Whirl, Bowling Alley, Glass Blower, High Roller, No. 10. We will book Rodeo Plans for balance of season. Want other Rides Help that is able to drive trucks. Write or wire MIKE KREKOS, Ardena Hotel, Klamath Falls, Oregon. Home collect.

TRUCKS

PASSENGER CARS—SEMI-TRAILERS

We will deliver anywhere in the United States. Get our prices and checkmen's terms before buying. "Originator of the Superman's Finance Plan."

WRITE: CHAS. T. GOSS

WITH STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

ELK VALLEY SHOWS

MERCHANTS' ANNUAL 4TH OF JULY CELEBRATION, SMITHVILLE, TENN. In Heart of Business District

Good proposition to show of any kind. Want Mite Camp, Bad Game, Bingo, Diggers, Fish Feed, Lead Gallery, Cigarette Gallery, Hoopla and all Concessions working Stock. We can use two or three good Agents. Write or wire BILL AKINS, Pikeville, Tenn., this week.

SMITH'S GREATER ATLANTIC SHOWS WANT

For the following items: 100 Concessions, and Celebrations (4th week). Firemen's Old Home Week and 8th Concessions, June 24-26, Borewell, Pa., then really a big one, the first one in the year. Firemen's Old Home Week and 4th July Celebration combined, held at a new quarter of a million dollar play placed located on the Lincoln highway at Hagerstown, Pa. We are also contract to furnish 1000 live entertainers for County Firemen's Concessions to be held week of July 13 at Edinboro, Pa. We are especially interested in Performers, Musicians and Entertainers for our Super Old Home Week Show. ("Buck" and "M") Main are no longer associated here.) Also need Dancers, Sixty Team and entertainers for our Oriental Garden, Don News, Head Feast and Feature Attractions for Great Side Show. Concessions all open, no exclusives. Side Help of all kinds come on. We positively pay the most and arrange with our accommodations for no thanks. All address: K. F. (BROWNE) SMITH, at per route

8 DAYS JULY 1-2-3-4-5-6 6 NITES

WOOD ISLAND PARK CELEBRATION

Biggest Celebration in Massachusetts Last Year—Over 200,000 Attendance. Can place Wheels, Rolloplane, Cuban Store, Grand Store, Hoopla, Bad Game, Concessions of every kind and description. Few more Rides and Pony Rides. Shows of all kinds, Bowling, Stunts, Drags, Stunts, Hoopla, Stunts, Palmistry.

HUBBARD'S MIDWAY SHOWS

D. STACK HUBBARD, Gen. Mgr.

This Week, Central Park, N. Y., July 1st to 6th. Wood Island Park, East Boston, Mass.

* * AMERICAN LEGION STATE CONVENTION * *

NORWICH, CONN., JULY 22, 23, 24, 25, 26, 27
30,000 Visitors & Delegates Attending. BIG FREE ACTS NIGHTLY. Entire Town will be Decorated. PARADES DAILY. Norwich One of the best Show Towns in Connecticut. This will be a big Red One, followed by another.

* * VETERANS OF FOREIGN WARS CELEBRATION * *

WILLIMANTIC, CONN., JULY 29, 30, 31, AUGUST 1, 2, 3
First show in this season. Billed like a circus for miles around. FREE ACTS NIGHTLY. FOUR MORE special Events and Celebrations to follow. NO LAY OFFS. Booked until end of August. Playing only in Money Town.

CAN PLACE **WANTED** CAN PLACE

RIDES: Coney Island, Ferris Wheel, Chaperone, Kiddie Rides or any money-getting Flat Rides.

SHOWS: Good proposition to responsible Showmen who have money-getting Shows.

ACTS: Two Free Acts. Must be available and price reasonable. PREFER HIGH ACTS.

CONCESSIONS: Wheels, Grand Stairs, Cook House, Bingo, Carnival, Palmistry, Pop Demo.

WE OFFER CONTRACTS TO ALL TYPES OF ENTERTAINERS IN ABOVE, FOR ONE DATE OR UNTIL END OF AUGUST.

ACT EARLY WRITE OR WIRE BOOK NOW

WILLIAM BARRETT, Director for Committees, 1564 Broadway, Phone: Longacre 5-D180 New York City

- GREENUP, KY., 4th CELEBRATION, JULY 1
- VANCEBURG, KY., FAIR WEEK JULY 8
- GRAYSON, KY., FAIR WEEK JULY 15
- COLUMBIA, KY., FAIR WEEK JULY 22
- HARRODSBURG, KY., FAIR WEEK JULY 29
- RUSSELL SPRINGS, KY., FAIR WEEK AUG. 5
- BRODHEAD, KY., FAIR WEEK AUG. 12
- LEBANON, KY., FAIR WEEK AUG. 19
- HARTFORD, KY., FAIR WEEK SEPT. 2
- CENTERTVILLE, TENN., FAIR WEEK SEPT. 9
- ALAMO, TENN., FAIR WEEK SEPT. 16
- DICKSON, TENN., FAIR WEEK SEPT. 23

Followed by a Good Fair in Alabama and Mississippi. Want Stock Concessions for these Blue Grass fairs. Shows with own outfits 50%. What day will state in hot July when you can come over here and play fairs.

F. H. BEE SHOWS

Paris, Ky., or at per above route. Cut out and keep this till you see future reference.

CRESCENT AMUSEMENT CO.

OUR PLACE for NASH Carolina's Biggest 4th July Celebration, Raleigh, N. C., Davidson. FREE DATE: over 20,000 last year; with EXCHANGE CLUB Mid-Summer Festival, Burlington, N. C., starting July 9th, less 20,000; Downtown, FREE DATE, HANFORD CO. WATERMELON FESTIVAL, Hanover, N. C., week July 28, right in town. FREE DATE, 20,000 spectators, advertising for 100 miles. LIGHT MID-SUMMER FESTIVAL, Roanoke Rapids, N. C., week Aug. 6, over 20,000 last year; then FAIRS until Armistice Day, with a guarantee of 10 Winter Fairs in Florida.

CONCESSIONS—Cookhouse, Grab Drinks, Ice Cream, Long Range, American Hot, Hot Games, Penny Arcade, Bingo Concessions, Crayfishes OPEN, No. 1, except Bingo, Diggers, Pop-Demo and Palmistry which are sold. SHOWS—Any Flat or Stallion Show that can get money. Musical, Monkey, Circus Side Show with own outfit or will furnish new 20x100 top for capable showman with outfit. Will furnish legs for any worktable attraction, Orbits, Fat Girl, Midget, Big Asses, Child, Miscellaneous, City, Out Shows for week July 18 ONLY, with own outfit. RIDES—Kiddie Auto, Rolloplane, Outpost with transportation. FREE RODE—Want three fine, outlandish acts for VEE RIVER DISTRICT FAIR, Spanish Fork, N. C., week Sept. 2. Frank Cushing with Fair Supplies and Concessions in Florida, send your cards. Address: WYTHE BEACH, N. C., until July 24, then per route.

GALAXY, VA.

Biggest 4th of July Celebration in Virginia. \$2,000 Paid Admission Last Year. 10-Days' Gate. JULY 1-6

WANT Legitimate Concessions of all kind. WANT Side-Show Manager with Act. More complete beautiful outfit set up ready to operate. Also Side-show Act. Talent to make first and second opening salary and per cent; salary sure. Can place independent Shows with or without outfit. WANT Band Musicians, Tramp and Trampers; also Circus Girls for 10-Days' Gate. Salary sure, paid from office. Address: Nelson, Va., this week.

W. J. BUNTS, CRYSTAL EXPOSITION SHOWS

ERIC B. HYDE WANTS

Shows, Rides and Concessions for big dates where everybody is at work and has money to spend. WANT HAVE YOU TO OPERATE SHOWS—Motor Drives, Hoopla, Circus and Penny Arcade. RIDES—T-B-A-Whirl, Octopus, Rolloplane or other Flat Ride; also Merry-Go-Round or Tramp. CONCESSIONS—Nautica, Frozen Custard and other acts. Concessions. RIDE HELP that knows how to sell the ride to the public after it is in operation. Talent who can manage Side Show and Lilo Show. All address: ERIC B. HYDE SHOWS, BULLWOOD CITY, PA., JUNE 24-25; ROCHESTER, PA., JULY 1-4.

CITY OF KEYSTONE, W. VA., HOMECOMING AND MAMMOTH 4TH JULY CELEBRATION

WANT ANIMAL SHOW. WANT SILVER STREAK or ROLLOPLANE. WANT ALL CONCESSIONS EXCEPT HOOPLA. FOR THE CITY OF KEYSTONE. WILL SELL EXCLUSIVE RIDE ON NOVELTIES FOR STREETS. DECORATOR WANTED FOR STREET DECORATIONS. 100 per cent co-operation from City Officials. Every date from must be executed. July 4th mammoth fireworks display. The automobile show prior at midnight. Festivity the largest date to the State of West Virginia.

JACK PURCELL, DIRECTOR, CITY HALL, KEYSTONE, W. VA.

BARNEY TASSELL UNIT SHOWS, INC.

Want for No. 1 Show, Rollo-Plane, T-B or any Flat Ride. Also Free Act and Merry-Go-Round for No. 2 Show connections. Ride Help and Agents, write: Herbert Moss, Fanns Grove, N. J. Fair week, Winchester, Va., Week July 1st, wonderful Fourth of July Celebration, Standardsville, Va., then three weeks in Richmond, Va., Week July 29th, Alexandria, Va., in the heart of town.

WANT FOR BIG FIREMEN'S JULY 4TH CELEBRATION

At Gadsport, Penn., Concessions: Pitch-This-You-Wife, Cigarette Chaperone, Shooting Gallery, Springing Ball, Red Dawn, Fish Feed, High Roller, Scales, Sport Ice Bowl, Candy Place, Bunting Game, Penny Arcade, Want Brass Show, Hoopla Show, Monkey Spawnder, Kids and Pony Show. Will book with or without own outfit. Want Rides: Ride not conflicting with Kiddie Auto Ride, Pony Ride. Will book one Flat Ride. Address all communications to: GEORGE C. SMYTH, Mgr., Gadsport, Pa., this week; Gadsport, Pa., to follow.

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OUR NEW CATALOG IS READY
 It's just check full of new items at the lowest prices. The flashiest and latest merchandise from all corners of the earth.

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SEND FOR IT TODAY—WHY DELAY?

WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

CANDY CONCESSIONERS

Adopt type of concession you operate that we may furnish you with details of our "red-top" candy package offerings that are right in size, appearance, contents and price. All packages comply with requirements of the new Federal Food, Drug & Cosmetic Act. Your dollar refunded with first order or order form. C. JOHNSON.

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DIESEL SHOW OWNERS
 YOU ARE PAYING FOR C. M. DIESEL PLANTS AND NOT GETTING THEM! CALL, WRITE.

J. W. (DIESEL) CLEMENTS
 Southern Power Division of
LEWIS SUPPLY CO.
 473 S. Main St., MEMPHIS, TENN.

BYERS BROS. SHOWS (Number 1 Unit)
FAIRS-CELEBRATIONS — NO STILL DATES HERE — FAIRS-CELEBRATIONS

CAN PLACE BIGGERS, POPCORN, CARMELCORN, CORK GALLERY, SCALDS, AMERICAN PALMIETRY, SNOW OGRE, GANDY FLOSS. WILL SELL EXCLUSIVE ON NOVELTIES FOR SEASON. Jean Warner and Dorcas Laffey agents for SIDE SHOWS via Dayton, Ohio. Open on. Good proposition for Pin Head or similar Fairs. John Warner, 1011 Main and wife to manage GIRL SHOWS, also Operators. Magnificent BIGGEST World Ball Game Booth.

THIS SHOW HAS 14 MORE FINE FAIRS AND CELEBRATIONS, BEGINNING MEMPHIS, MO., AROUND COURT HOUSE SQUARE, JULY 2 TO 6. SEVEN PECKLESS POTTS (Millions). Contact First Place Agents of North Western) ARE FREE ATTRACTION ON OUR MIDWAY. NO PAY DATE. — Cords like come on. Address UNIONVILLE, MO., via west, then per Route.

WANTED
For HARRISON TOBACCO FESTIVAL
 CYNTHIANA, KY., OCT. 16-17-18-19
 Five Acts, Children's Rides, Concessions of all kinds, Shows. Write or wire L. M. EAIL, SECRETARY, CYNTHIANA, KY.

BLUE RIBBON SHOWS, INC.
 Playing Annual July 4-5-6 Celebration, Connersville, Ind. 3,000 Attendance.
 Will place Managers with People for Expense Show, Colored Cuts for Musical Show or any Show of merit that don't conflict. Concessions—High Tea, Cigarette Gallery, Photos, String Games, Candy Apples, Candy Floss or any Merchandise Concessions.
MARTINSVILLE, IND., THIS WEEK

SHOWS WANTED MARTIN, TENN., BIG 4TH JULY CONCESSIONS WANTED

Need one more good Show, Fal. Midway or Big Show. Want Movie Shows, Photo, Scenic, High Roller, Knife or Game Shows, Ball Games, American Paintball only, String Game, Open Box, Bookings Alley, Candy Apples, Candy Floss, Parlay Machine, Agents for Memphis. Want Stock Joints of all kinds. No X at Martin except Bingo. Seville, Ky., expense location, this week Martin, Tenn., next then back into Kentucky for my Fair. We have 14 County Fair starting in August.
 All Address W. J. WILLIAMS, Rep., Reading's Shows, Seville, Ky.

Wanted For JULY 4TH CELEBRATION
 IN HEART OF CITY OF WILLIAMSON, W. VA. — AUSTRIAN FIRE DEPARTMENT AND LONG BEAR TO FOLLOW, INCLUDING FLORIDA FAIRS

Shows of merit, Louisville Concessions, everything same. Established Ride Men, Concessions Agents for South Western and Pennsylvania. Carry Mitchell and Co., Mrs. Cole can place you. For Sale—Complete Coney Island. Will be open for balance of season. Wanted Five Act, Long season. Wife
SOUTHLAND AMUSEMENTS
 Martinsville, Ky., West June 24; then Williamson, W. Va.,

ROUTES
 (Continued from page 23)
 Leland & St. Ed. Monkeys; Okarubasco, Ind., 24-30; Indianapolis July 1-2; Roach-Hals 8-4.
 Riston's Dogs; Troy, Ala., 24-July 11. Wright's Dogs; Westley, R. L., 24-30.

CARNIVAL
 (Shows are for current work when no dates are given. In some instances possibly mailing points are noted.)

Almo Exps.; Rapid City, S. D.
 All-American Shows; Wagon, Okla.
 All-American Exps.; Grandy Center, Ia., 24-30.
 American United; Helena, Mont.
 Anderson-Strader; Wichita, Kan.
 Apple; Butler, Pa.
 Arlo Am. Co.; Taboka, Tex.
 B. & H.; Great Falls, S. C.
 B. & W. Am. Co.; Mt. Rainier, Md.
 Bach, O. J.; Ordensburg, N. Y.; Saratoga Lake July 1-6.
 Bagley; State; Tomahawk, Wis., 24-30; Park Falls, July 2-6.
 Bentley's All-American; Esplanade, O.
 Harfield's Comtemporians; Wash. D. C. VA.; Grandy, Va., July 1-6.
 Barknot Bros.; Grand Lodge, Mich.
 Baysinger; All; Grand Rapids, Ind.
 Belslet; Onondago, Minn., 22-26; Siren, Wis., 28-29; Spocport 30.
 Beama Attr.; Williamsburg, Pa.
 Beckmann & Oerety; Dayton, O. (Fair)
 Anderson, Ind., July 2-6.
 Bet. P. H.; Park, Ky.; Greenup July 1-6.
 Berta; Steelville, Mo.
 Bremer Tri-State; Austin, Minn.; Caladonia, July 2-4.
 Bucke Family Shows; Gibson Ga.
 Buck, O. C.; Philadelphia, N. Y.
 Buckeye State; Farmington, Mo.; Aurora, July 1-6.
 Burdick's All-Texas; Scherwiner, Tex.; Dalton, July 1-6.
 Busby & Russ; Granite City, Ill., 24-30.
 Capital City; Webster Springs, W. Va.; Franklin, July 1-6.
 Canny, E. J.; All-American No. 1; Delaware, Md., 24-26; (Fair) Ellipton, 24-29; (Fair) Neppas July 1; St. Claude 3; MacGregor, 4-6; (Fair) Morris, 28 (Fair) Lac du Bonnet July; (Fair) St. Claude 3; (Fair) MacGregor, 4-6.
 Central States; Julesburg, Colo.
 Griffin & Wilson; East Liberty, Pittsburgh, Pa.; Clearfield, July 1-6.
 Girard; Junction; Kansas, Ind., 24-July 6.
 Charlotte Am. Co.; Harrison, Kan.; Frabody July 1-6.
 Clark's Greater; Auburn, Calif., 24-30.
 Clyde's United; Central City, Pa.; Coalport, July 1-6.
 Conrad; Troy; Rockville, Conn.
 Dailly, J. J.; Girard, Kan.
 Columbia Greater; Odessa, Mo.; Houlton, July 3-4.
 Conklin's; Oshawa, Ont., Can.
 Connelton; Decatur, N. Y., 24-July 1; Bath, 2-8.
 Co's; Wolvriemel; Austin, Mich., 28-30; Peck, July 2-6.
 Coonan State; Stanton, Ky.; Sharpsburg July 1-6.
 Coto 20 Min.; Stockton, Calif., 25-July 7.
 Crowley United; Idaho Falls, Ida.
 Crystal Exps.; Marion, Va.; Galax, July 1-6.
 Cumberland Valley; Nashville, Tenn.
 Curt, W. H.; Hillsboro, O.
 Dailly Bros.; Fredonia, Kan.; Peague, Okla.
 Darr, J. H.; Kansas, Ind., 24-July 6.
 DeLano Am.; Westley, R. L.; Baybrook, Conn., July 1-6.
 Dixie Belle; Scottsville, Ky.; Russell Springs, July 1-6.
 Dodge's World's Fair; Lorain, O., 24-26.
 Douglas Greater; Bremerton, Wash.
 Dudley, D. S.; Seymour, Tex.
 Edwards, J. R.; Bowling Green, D.; Upper Handy, July 1-6.
 Ellis; Raina, Kan.
 Elm Valley; Hicksville, Tenn.
 Empire; Mason, Tex., 27-29; Comanche, July 2-4.
 Eudy Bros.; Exps.; Erie, Pa., 17-20; Nazareth, 28-July 6.
 Eudy Bros.; Shows; Hartford, Conn.; Lowell, 24-26; July 1-6.
 Ewell Am. Co.; Orem, Neb., 27-29; Ponca, 28-29.
 Evangelina; Stamps, Ark.
 Fair-All-James; Bennington, Vt.
 Fairly & Little; Moose, Wyo.
 Florida Lakes; Midd., July 2-8.
 Fleming, Wm. E.; All; Ogleton, Pa.
 Fleming, Mad Cady; Abbeville, Ga.
 Francis Greater; (Troy) Nepe July 1-6.
 Frank Greater; Hiding, Minn.; Bemidji, July 1-6.
 Finland; Ball Lick, Ky.; Olive Hill July 1-4.
 Farnall United; Cherokee, Iowa.
 Galt, W. A.; Yates Center, Kan.; Chamite July 1-6.
 Golden Arrow; Leardo, Mo.; Green City July 1-6.
 Golden Gate; Campbellville, Ky.
 Gold Medal; (Fair) Rugby, N. D., 24-26; (Fair) Cando, 27-29; (Fair) Jamestown, July 1-6.
 Golden State; Wallingford, Calif., 23-July 4.
 Golden West; (Fair) Esmeralda, Cal., 27-29.
 Goulet; Minn., July 1-6.
 Great Lakes Exps.; Ottawa, Ill.; Olney, July 1-6.
 Great Bright Light; Freeburg, Md.
 Great Nation; Hazell, Ind.; Eastwell, July 1-6.
 Greater Exps.; Chicago Heights, Ill.
 Greater United; Amarillo, Tex.
 Greuber's World Famous; Poughkeepsie, N. Y.
 Harter, Ill.; Brownwood, Tex.
 Happy Attr.; Orem, O.; Byramore, July 2-4.
 Happyland; Pontiac, Mich.; Ypsilanti, July 1-6.
 Harris; North Judson, Ind.; Paulding, O., July 1-6.
 Harstock Bros.; Clarence, Mo.; Trenton, July 1-6.
 Heiler's Amuse; Sussex, N. J.
 Hicks Bros.; Merrill, Wis., 25-30; Shearman, Mich., July 1-6.
 Hinchey Bros.; Nequamee, Mich.
 Irish L. J.; Central City, N. Y.
 J. H. H. Amuse; Union, Mich.; Call., 25-27; Turaha, July 1-6.

POPCORN
 SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Parcel Card to go will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

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 620 N. Second St., ST. LOUIS, MO.
 "Over Sixty Years Distributing Popcorn"

PLASTER

Latest Designs in Statuary, Dials and Animals.

Highly finished in hand, decorated with silver lines, also our New Numbers with Translucent Finish.

We also carry a nice assortment of New Numbers at \$2.00 and \$5.00 per 100 pieces.

Lowest Prices — Send for Catalog.

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To Send for Our 1940 Catalog. You'll save money on all items. Complete and beautiful new line of CARNIVAL SUPPLIES — BINGO MERCHANDISE — FOX TAILS — BLANKETS — CANES — SLUM — NOVELTIES — PLASTER and everything that you need.

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M. K. BRODY
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South American, Jap. Melon, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

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GRAB JOINT AGENT

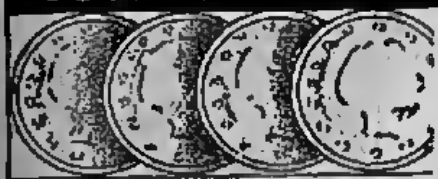
One that can and will produce results for a route of 10 Bright Kentucky and Tennessee fairs and shows in 1940. Must be good and sober at all times. Answer all cards, be true to customers, fifty fifty, small profits. **LEONARD SELLER**
 Care P. H. One Show, Park, Ky., this week. Greenwood, Ky., week the 4th.

46TH ANNUAL PICNIC
 July 31-August 1-2-3
 Want Concessions and Attractions
L. D. COPORTH, Soc., Beard, Ill.

CARNIVAL BOOTHS, RIDES

Will give complete unit, consisting of Fair Booth, Game Booth, Kiddy Ride 12 Booth (one barrel), 8-14, including Kiosk, Ball Game, Streetball, Blame, Wheel, Starry, Lamp, Description, Description. Will set up, take down and pack. Concessions, Game Booth, Concessions, Free Will & VENDOR.
 1024 Chestnut St., Philadelphia, Pa. Ph. Lec-5124

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

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

Two Things — That would do much to build up hope for future business in a world at peace

The impact of world news seems to subordinate trade news to such an extent that a number of newspapers do not play up pinball games as they would in ordinary times. When we begin to think of Europe, there are many members of the coin machine trade who have friends or business acquaintances in the stricken countries.

I remember Rene Godin, editor and publisher of the French coin machine trade paper, who made several trips to the United States in trying to promote better trade relationships between the two countries. Various members of the industry have spoken to me of others that they remember quite vividly.

Godin was a reserve officer in the French army and hence was called to the colors some time ago and his publication has ceased. It may be assumed that he was devoted to his country or he would not have been so closely attached to its military service.

The last time I talked with Godin I sat across the table from him at lunch during a coin machine convention in Chicago. The last year he attended one of our conventions he made an extended tour of the United States to collect data on how coin machines were operated here. He also had a number of plans for making bigger use of coin machines in France.

At the time France actively entered into the European war there was strong hope that the French Chamber of Deputies would legalize amusement games on a national scale. But for the press of war problems they were almost certain to legalize various types of machines. The French coin machine trade had worked faithfully to bring this thing about. The American trade, naturally, was very hopeful of the situation, because French firms were arranging to use large quantities of American machines. The national approval of coin-operated amusement games by a democracy as important as France would have had world-wide influence in favor of such modern forms of amusement.

But this generation may never see French democracy and a French market again. So a sympathetic tribute is in order to those coinmen who played the game nobly but who played against frightful odds. As we think of them maybe we can learn a few lessons from the way they had to face those odds.

In my last talk with Godin I tried to get him to tell me some of the "inside secrets" of French politics. It was apparent that many Frenchmen were afraid to discuss their own country and its politics. There was a certain foreboding or fear among intelligent Frenchmen that not all was well. They would say little in words, but their expressions and acts told much.

For in the days when France should have been preparing for war the curse of democracy had settled upon France. The nation was torn internally by political parties (about six of them) so that no constructive ideas could get a hearing.

The present trial of democratic nations seems to indicate that the underlying cause of defeat in all democracies is partisan politics. Even members of the French coin

machine trade were rank partisans just as we are in the United States.

Most people will say now that France had waited too late to prepare for war—but very few people will look behind the scenes to see that it was the result of warring political parties that kept France from preparing for war. Our fellow tradesmen had to live and work (and maybe some of them die) in a country torn by partisan politics. The partisan spirit is truly the curse of democracy.

When partisan politics gets into play there are lots of ideas but nothing is ever done to make progress—until it is too late. Newspapers thrive on the partisan spirit and keep it fanned to high heat, because it is much easier to sell papers to people who are foolish about politics. France had its quota of all this partisan stuff just as England and the United States have it.

To understand what coinmen in France faced from day to day it is only necessary to consider how the United States is suffering from the partisan spirit. We have the continual partisan propaganda of newspapers that put party before country. If a voter wished to get at the facts, he could not get them from the newspapers.

Even though the United States faces a situation almost as serious as France, the majority of voters still vote for party rather than for country. There are about 15,000,000 voters in America who will vote the Republican ticket regardless of the issues; there are almost as many millions who always vote the Democratic ticket regardless. The dictators know this and they know that similar conditions exist in all democracies. Newspapers in Germany, Japan and Italy feature the partisan news, editorials and speeches of this country and count it as their strongest support.

France wasted time at the same partisan strife when it ought to have been preparing for war. Regardless of which party wins in November, 1940, in the U. S. A., the losing party will do everything in its power to undermine the defense plans of the nation. So we can sympathize truly with the French in their hour of defeat.

No doubt many of our fellow tradesmen overseas who have been called to military or other service have grown tired at times and wondered what it is all about. To read the confusing opinions and listen to the political speeches which we have in the U. S. A. is enough to make the heart sick also. Perhaps we shall wonder some day what it is all about, just as they are.

But America could help revive and build a new France if it were possible to ban the partisan spirit in America for the duration of the war. There is no sensible reason why any party label should ever appear on a ballot in a democracy. There is no reason why partisan newspapers should be allowed to tax the people and keep them forever agitated about party politics. If America would take these two steps, there would be no question but that we could be amply prepared for any attack.

Then we could help the fallen democracies to build again the ideals of peace and friendly trade. Even coin machines would profit immensely when peaceful governments prevailed here and abroad.

The "3 Huskycheers" of the Coin Machine Industry

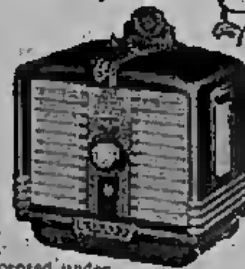
"One for all, and all for one" in boosting your collections

(Aramis) Keeney

POSITIVE WALL BOXES performance

You'll hear Keeney Wall Boxes getting a husky cheer from music operators all over the country. It is the system that has jumped their music collections from 200 to 700%. It has their Check and Double Check because the Keeney System is—

ADAPTABLE TO ALL MAKES & MODELS



Licensed under Nelson Patent



Keeney WALL BOXES

ANTI-AIRCRAFT MACHINE GUN

Keeney SCORE CHAMP



(Athos)

Keeney's SCORE CHAMP

with the new

"Carry Over" RESERVE

The big cheer of the year goes to Keeney's Score Champ. They say it's the best pin game Keeney's ever built, and that the Carry-Over Reserve does to collections what April showers do to flowers.

See Keeney Distributors. In the case of Wall Boxes, also see Mills Distributors of Mills Phonographs.

J. H. KEENEY & CO.

Not Inc.

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO, ILLINOIS



(Porthos) Keeney

ANTI-AIRCRAFT MACHINE GUN

Smashing Earning Record from coast to coast

This game is good for three husky cheers in any operator's country. You've never seen what a legal game can do until you have one of these Keeney Anti-Aircraft Guns on location.

The public is going in for anti-aircraft gunnery in a big way, and most of the praising is being done on Keeney Anti-Aircraft Guns, such to the pleasure and profit of operators who have these guns on locations.

Heiman Notes Ops' Optimism

CHICAGO, June 22.—Harry Heiman, sales manager of the games division of the National Coin Machine Exchange, Chicago, who has just returned from a trip thru Iowa and Illinois, reports a splendid reception everywhere. "Optimism runs high in the trade," he declared.

"Operators are looking forward to good summer business," he said, "aren't better than last year. The trend of games is towards greatly enhanced player appeal, which finds favor among operators. At National we have many of the latest re-

leases. In addition, our warehouse is well stocked with the best reconditioned games, so we are in exceptional position to take care of their needs."

Joe Schwartz, head of the company, reports brisk business on phonographs in Chicago and surrounding territory.

Distrib Confers on Groetchen's Liberty

CHICAGO, June 22.—Earl Reynolds, of Dallas, Groetchen distributor for North-Texas, spent many hours at the Groetchen plant to confer with Richard Groetchen and Karl Klein about distributing plans for their new Liberty Token Payout Bell, it is reported.

Groetchen reports he considered the game important enough to invite Earl and other key distributors to come to Chicago to view the first Liberty Games rolling off the assembly lines.

"What surprises me," said Reynolds, "is the phenomenal growth of the Groetchen factory during recent years. There are shining rows of precision machine tools manned by skilled mechanics, busily machining complicated castings, giant punch presses which pound and stamp metal parts, batteries of drill presses are working away at top speed.

There is the incessant flash of spot-welders joining together metal pieces. Several floors, with daylight streaming thru hundreds of windows, are devoted to assembly operations. When seeing this stream of counter games and bells,

The Season Has Just Started, and the Largest Park Concessionaires in Minnesota Say About



Keeney's

ANTI-AIRCRAFT MACHINE GUN

"THEY ARE JUST EATING THEM UP"

Park, carnival and traveling pool concessionaires don't overlook the hit of 1940's Coin Machine Show—the 1940's Anti-Aircraft Machine Gun, priced at only a fraction of its money-making ability for this year and years to come. Write for full particulars.

SILENT SALES CO.

SILENT SALES BLDG., 200-206 Eleventh Avenue, South, MINNEAPOLIS, MINN.

one is wondering where they are all going to be used, but I can well understand their great popularity from the business we have enjoyed in Texas on Groetchen's Imp.

The new Liberty Token Payout Bell should be an even bigger seller, because it contains a raft of money-making features which every operator needs and appreciates.

BARGAINS FROM DAVE MARION

Western Baseball On Lease Combo	22	130.00
Red White Blue	100.00	100.00
Mercury 30	15.00	15.00
Yankee 100	100.00	100.00
O.T. 14	100.00	100.00
Chicago, P.P.	100.00	100.00
Spencer Winner	100.00	100.00
See List Box	100.00	100.00
223	100.00	100.00

BLACKOUT!

A sudden change in territorial conditions or player response, and wham!—earnings are blocked out! But, not when you operate PHOTOMATIC. That's the one machine that's absolutely legal and keeps making money every day, every year, everywhere!

INVESTIGATE

International Mutoscope Reel Co., Inc. 44-81 11th St., Long Island City, New York

Jennings Busy With New Devices

CHICAGO, June 22.—Modern Vendor, a free-play mint vendor, and free-play Fast Time, a console ball, two of Jennings latest machines, are proving exceedingly popular, it is said.

Jerry Haley, sales executive of Jennings, said: "Both Modern Vendor and free-play Fast Time are receiving a splendid reception in many territories. As both games are strictly amusement games without payouts of any kind they have been receiving favorable reaction from the authorities.

"We have been encouraging operators throughout the country to contact us on the possibilities of these two machines in their territories.

"We sincerely believe with the precedent established by the Superior Court

decision of one of our largest States, approving the operation of Modern Vendor in that State, that if properly presented this machine could be operated in the majority of territories. To help operators make this demonstration in their territories to the proper authorities we are willing to send them one of each machine on a trial basis, as well as the complete record of the decision of the Superior Court dealing with Modern Vendor."

Incorporate Sponwood Co.

ALBANY, N. Y., June 22.—The Sponwood Co., Inc., vending machine company of New York, was granted a charter of incorporation today by the secretary of State. The concern has a capitalization of 200 shares of stock. The promoters and shareholders are Kuno Sponholz, Alfred Haas and Fritz Moser, New York.

Roxy Sales Opens In New York City

NEW YORK, June 22.—Formal opening of the jobbing office of Roxy Sales Co. was held here this week. Morris Litchman heads the new firm, and headquarters are at Amsterdam avenue. Litchman is well known in coin circles here, having been associated with other well-known distributing firms in the past. Eddie Selvin, known to the local trade as the "dipping mechanic," is in charge of the repair department.

Indiana Association Plans for Future

INDIANAPOLIS, June 22.—Officers of the Indiana State Operators' Association met Sunday afternoon (18) at the Lincoln Hotel, Indianapolis, to discuss general operating condition, name committees and prepare plans for future meetings and outings of the association.

Otto Jensen, of Logansport, acted as chairman. In rearranging duties of members, former secretary-treasurer Henry Windt relinquished his duties as secretary to Mrs. James, of the James Automatic Music Co., Indianapolis, and as treasurer to Ted Johnston, of the Shry Music Co., Anderson, Ind.

Windt, in turn, assumed duties on the program committee, which has several functions planned in the near future for members of the association. A State-wide picnic is planned for the latter part of August. The usual fall dinner-dance will also be held.

The program committee, headed by Mrs. and Mr. H. Windt, Mr. and Mrs. Ted Johnston, Mr. and Mrs. O. Jensen, Calvert Anderson and H. D. Dwyer. A special meeting of this committee was held at the home of the Johnstones in Anderson, Ind., June 20. The meeting ended after round-table discussions were held on different phases of the operating business in Indiana.

PAYOUT TABLES. Max A. Weyr . \$33.00, Derry Time, \$20.50, Fairground, 15.00, Knoch's, 10.00

CONSOLES. 1939 Outgoing Domino, J.P., \$138.00, Lucky Luke, 128.00, Royal Flush, 128.00, 1940 Pace Wheel, 100.00, 1940 Pace Bicycle, 100.00, 1940 Pace Trolley, 100.00, 1939 Outgoing Domino, \$82.00, 1937 Outgoing Domino, \$68.00, Jennings Multiple Meter, \$28.00, Kaye's Luck, \$28.00, Outgoing Domino (Black Cab), \$28.00, Pictom, \$24.50, Mills Rio, \$18.00, Crankshaft, \$15.00, Yantic, \$15.00, Club House, \$10.00, Doherty, \$10.00

PHONOGRAPHS. Wurlitzer 800, \$179.00, Wurlitzer 810, \$138.00, Wurlitzer 820, \$138.00, Wurlitzer 830, \$138.00, Wurlitzer 840, \$138.00, Wurlitzer 850, \$138.00, Wurlitzer 860, \$138.00, Wurlitzer 870, \$138.00, Wurlitzer 880, \$138.00, Wurlitzer 890, \$138.00, Wurlitzer 900, \$138.00, Wurlitzer 910, \$138.00, Wurlitzer 920, \$138.00, Wurlitzer 930, \$138.00, Wurlitzer 940, \$138.00, Wurlitzer 950, \$138.00, Wurlitzer 960, \$138.00, Wurlitzer 970, \$138.00, Wurlitzer 980, \$138.00, Wurlitzer 990, \$138.00, Wurlitzer 1000, \$138.00

FREE PLAY GAMES. Jolly, \$72.00, Lancer, \$72.00, Comp, \$72.00, Galt, \$72.00, Scope, \$72.00, Jump, \$72.00, Outquest, \$28.00, Glipper, \$28.00, Tinkie, \$28.00, Rolling Champ, \$28.00, One Step, \$28.00, Galt Success, \$28.00

SLOTS. Bally Bell, \$69.00, Wild Conquest, \$69.00, Blue Front, \$69.00, Seaside, \$69.00, Wild King, \$69.00, Wild Queen, \$69.00, Wild Ace, \$69.00, Wild Ten, \$69.00, Wild Jack, \$69.00, Wild King, \$69.00, Wild Queen, \$69.00, Wild Ace, \$69.00, Wild Ten, \$69.00, Wild Jack, \$69.00

MISCELLANEOUS. Bally Alley, \$99.00, Ten Girls, \$99.00, Club, \$99.00, Bally Ace, \$99.00, Bally King, \$99.00, Bally Queen, \$99.00, Bally Ace, \$99.00, Bally King, \$99.00, Bally Queen, \$99.00

COUNTER GAMES. Jolly, \$12.00, Galt, \$12.00, Galt, \$12.00, Galt, \$12.00

MAYFLOWER NOVELTY CO. 1507 University Ave. St. Paul, Minnesota

1267 FREE PLAY GAMES

BIX SIXES \$18.00, THRILLERS 15.00, SUPERCHARGERS 23.50, PUNCH 27.50, COMMODORES 36.50, BIG SHOWS 37.50, COTTLE ALLEYS 32.50, C. O. D.'S 29.50, SCOOOPS \$32.50, GOLDEN GATES 17.50, WHITE SAILS 22.50, LIFE-A-CARDS 42.50, VARIETIES 17.50, SPOTTEMS 12.50, CONQUESTS 19.50, BANGS 14.50

We have numerous Novelty and Free Play Games not in the above list. Just let us know what you need and make us an offer. All machines have been cleaned and are in good mechanical condition.

M. Y. BLUM V. CHRISTOPHER J. PASSANANTE AJAX NOVELTY CO. 2707 WOODWARD AVENUE AT SPROAT STREET, DETROIT, MICH.

Real Reconditioning on Real Bargains!

FREE PLAY GAMES. Top Suite (1939), \$28.00, The Hot, \$25.00, One Cup, \$25.00, Lucky Stars, \$25.00, Big Town, \$25.00, Triumph, \$25.00, Outing, \$25.00, Super Six, \$25.00, Palace, \$25.00, Flashing, \$25.00, Lancer, \$25.00, Top Machine, \$25.00, Supercharge, \$25.00, NOVELTY GAMES. Sports, \$22.00, Six Six, \$22.00, Wonders, \$22.00, Airport, \$22.00, Picture, \$22.00, Backyard, \$22.00, Hold 'Em, \$22.00, Wizard, \$22.00, High Life, \$22.00, Detective, \$22.00, Ring, \$22.00, Hot Spot, \$22.00, Rapsire, \$22.00

SMART OPERATORS ARE BUYING KEENEY'S WALL BOX SYSTEM GET OUR TIME PAYMENT PLAN. WE TAKE TRADES OF ALL KINDS

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

FREE PLAY MODERN VENDOR SLOTS HAVE BEEN RULED LEGAL IN PENNSYLVANIA

NOW IN STOCK - ALL FREE PLAY GAMES. Noble King, \$59.00, Score Card, \$59.00, Big Show, \$59.00, Palace, \$59.00, Triumph, \$59.00, Commodore, \$59.00, Victory, \$59.00, Gold Cup, \$59.00, Top Hat, \$59.00, Short Stop, \$59.00, Royal Ten Girls, \$59.00, Casino Luck, \$59.00, Bally Alley, \$59.00, Golden Gate, \$59.00, Punch, \$59.00

TWO WEEKS' SPECIAL

Wurlitzer 24's\$89.50 ea. Mills Studio\$49.50 ea.

SOUTHERN AUTOMATIC MUSIC COMPANY

LOUISVILLE, KY. INDIANAPOLIS, IND. NASHVILLE, TENN. CINCINNATI, O.

FREE PLAY MACHINES. 3 Chicago Coin Lark, \$59.00, 4 Chicago Coin Sports, \$48.00, 4 Chicago Coin Topper, \$42.00, 3 Chicago Coin Royal, \$36.00, 2 Royal King, \$31.00, 2 Royal Queen, \$27.00, 2 Royal Ace, \$23.00, 2 Royal Ten, \$20.00, 2 Royal Jack, \$18.00, 2 Royal King, \$16.00, 2 Royal Queen, \$14.00, 2 Royal Ace, \$12.00, 2 Royal Ten, \$10.00, 2 Royal Jack, \$9.00, FREE PLAY MACHINES. 3 Golden Era of Fun, \$37.50, 2 Royal Palace, \$31.50, 1 Stone Chubby, \$19.50, 1 Keyway Up and Up, \$17.50, 1 Keyway Combing, \$15.50, 1 Keyway King, \$13.50, 1 Keyway Queen, \$11.50, 1 Keyway Ace, \$9.50, 1 Keyway Ten, \$7.50, 1 Keyway Jack, \$5.50, 1 Keyway King, \$3.50, 1 Keyway Queen, \$1.50, 1 Keyway Ace, \$1.50, 1 Keyway Ten, \$1.50, 1 Keyway Jack, \$1.50, NOVELTY AND PAYOUT. 10 Bally Fair Ground, \$18.00, 4 Bally Arlington, \$12.00, 4 Bally Royal, \$8.00, 4 Bally Success, \$6.00, 4 Bally King, \$4.00, 4 Bally Queen, \$2.00, 4 Bally Ace, \$2.00, 4 Bally Ten, \$2.00, 4 Bally Jack, \$2.00, 4 Bally King, \$2.00, 4 Bally Queen, \$2.00, 4 Bally Ace, \$2.00, 4 Bally Ten, \$2.00, 4 Bally Jack, \$2.00

KOSTAKES NOVELTY COMPANY 1328 S. BIRCH STREET, CHARLOTTE, N. C.

Reports Busy Arcade Season

CANTON, O., June 22.—O. A. Jolly, of the Seccatum Park Co., Duynra, O., operators of ride units, penny arcades and other amusements, revealed that its outdoor season for arcades has been launched with an opening at Louisville, O., at the American Legion Circus and Exposition. He said that others would be launched in Ohio and Indiana to play celebrations and fairs until the middle of October.

According to Jolly, arcades are operated under contract, and offer 35 to 40 machines, depending on the locations and size of the towns. Many of the newest type pinball and automatic machines are used.

Award Movie Machine Franchise in Philly

PHILADELPHIA, June 22.—Franchise for nickel movies has been given in Philadelphia to the Kallner Brothers (El, Max, Joe), who own a string of drug stores here, as well as the Little Bohemian and Club Ball night clubs. Franchise, setting them up as exclusive distributors in this city, is for the "phonovision" machine (company head by Frank Orattl and Sam Sax).

Pienickers Coming

CHICAGO, June 22.—A total of 5,600 tickets to the coin machine industry picnic had been sold by June 21, according to James A. Gilmore, manager of the manufacturers' association. A total of over 10,000 is now fully assured for the day, it is stated.

The directors and committee met at the Sherman Hotel June 21 and reports were favorable. The publicity committee is making plans to secure favorable news for the trade.

Gilmore reports that operators visiting in Chicago have assured him large numbers of operators within a radius of 100 miles of Chicago would be coming in for the picnic.

PENNY ARCADES! SPORTLANDS!

SEE MIKE MUNVES FIRST FOR THE BEST MACHINES!

Free Ten Girls, \$60.00, 29 Mad, \$120.00, Chicago Sam, \$60.00, Picture Player, \$70.00, Party Prince (Quarter Machine), \$60.00, Complete Display 1940 EXHIBIT LINE!

Est. Sewing Alice, Est. Sewing Sam, Est. W. Haller, Est. Card Machine, Est. King-Meter, Est. Cards at Fair, Est. Wholes, very prices, And All Our EXHIBIT MACHINES!

World's Largest Assortment of NEW AND VINTAGE REBUILT EQUIPMENT Write for Prices on Major Amusement Machines, Pin, Sling, Slot, Pinch, Punching Gun, Coin, Medal Types, Everything in Feature and Line Machines.

WRITE FOR OUR 1940 CATALOG!

THE PENNY ARCADE KING

MIKE MUNVES

593 10TH AVENUE, NEW YORK

BARGAINS IN FREE PLAY GAMES

Afford, \$35.00, Jolly, \$24.00, Bix Six, \$44.00, Jump, \$7.00, Big Show, \$60.00, King, China, \$2.00, Flashing Alley, \$9.50, Nifty, \$15.00, Commodore, \$47.50, O' Day, \$8.00, Detroit, \$27.50, Paramount, \$1.50, Fielding, \$29.50, Grand, \$4.00, Golden Gate, \$22.50, Perry, \$4.00, Flash, \$27.50, Royal, \$7.00, Home Run, \$25.00, Short Stop, \$8.50

AMERICAN SALES & SERVICE CO.

606 17th St., Rock Island, Ill.

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



CHROME BELL COLUMBIA

Flagship of a magnificent fleet of Columbia Bells.
You need this Chrome Bell to command the play on every location.
Stately in appearance, large Fruit Reels, Cash or Check payout, large Jackpots; convertible on location from Nickel to Dime or Quarter Play.
Its low price will surprise you.
We also feature other types of Columbia for every type of operating need.
GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

American Citizens Need No Passports To Visit in Canada

WASHINGTON, June 23.—The Canadian Legation in Washington has announced that Canada has made no changes in its laws and regulations which govern the admission of United States citizens as tourists. The regulations are the same as existed before the war. No passports or visas are required.

Fears had been expressed that the Canadian government would demand passports because the United States, beginning July 1, will require passports of Canadian visitors to the United States. The U. S. has made one concession for Canadian citizens in giving free entry to regular commuters between the two countries. An identification card suffices these commuters.

Some anxiety had been felt by both Canadian citizens and U. S. exporters of coin machines that passport regulations by both countries would seriously cut down summer traveling and in doing so would hurt coin machine earnings. However, with the announcement by Canada that no passports are required, coinmen look forward to a good tourist season.

It has been suggested by Canadian authorities that travelers carry adequate identification papers. Naturalized American citizens should be prepared to present certificates of naturalization at the border.

Gerber Plans Biggest Sportland

OCEAN PARK, Calif., June 22.—Paul Gerber, member of the Chicago distributing firm of Gerber & Glass, reports that he is now on the West Coast arranging for the building of the largest Sportland Arcade in the country to be located at Ocean Park, Calif., on the pier.

Paul disclosed that he made the deal for the location recently and that it will take him about 60 days to completely equip it. Machines of every type will be located in the 20,000 square feet which will be utilized for the sportland.

"There will be ample space for all of the newest types of automatic bowling alleys," said Gerber. "We plan to set them up in batteries in the most advantageous positions. Likewise, we will have batteries of anti-aircraft machine guns, ray guns, miniature bowling games,

Distributor Visits Chi Coin Factory

CHICAGO, June 22.—Chicago Coin Machine Mfg. Co. played host this week to one of their leading distributors, Al Simon, of the Savy Vending Co. It is reported that Al made the trip to Chicago to exchange ideas with officials Sam Gensburg and Sam Wolberg.

"Simon told us how enthusiastic coinmen in Metropolitan New York are about Chi. Coin games, and especially about the latest release, Yacht Club," said the officials.

"Sales during the first week following the release of Yacht Club were far greater than those of any other machine we have made during its first week on the market. Operators have come to know that because a machine is made by Chicago Coin its success is assured.

"Players all like Chi. Coin games because they offer so much fun, thrills and real action for the money."

Sad News Delays Ambulance Plans

CHICAGO, June 22.—Dave Robbins arrived in Chicago June 17 ready to complete plans for donating three ambulances to the Red Cross for use in France. The ambulances were to be the gift of operators, jobbers and manufacturers, one for each group of the industry.

But on the day that he arrived the news had spread that France had capitulated. Robbins stated that it probably was expedient to delay the ambulance plans to await developments in Europe. New York jobbers had already started their contributions.

postcard machines, photo machines and many other types of amusement equipment.

"The arcade will not be an ordinary one. We are planning spacious rest-rooms for the ladies and gentlemen. There will be comfortable lounges for patrons where they may observe the action going on in the sportland.

"We have one group of amusement devices in mind which we think will be great favorites. These are the new compressed-air machine guns which propel beer-balls at targets at high speed. We will have a large grouping of these in the sportland."

The sportland is located at 168 Ocean Park Pier, Ocean Park. Gerber will remain on the Coast until the sportland opens.

Marble Champs in Detroit

DETROIT, June 22.—The Midwest finals in the National Marble tournament began here June 17 and continued for four days. The winners from the various sectional tournaments will be sent to the national tournament at Wildwood, N. J., later this month. Twenty-six champion boys were here from the Midwest.

The marble tournament is sponsored by newspapers in various cities. Boys often get their first lessons in good sportsmanship by playing marble games "for keeps."

While Detroit was welcoming the young marble players the city was in the midst of a crusade to make it criminal for men to play the adult marble game known as pinball. The city had licensed three adult games since 1934, but it was suddenly decided that for men to play such marble games is sinful.



JIM LONGAKER, OF HILLS NOVELTY CO. (second from right), represented his firm at the opening of new additional quarters of the Williamsport Amusement Co., Williamsport, Pa. Hills Express and Jumbo are popular with operators in that territory.

JULY SPECIAL NEW LOW PRICE

\$40.00 \$40.00



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

We will be closed on Saturdays during July, August and September.

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1888—Yale Columbia 2770
Cable address "WATLINGITE," Chicago

ATTENTION! JOBBERS, DISTRIBUTORS, OPERATORS AND WAGON MEN!

Universal's Original 1c Dangling Duckets are in Demand Everywhere!

Get Your Ducky NOW and Watch Four Thrills Happen With This NEW and IMPROVED Dangling Duckets on the Market!

Universal has the Only Original Dangling Duckets on the Market!

Dangling Duckets are shipped to you complete and assembled on a stand or on a Photo-graphic Stand. (See Price List)

WE READ—THE OTHERS FOLLOW!
Original 1c Dangling Duckets are available in 1,000, 1,500 and 3,000 Take Six Cops on the following items: Cigarettes, Beer, Manufacture Whiskey, Hot Candy, Coca Cola, Gas or Oil, Money Box, Barber Shop Special, Big Candy, ETC. All on any Price Label to Suit Your Needs!

CIGARETTES Take 6 in 1,000 Takes \$1.00 Pay Out 22 Price 1.00 Profit (Actual) .50.00 Plus Profit on Mfg.	BEER Take 6 in \$6.00 Takes \$1.00 Pay Out 50 Bottle or Case @ 15c. 8.00 Profit (Actual) .57.00 Plus Profit on Mfg.
---	--

HAMBURGERS
Take 6 in 3,000 Takes
\$1.00
Pay Out 1.50
Price 1.50
Profit (Actual) .17.50
Plus Profit on Mfg.

Original Dangling Duckets also available on Combination Stand or Photo Stand!

For the Lowest Quantity Prices—Write Today! UNIVERSAL MANUFACTURING CO., P.O. BOX 24, 104 E. 5th St., Kansas City, Missouri.

"We Manufacture Only!"

LOOK!!

PRICES SLASHED

LEGAL EQUIPMENT

KEEBURG REVOLVING CHICKEN	98.00
KEEBURG REVOLVING JAILBIRD	98.00
EVANS TRAM STRIKE BOWLING	149.00
GAME (3000 Model)	115.00
KEEBURG AUTOMATIC PHONOGRAPH	115.00
KEEBURG BELLOPHONE	115.00
KEEBURG MODEL N. I. & J.	149.00
KEEBURG MODEL A	149.00
KEEBURG MODEL A	149.00
KEEBURG TELEPHONE	149.00
DE LUXE	149.00
KEEBURG MODEL C & D	149.00
MILLS DO-RE-MI	149.00
MILLS STUDIO	149.00
WURLITZER #12	149.00
WURLITZER #12	149.00
ROTATION	149.00
MARVEL	149.00

Town: H. Depot, Balance C. O. D.

W. B. NOVELTY CO., INC.

1903 Washington St., St. Louis, Mo. 3100 Cottage Hill, Kansas City, Mo.

Mayer of Allied On Sales Trip

CHICAGO, June 22.—The friendly, intelligent, personal service and co-operation that we are offering at Allied Novelty Co. is making a great hit," reports Charles Mayer, head of the company.

"I'm booking sizable orders wherever I go and making many new friends," he writes from one of the stops on a sales trip. Meanwhile, at the company's salesrooms, Sam Kleiman, in charge during Mayer's absence, says business is rushing and machines are coming in and going out as fast as they can be handled.

"Orders are piling in, business is growing by leaps and bounds," he adds, "but we've got the stock and facilities to take care of any rush."

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

Operators!



You, too CAN KNOCK 'EM SILLY WITH SPIN-O!

Puffs crowds and holds 'em breathless in Taverns, Theatres, Night Clubs, Ballrooms, Fairs, and wherever people gather. It's fast, it's furious, it's LEGITIMATE! Increases your take on other devices... makes money from the start! A real deal with long, STEADY profits covered by exclusive franchises in restricted territories for right operators. Write or wire for full information without delay!

Dept. B.

SPIN-O SALES COMPANY
12 NORTHEAST 4TH STREET... MINNEAPOLIS, MINN.

Wisconsin Home Owners Seek Legalized Gambling

Aftermath of straw vote by public—70 per cent vote "yes" on proposal

RACINE, Wis., June 22.—As an aftermath of a favorable straw vote taken on legalized gambling at the Racine Home Show this spring, efforts are now being made to legalize gambling in Wisconsin with a view to deriving a new source of revenue and slashing property taxes. The initial effort was launched when State officers of the Wisconsin Home and Property Owners' Association met here recently.

In the straw vote more than 70 per cent of returns favored legalized gambling, according to members of the association. All adults who wished to participate in the straw vote were allowed to register their ayes and nays. The meeting was called by the asso-

ciation's president, William Payne, of Racine, who explained results of the Racine ballot and asked other officers to study methods of getting a State-wide consideration of the plan.

Payne said it is planned to have the State legalize certain forms of gambling, proceeds to go towards lowering the general tax on real estate. Mrs. Jane Owen, State secretary, said gambling is legalized in certain States, the law being applied in some thru local option.

Attorneys who are members of the organization will be consulted, it was said, as to the proper manner of getting the matter before the public. They will outline steps which will have to be taken to have gambling legalized.

Talk-a-Vision, Inc., Announces Machine

NEW YORK, June 22.—Yermi Stern, head of Talk-a-Vision, Inc., announced from his headquarters in the St. Moritz Hotel here the entrance of his firm into the movie machine manufacturing field with Talk-a-Vision, a coin-operated movie-music machine.

Machine is fully automatic and is the result, Stern says, of years of work on the part of engineers employed by the firm to turn out a foolproof machine built to withstand the toughest treatment on location and still perform steadily 24 hours a day.

Machine stands 24 inches high, is 34 inches in width and 23 in depth. Screen size is 21 by 28 inches. Machine uses one large reel on which can be mounted 10 or more three-minute film subjects that will play in rotation.

Stern stated that it is the plan of the firm to sell only leading operators and distributors. Weekly changes of program will be made available, he said. "We plan to keep these machines supplied with only the best in entertainment featuring America's outstanding musical, stage, screen and radio stars," he stated. "These films will be produced by us."

Stern also stated that firm plans to service own machines but that operator will have no cash-box worries, since a separate cash box will enable him to control all revenue at all times.

Baker Has New Game—On Deck

CHICAGO, June 22.—Harry Hoppe, vice-president of the Baker Novelty Co., Chicago, announced during the past week a new five-ball novelty game. "On Deck" is being location-tested and it looks like it will be the hit of the season," Hoppe advised. "I suggest that all operators step on board the S. S. Baker five-ball novelty table called On Deck and join the pleasure cruise to real profits," he continued.

"It has all the earmarks of being the greatest triumph in the five-ball novelty table field. On Deck has an entirely new playing principle and suspense; it has combinations never heretofore incorporated in a novelty game, high score arrangements that go into rapid action, switching lights, automatic scoring animation and a host of new ideas.

"The cabinet and the art work is of gorgeous appearance, illustrated in eight beautiful colors. A brilliant backboard shows the realistic settings for a real summer special, plus the usual Baker mechanism. Each game is guaranteed for perfect operation."

Justice to enable that body to conduct an investigation of corporate chain practices in this country.

The group is seeking to raise \$1,000,000 to conduct a promotional campaign in behalf of retail independent merchants. It is proposed to collect \$10 from 100,000 independent merchants.

Members attending the National Association of Retail Grocers convention heard many outstanding speakers, among whom were Mayor La Guardia and Milo R. Perkins, president of the Federal Surplus Commodities Corp.

Indie Retail Grocers Confer

(Location Story)

NEW YORK, June 22.—Independent retail grocers, meeting here at the Hotel Pennsylvania for their 43d annual convention, pledged themselves to correct the "evils in buying and selling practices of corporate chains." They voted to raise funds to boost such slogans as "Trade Independent."

Resolutions were adopted to send to the conventions of both major political parties calling upon them to insert them in their platforms. The proposed planks, among other things, called for the government to use its authority to enable "small enterprise to survive" and urged increased appropriations to the anti-trust division of the Department of

500 FREE PLAY GAMES

Ready for Immediate Delivery

BALLY
Bally Pickers \$22.00
Bally Spinning 19.00
C. O. D. 7. 22.00

COTTLETS
Eks a Card \$45.00 | Big Show .. \$25.50
Goaling Day 25.00

KEENEY
Super \$125 \$45.00 | Thrifters .. \$15.00
Big \$125 .. 18.00 | Supercharger 25.00

CHICAGO COIN
Commodities \$25.00 | Rest .. \$25.50

GENCO
Falls .. \$25.00 | Mr. Ohio .. \$25.00
Peach .. 25.50

WITHOUT FREE PLAY
Bally Spinning \$10.00
Bally Pickers 10.00
Bally Spinning 10.00
Bally Pickers 10.00
Bally Spinning 10.00
Bally Pickers 10.00
1/2 Dept.—Balaban C. O. D.
Write, Wire or Phone

ANGOTT COIN MACHINE EXCHANGE

5023 Livwood Ave., DETROIT, MICH.

WANTED PHOTOMATICS

In Any Condition.
Give Serial Numbers and Price

GERBER & GLASS

914 Diversey Blvd., Chicago, Ill.



VOCALIST GINNY SIMMS, of Kay Kyser's orchestra, listens to one of her records on the Miles Empress phonograph. She recently took second place in an intercollegiate survey conducted by The Billboard for the most popular female songstress.

Daval To Offer New Counter Game

CHICAGO, June 22.—"One of the world's smallest free-play bells is the next offering of the Daval Co., Inc.," reports Al S. Douglas, head of the firm.

"The counter game will be one of the top sensations of the year in the counter game field," he continued. "Altho we have not as yet officially announced the machine we have had many advance orders on the strength of Daval's reputation in the counter game field."

"The new counter game will be available in several models, one a token award model and the other a gum vender model. Both will have the new Marvel mechanism used in our currently popular counter game Marvel.

"Daval has consistently been a leader in the manufacture of this type of equipment. Knowing this, we naturally expected enthusiasm from Daval customers even before they saw the game. However, the advance reception on the machine has astounded us. We haven't as yet even released the name of the game. Operators may say 'I want a quantity of the new counter game. I don't know what its name is—but I want it.' Naturally this reception has pleased us and we are preparing to go into unusually heavy production on this new counter game—one of the smallest free-play bells ever made."

Modern Stages Phono Sale

NEW YORK, June 22.—Officials of Modern Vending Co. announced here this week that they intend cleaning out every used phonograph in their warehouses during their current clearance sale of used phonographs. "Some of the latest and finest machines are included in this sale," Nat Cohn stated. "All machines have been reconditioned by our mechanics and are guaranteed in perfect shape."

EASTERN FLASHES

NEW YORK, June 22.—There was plenty of action in this territory this week. Some districts, in fact, said it topped the period prior to the Big Show last January. Many export business this week to top last week's as a number of new games are due to arrive.

AROUND THE TOWN

Max Glass, of the noted Chi district team, **Gerber & Glass**, was a welcome visitor. Max spent most of his time making the rounds of local distributor offices and getting the lowdown on operating conditions here. Another visitor was **Sam Getian** from Baltimore. Since accompanying **Hynde Budin** on a visit to leading factories in Chicago a few weeks ago, **Benny Guiber**, well-known Brooklyn op, now calls himself the manufacturer's good-will ambassador. **Irving Mitchell** is complaining that the step-up in business doesn't give him much time to spend at home these days. Mitch commutes from way out on Long Island every day. One man who doesn't mind the present hot spell is **Mike Chance**, advertising manager of **Dufrenoy Sales Corp.** It makes him think of his home town in Florida. **Bert Lane** took a day off to go fishing. **Sanford Warner** took charge of Seaboard Sales offices in his absence. Warner says he was busy all day long taking orders for **Copco's Powerhouse**. Some of country's leading districts and ops were reported in town to discuss territory franchises with execs of the **Photovision Corp.** **Cliff Ballie**, Rockola district manager, is making the rounds of upstate ops.

MEN AND MACHINES

Dave Simon announced the addition of several members to the staff of **Simon Sales** this week. **Murray Sandow** is now sales manager and **Marty Hunt** takes charge of the service and repair departments in addition to acting as assistant sales manager. **Jimmy Hunt** heads the electrical division. **Dave** reports demand for **Keeney's Wall Box** and **Machine Gun** has everyone working at top speed. **Wish Joe Murray** down in **Belmar, N. J.** **Mike** reports he hardly has time to breathe these days. "Our offices are jammed all day long by ops in search of equipment," he says. **Jack Fitzgibbons** turned editor last week at the instance of **Walt Jones**, advertising manager for **Bally Mfg. Co.** In between taking care of ops' orders for **Bally Mascot**, **Pitz** is reported to have turned out a bang-up article on how distributors should distribute. **Tony Gasparro** is mighty thankful that the demand for Exhibit games keeps him going at top speed from morning 'til night so that he doesn't have a chance to think of the conflict on the other side.

BROOKLYN BITS

Willie Blatt, of **Supreme Vending**, hasn't appeared round any of the pinocchio tables of late and some of the boys are beginning to wonder what's happened to him. Brooklyn districts are also wondering where **Baul Kalsou** has been keeping himself. **Sam (Pipe Man) Gold** has become an extra good herring fisherman. Some of

the boys report that **Abe (Uncle) Schults** is getting to be such a poor pinocchio player that they believe he'll never learn. **Keeney's anti-aircraft Machine Gun** was spotted in the front lobby of the **Fox Theater** as atmosphere for a war picture this week by **Al Simon**, of **Savoy Vending Co.** **Barney Kahn**, **Savoy's** chief mechanic, is expecting to become a father soon.

Lucky Skolnick is hard at work these days. All his boys are on vacation, so he's taking care of all the route work. "It's a tough life," he says. **Al Simon** retained his **Kishinich** championship by giving **Willie Levy** his worst defeat. **Jack Samel** has lost so much weight he's now buying a complete new wardrobe. **Dave Robbins**, who caused plenty commotion last week with his plan to have the coin machine industry send a few ambulances to the **Allies**, is now in **Chicago** seeing what can be done about organizing a national campaign. **Kymie Budin's** phone bill is going to look like the Chinese war debt this month. He's been on the phone practically every day talking to the **Stoner** factory about their new game, "Rotation." **Hynde claims**, "is the big game for big profits in this territory."

COIN SHOTS

George Ponsler reports that his firm is featuring a special free wall-box deal for all phone ops in this territory. "There will be plenty of surprises coming from our headquarters," Ponsler states. "Right now, in addition to the demand for **Mills Empress** and our own **Empress Point** needle, **Chicago Coin's Tacht Club** and **Oostleb's Convention** are scoring big hits with ops here." **Dave Stern** paid a visit to **New York** distrib offices last week. **Sam Krenenburg** says he's doing a terrific business with all of **Savoy's** products. He expects **Shoot the Chutes**, the firm's new ray rifle, to be a sensation. **Lou Cantor** reveals the reason so many more **National** cigar vendors are beginning to make their appearance in the State is that he spends most of his time hustling on the road.

Joe Fishman, at **Interstate Coin Machine Sales**, reports the new **Rockola Deal-a-Tune** wall box is the center of attention of all music box ops these days. **Bernie Sosenski**, decorated in the modern style, do much to set off the **New Mabe Diner** the firm is featuring.

JERSEY JOTTINGS

Irv Morris proved himself a champ fisherman at the **Amusement Board of Trade** fishing cruise this week. **Irv Orenstein** is reported devoting a lot of time to his lawn and flowers these days. **Rose Samalin**, of the **George Ponsler Newark** office, is wearing some of those tricky hats this summer that scare the bell out of the average Newarker. **Bobbie Codner** is getting chocolates now.

Title of absent-minded professor was conferred upon **Jack Berger** this week when he got all twisted on prices of reconditioned games because he had advertised them a few days earlier than usual. **Jack Kay**, of **Ace Districts**, is reported to be doing a whale of a job on reconditioned equipment. **Jerry Jenkins** and **Relex Fitzgibbons** can't even take time out for lunch when shipments arrive. **Barney (Sugy) Sogny-**

NATIONAL NOVELTY CO.
OF MERRICK LONG ISLAND

Announces!

A STARTLING NEW CREDIT PLAN

JUST A FEW OF NATIONAL'S SUPERBLY RECONDITIONED QUALITY BARGAINS!

FREE PLAYS

E. C. D.	\$30.00
Conquest	21.50
Commodore	42.50
Follies	42.50
Jolly	44.50
Keeney-Ball	21.00
Lancer	42.50
Red Hot	54.75
Supercharger	29.50
Score Card	42.50
Super Six	46.75
Short Stop	49.50
Theiler	21.00
Triumph	49.50

USED NOVELTY BUYS

Bang	31.50
Champion	21.00
Lot-a-Fun	12.75
Mr. Chips	27.50

EXTRA SPECIAL BUYS!

Used BALLY ALLEY	\$44.50
Used CHICKEN SAM	99.50
Used BANG A DEX	79.50

PHONOGRAPHS in A-1 Shape!

Seeburg Symphonias	\$ 31.50
Seeburg Vogue	188.50
Wurlitzer 616	59.50
Wurlitzer 412	44.50

NATIONAL NOVELTY COMPANY
103 MERRICK RD., MERRICK, L. I., N.Y. PHONE—FREEPORT 8370

We really WORK on reconditioning our games—even REPAINTING them when necessary. No machine is allowed to leave our floor until it works and looks like NEW. 95% OF OUR BUSINESS IS REPEAT ORDERS—proof that we do what we promise!

Here's the BIG idea, hailed by operators as the fastest, simplest, most convenient credit plan ever offered by anybody anywhere. It works through your local bank. We will ship you new and used machines on a 10% down, 10% a week basis—all you have to do is send in the name of your bank with your order. Arrangements for the extension of any credit in you will be made at once—and the only charge is the bank's interest, which is often as low as 4.50 on a \$100 order.

JUST 2 THINGS TO DO:
1—Send Us Your Order With 10% Deposit
2—Send Us the Name of Your Bank
That's All!
5% DISCOUNT FOR FULL CASH WITH ORDER!

man claims his business is growing by leaps and bounds every week. **Harry Wickhamky**, of **Elizabeth, N. J.**, is reported cutting down on cigars these days.

FAST FLASHES

Bill Denton, of **Union, N. Y.**, is opening one of the most modern arcades in this part of the country at **Sylvan Beach, N. Y.** **Two Schock & Schaffer** sports-lands on 42d street, as well as the firm's **Broadway Sports Palace** feature **Microscope Sky Fighters** right in the front entrance. **Roy McClunna**, of **Baltimore**, says his firm continues to give the boys the best possible buys in reconditioned equipment. **Joe Ash**, of **Active Amusement Machines, Philly**, reports he's going to town on those **Keeney Wall Boxes**.

FOLLOWING FREE GAMES ARE IN STOCK

Lot-a-Fun	\$28.00	Score	\$32.50
Top Travel	37.50	Jolly	42.50
Belmont	22.50	Milky	19.50
Del. Peasants	18.00	Milky	18.00
Derry Jones	37.50	Boey	32.50
Deafies	18.00	Wholine	18.00
Yeehee	28.00	Wired	18.00
Star & Glo	18.00	Shipout	19.50
Lucky	24.50	Chet	19.50
Big Hit	26.50	Kick	12.50
Truman	22.50	Boody	17.50
Power Six	25.50	Up & Up	19.50
Commodore	48.00	Platine	12.50
Down Part	37.50	Double	17.50
High Kick	18.00	Cherred	17.50
See Score	12.50	Sky Rocket	18.00
Miss	8.00	Hit Em	24.50
Oris Press	8.00		

See for Cash Check-out List of New Games.
1/3 Money Order Deposit.

GENERAL COIN MACHINE CO.
227 N. 10TH ST., PHILADELPHIA, PA.

A-1 CONDITION
Hardcore, \$44.50; Derby Time, \$37.50;
Pawpards, \$16.00; World Series, \$64.50;
Two Mile Races, \$24.50; Seeburg Ray-Lite, \$18.00; Wurlitzer \$184; Seeburg Rockola \$30; Imports, \$88.00. Send stamp.

Seiden Distributing Co.
BROADWAY, ALBANY, N. Y.



WURLITZER PHONOGRAPHS ARE "LIONS OF THE CAMPUS" at the University of Michigan, according to **Fred Zemke**, music merchant of **Ann Arbor, Mich.** Many of his locations are largely patronized by U. of M. students. Above, **Zemke** places an order with **Harry Graham** (right), of the **Waterline Music and Specialty Co., Detroit**.

FOR THE BEST IN USED

FREE PLAY GAMES

WRITE!

GEORGE PONSER CO.

11-15 East Hudson St., NEWARK, N. J.
All Phones: Bigelow 3-6432

Drop Us a Penny Post Card Today!
Get on OUR MAILING LIST!

Spin-O in for Nat'l Distribution

MINNEAPOLIS, June 22.—**Manny Levine**, Minneapolis, reports he has what he terms the fastest money-earner on the market. "It is," he says, "called **Spin-O** and is a modern version of the old corn game. However, it is faster and entirely legal; in fact, one is regularly in use by a national youth's organization located here."

Levine continued, "In all my promotional experience I've never seen a quicker way to get and hold the crowds. Theaters, taverns, night clubs, fairs and carnivals in Minnesota are packing them in with **Spin-O**. Every large operator in our territory now handles them."

"Operators report considerable take increases on their other equipment after installing **Spin-O**. The reason, they say, is simple—more people, more action, more money."

"Now after proving **Spin-O** in Minnesota for the past year, we're ready to expand nationally along the same lines, making **Spin-O** a household word across the nation as it is in **Minnesota**."

HOME RUN OUTSTANDINGLY NEW BALL GUM VENDER

featuring a fascinating amusement appeal
IT'S POSITIVELY A SENSATION! UNQUESTIONABLY A NOVEL,
ORIGINAL IDEA — BATTING THAT BALL THRU THE AIR TO SCORE
NEVER BEFORE has a PENNY COUNTER
device offered such tremendous value—com-
bining merchandise and tantalizing amuse-
ment—to the player.



THOROUGHLY TESTED by experienced operators
who have found HOME RUN to be a phenomenal
money maker and 100% foolproof.

W. A. Jenkins, Atlas Sales Co., Cleveland, O.,
states: "Have, for past 30 days, subjected
HOME RUN to the acid test on location in
which it was forced to compete with sev-
eral of the currently most popular amuse-
ment games and venders. I am happy to
say the play on HOME RUN has built
up to point where its receipts now
exceed any single game in that loca-
tion. The average receipts for the
30 day period are \$2.64 per day."

**SPECIAL
INTRODUCTORY OFFER
SAMPLE HOME RUN**

and Approx. 5,000 Balls of
Gum sufficient for \$50.00
play. ALL FOR

\$24.50

SIZE
11"-21"-15"

READY FOR DELIVERY

1/3 DEPOSIT. — BALANCE C. O. D.

VICTOR VENDING CORPORATION
5711 GRAND AVE. CHICAGO, ILL.

MONEY

\$6.75

is being made by operators with the new
TOPPER and the EQUINE. Models 800
to 1200 Sets of Gum. Also Novel Cans.
Outside of indoor locations.
TRADE IN YOUR OLD MACHINES. We
make the most liberal allowance on all your
old equipment. Do not—successful operators
maintain duplicate equipment.

EXCELLENT USED VENDORS

57 Model	\$4.50 Ea.
51 Advance "D" Ball Gum	2.75 Ea.
28 Olive Green	2.50 Ea.
22 10-20 Merchandise Standard	0.90 Ea.
23 Topper	4.75 Ea.
26 10-20 Summer-Scout	4.50 Ea.
25 Olive Mach. Standard-10000	4.80 Ea.
23 Jersey-10-20-25 (new model)	8.50 Ea.

CONFECTIONS, Etc.

Ball Gum (All Sizes)
Phosphate (All Sizes)
Ice Cream
Rainbow Peanuts (Pop-Wal)
Boston Baked Beans (Pop-Wal)
Mixed Fruit
Licorice Licorice
Peanuts (All Kinds)
Also Toys and Games



Porcelain—\$7.45
1/2 Cash With All
Orders. Balance C. O. D.

PIONEER VENDING CO.
441 SAEKMAN ST. BROOKLYN, N. Y.
EXCLUSIVE DIST. — New York
Established 24 Years

CIGARETTE VENDORS — LOW PRICES

ALL MACHINES RECONDITIONED

9-30 NATIONAL (REPAINTED)	\$49.50
6-30 NATIONAL (REPAINTED)	29.50
6-26 NATIONAL (REPAINTED)	18.50
7-COLUMN DuGRENIER "S" (REPAINTED)	37.50
9-COLUMN DuGRENIER MODEL W	52.50
8-COLUMN S. & M. DUALWAY	31.50
6-COLUMN V-12 MILLS	25.00

Terms: 1/3 With Order, Balance on Delivery.

LOUIS H. CANTOR CO.

Eastern Representatives: National Vendors, Inc.
250 WEST 54TH ST. (CIRCLE 6-3283) NEW YORK CITY

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



**Cigaret Venders
Serving Public at
Two World's Fairs**

NEW YORK, June 22.—Cigaret vending
machines are again playing an important
role in bringing home to the millions
of visitors to both the New York and
San Francisco World's Fairs the conven-
ience of purchasing their favorite brands
of cigarettes from vending machines.

Faber Coe & Gregg, holders of the ex-
clusive contract for sale of tobacco prod-
ucts in fair-controlled properties at the
New York World's Fair, have over 75 new
10-column Rowe Presidents spotted in
key buildings and privately controlled
restaurants throughout the grounds.

At the Golden Gate Exposition, San
Francisco, contract for 25 machines
went for the second year to Oakland
Cigaret Service, Inc. Firm is also using
10-column Rowe Presidents and has 125
new machines on location. Sales thru
machines during the 1939 run of the
expo totaled 567,032 packs or approxi-
mately a sale of one pack to every 20
persons who clicked thru the turnstiles,
according to Harry O. Gisterman, man-
ager of Oakland Cigaret Service.

**St. Louis To Vote
On Cig Tax Recall**

ST. LOUIS, June 22.—Application for
a writ of prohibition was made to the
State Supreme Court by the city of St.
Louis today seeking to bar the St. Louis
Board of Election Commissioners from
placing on the ballot at the August pri-
mary election the initiative proposal to
repeal the city's cigarette tax of 2 cents
on the customary package.

In the application filed by City Coun-
cilor Edgar H. Wayman, the city con-
tends that it is illegal under the St.
Louis city charter to repeal an emer-
gency revenue measure by the initiative
process, that the only way to repeal
such an ordinance is by referendum or
by action of the Board of Aldermen.

The time for a referendum on the or-
dinance expired 90 days after its passage.
The initiative petitions, circulated by
tobacco dealers, propose a new ordinance
with no tax clause. The tax has brought
in about \$850,000 revenue a year. No
date for a hearing was set by the Eu-
repe Court.

**Hardboiled Egg
Vender Announced**

POPULAR BLUFF, Mo., June 22.—Mike
Walker, of Master Products Co., for-
merly Southern Products Co., reports
that his firm will soon have its hard-
boiled egg vender in full production. He
reports that there has been a great deal
of interest evidenced in the machine
by operators.

A brief description of the machine,
furnished by Walker, reveals that it is
made of aluminum and comes in various
colors. The machine weighs six pounds
and is 28 inches high. The coin chute
accepts 5-cent pieces for each egg vended.

**Automatic Games
Takes More Space**

CHICAGO, June 22.—Automatic
Games of Chicago, manufacturers of
bulk venders, has leased larger factory
space at 2423 Pullerton avenue. "The
change was necessitated," says H. F.
Burt, firm official, "because of increased
demand for our line of Silver King ven-
ders and because of the addition of two
new machines."

"Our new King Jr. vender, introduced
at the 1940 Coin Machine Show, met
with such approval that it was not
long before factory space was inadequate.
We have just introduced a new de luxe
Ash-Tray Model King Jr. This model
is the same ruggedly built, good-looking
King Jr., except for the non-tarnishable
magnesium ash-tray base. Operators re-
port this new model easy to place in
the best locations for both table and
counter use.

"We are also introducing a new half-
inch 1,100-size ball gum vender. The
vender is known as Prize King and has
been made at the request of jobbers and
operators for a well-built vender capable
of handling half-inch and five-eighths
inch gum balls. Prize King has a spe-
cially constructed mechanism with a
two-bolt reserve chamber which elimi-
nates all possibility of missing or jam-
ming."

**Hairpin Vender
Manufacturer Dies**

CHICAGO, June 22.—Sol H. Goldberg,
millionaire manufacturer of hairpins,
died here recently at the age of 63.
Goldberg will be remembered by many
as the man who in the years of 1930,
'31 and '32 planned to merchandise hair-
pins thru vending machines located in
restaurants and other public locations.
He succumbed from a heart ailment.

He was born in Cincinnati and started
his career as a hotel bellboy. The turn-
ing point of his life was when he read
in a magazine that a fortune was wait-
ing for the invention of a satisfactory
hair fastener for women. Bobbed hair
almost put the skids under his business,
but he rode it out and increased his
fortune with baby hairpins.

Early in his career he purchased a
patent for retreading automobile tires
which he later sold for \$2,500,000 and a
royalty of a dollar on each tire so
treated. It is estimated he had holdings
of \$15,000,000 at his death. He was once
entered in the Chicago mayoralty con-
test. His factories in Chicago and Can-
sado employ more than 2,800 persons.

**Anger Co. in
New Quarters**

DETROIT, June 22.—Russell E. Anger,
manufacturer of the Am-don Soap Dis-
penser and of the Anger Hot Food Ven-
der, the latter now being readied for the
market and full production, has moved
his factory to a new site at 14958 Fenrod
avenue.

The Anger plant was formerly located
on Epcworth boulevard.



Coming Events

Coin Machine Picnic, Saturday, July 20, at Riverview Park, Chicago.
Sponsored by Coin Machine Industries, Inc.

Thirtieth Annual Convention of the National Tobacco Tax Conference,
Providence, tentatively set for September.

Convention of the National Association of Music Merchants (retail music
stores), Chicago, July 30 to August 1.

Thirtieth annual convention of the National Food Distributors' Association,
Chicago, August 21 to 24.

CMA Members of Six States Attend 4th Annual Outing; N. Y. Defeats Jersey, 13 to 9

By SAM ABBOTT

WINDDALE, N. Y., June 22.—Members of six State Cigarette Merchants' associations gathered at the Berkshire Country Club Saturday and Sunday (18-19) for the fourth annual outing. This was the second time for the affair to be held here.

Operators present from New York, New Jersey, Connecticut, Massachusetts, Rhode Island and Pennsylvania saw the New York CMA win 13 to 9 over the New Jersey organization in a softball game that was the highlight of the affair. By virtue of this victory New York retains possession of the cup won last year. New Jersey got off to an early lead but was unable to hold it despite Harry Kolodny's home run. Sam Yolen scoring in the ninth.

Kolodny, New Jersey pitcher, started the scoring in the first inning. In the fifth Sharenow, Golob, Munnio Weinberger, Martin and Bernie Weinberger scored to put Jersey six runs in the lead.

Harrison scored first for New York in the fifth and was followed over home plate by Hawthorne, Peck, Einstein, Rosenblatt, Forbes and Jacobs, for a one run lead.

In the eighth inning Golob scored for Jersey. Kolodny was replaced on the mound by Diericks. Einstein, Rosenblatt, Jacobs and Rubin scored for New York. With the score 11 to 7, Peck scored a run in the eighth to boost New York's lead and definitely put the game on ice.

Kolodny's homer, the only one in the game, was slapped out in the ninth. Baseball tradition was shattered in this inning when Yolen, also known as "Ship-to-Shore" Yolen and an outstanding member and supporter of the New York team, scored for the opposing team. Sharenow on a center field grounder was safe on first and selected Yolen to run bases for him over protests from members and supporters of both teams. A series of sacrifice hits brought Yolen home.

Confident of winning and remembering last year's incident in which New Jersey found itself unable to deliver the cup because Connecticut had spirited it away to its CMA headquarters, Matthew Forbes, manager of New York CMA, left the trophy in his office as a precautionary measure.

Line ups:
New York Position New Jersey
Harrison 3b Martin
Hawthorne p Kolodny
Peck c Diericks
Einstein cf Kesselman
Rosenblatt 3b Golob
Jacobs c M. Weinberger
Kotchinan lf Rendine
Rubin 1b Sharenow
Forbes ss B. Weinberger
Staff: New York, Jack Bloom, manager; Tom Cola, coach. New Jersey, James Cherry, manager. Hacklers: Aaron Goch, Sam Yolen.
Umpire: Charles Monahan, social director. Berkshire Country Club; Percy Rotwinick, Savage School of Physical Education.

The expected discussion of the federal tax situation did not materialize. While many of the operators had attended especially for this session, the pending session of the Interstate CMA was canceled when it was learned that the government had changed its plan of levying additional taxes on cigars for the defense program.

Among those registered at the outing were: Sam Barie, Edward Beresh, Martin Berger, Jack Berwicht, Jack Bloom, Nat Bloom, Jacob Brest, D. H. Callaway, Loti Cantor, James V. Cherry, Walter J. Conline, Martin Crivy, Edward Diericks, James Evans, Matthew Forbes, N. R. Franklin, A. Friedman, Burkhardt Glasgold, Arthur Gluck, Samuel H. Goldstein, S. Gordon, Ben Golob, Aaron Goch, Herbert Greenberg, Walter R. Quid, Jack Hamann, Ray Harrison, R. K. Hawthorne, J. Houlthan, Harold Jacobs, Robert Kline, Benjamin Kochman, Sol Kesselman.

Also, M. Lewis, Jack Lutsky, Sam Malkin, Harry Malkin, T. Martin, Anthony J. Masone, John S. Mill, Anthony Nastei, E. A. Nugent, B. J. Nugent, Lester Paul, William Peck, Martin Powell, Dan Rendine, Louis Reisman, Bernie Rosen, Bernard Rosenblatt, David O. Roth, Harold Roth, Max Schor, Louis Schwartz, George Seedman, Lawrence Sorlin, John Sharenow, Alfred Sharenow, Louis Segelbaum, M. M. Solofrenka, Nathan Stieglitz, Walter Strauer, Pierre Wall, Erwin Wigden, Mark Wolfe, Sam Yolen, A. Coulter, Morris Zimmerman, Tom Cola, Robert Zimmerman and Paul Jacobs.

NOTES: Ray Harrison was Sam Yolen's self-elected bodyguard. Lou Cantor and Eddie Beresh discussed drink machines. Bill Peck had an unusually large repertoire of old jokes, but got some laughs. Bob Kline was boosting Pennsylvania. Lou Schwartz spent several hours on the golf links. Sol Kesselman and Eddie Kierlick engaged in several hot games of ping pong. Ike Gordon stood by to back. Jimmy Cherry made out all right in his big-brother role; line was not all-right and the listeners found notes all thru it. Diericks did a good job of finding and nabbed three flies in a row for Jersey. Peck made a nice peg from center field to home to prevent Diericks from scoring for Jersey. Ray

MOST POPULAR

Taken direct from our sales records, the following candies have been the BIG 10 with bulk vending machine operators from Coast to Coast.

Popularity	Approximate Places to Sell	Candy Name
1	850-900	Pea Wee Candy Boston Baked Beans
2	650-750	Candy TEENY BEANS
3	575-625	Candy Boston Baked Beans
4	500-550	Asst. Licorice Pastels
5	850-900	PEE WEE Smooth Burnt Peanuts
6	600-700	Cocoanut Cream Nibbles
7	850-900	Pee Wee Rainbow Peanuts
8	1200-1400	Fruit Dibs
9	600-650	Black and White Licorice Dibs
10	1000-1100	Radianl Mix

• WRITE FOR COMPLETE SUMMER LIST •



PAN CONFECTIONS-CHICAGO

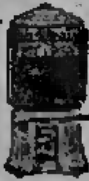
140 W. 30th St. Chicago, Illinois

OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

Northwestern

39 BELL



- ★ BIGGER PROFITS
- ★ PEP UP LOCATIONS
- ★ SMASH COMPETITION

Whatever you do—don't pass up the hottest money-maker the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up.—to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION
608 E. Arroyo St. MORRIS, ILLINOIS

A FORTUNE IN SMALL COINS IS BEING SPENT DAILY

Get Your Share Now With

KING JR. 3.95
(Send for Circular)

TORR 2047A-50.68 PHILA., PA.

HOW! CENT-A-TUNE SELECTIVE PHONOGRAPH

DOUBLE-VALUE PHONO 2 Records For 5¢

THESE MACHINES PLAY ALL STAND- AND 10-INCH RECORDS. Locations Are Easy to Secure! Operators' Prices Amazingly Low! No. FIRST in Your Territory! Write or Wire To-Day for Full Details.

O. ROBBINS & CO. 415 N. 11th St. PHILA., PA.

REAL BUYS!

USED CIGARETTE MACHINES — LOW PRICES

MASTERS — 6 COLUMNS — CHROMIUM FRONT (WITH Metal Stand) \$19.50
NATIONAL 6-25 (WITH Enclosed Stand) 19.50
NATIONAL 9-30 (WITH Enclosed Stand) 49.50
LOTS OF 10..... SINGLE — \$5.00 EXTRA

1/2 DEPOSIT, BALANCE, C. O. D.

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write

BABE KAUFMAN (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

FOR SUMMER PROFITS TWO NEW MONEY MAKERS



"PRIZE KING"

Write for FREE Catalog and Operating Instructions

America's Leading Distributor for Booth, Bar, Counter, Stand, Vending Machines Highest Quality Lowest Prices



"KING JR." Ash Tray Model

TORR 2047A-50.68 PHILA., PA.

Harrison did a waddling slide into third base in the fifth.
"Heard at the ball game when New York was well in the lead; Sam Yolen: 'Do I get in now?' Reply: 'If you want New York to win, stay on the bench.'" Top tunes on the automatic phonograph in the bar were The Brezco and J. The Store Fell Down and Jerry's Sue.
J. Vincitore, of the DeBellie Music Shop, Poughkeepsie, is the service man on this job. Robert Zimmerman talked

of old times in the business. Walter Quid was around meeting the fellows from the other CMA. Bob Hawthorne is putting on weight; has increased exercise, cut down on food, but to no avail. Busiest men on the grounds were Matthew Forbes and James Cherry. Sol Kesselman was heckled each time he went to bat, for the New York boys didn't want Jack Mills on the bench and Kesselman playing for Jersey. Aaron Goch made movies of the outing.

Something New THE SPORT OF KINGS THE KING OF VENDORS

The Derby Confection Vender is a legal combination confection and amusement machine. Commands immediate attention—also commands the best location. Affords amusement with every play.

Six Horses, Six Colors, Six Numbers. Winning horse stops at Judge's Stand.

An attractive, highly colored vender with polished metal trimmings.

Sample \$12.50

1/2 Deposit, Balance C. O. D.
10 Days' Free Trial

TORR 2047 A-50. 68
PHILA., PA.

Forecast Bigger Earnings for Candy Venders

NEW YORK, June 22.—Operators of candy vending machines may expect an increase of 10 per cent in candy trade this fall—provided the supply of cocoa beans from the West Coast of Africa continues uninterrupted by war developments, according to H. R. Chapman, president of the National Confectioners' Association. Chapman said that the entire candy retailing business may expect a rise of 10 per cent. The statement was made at the concluding meeting of the convention which held its convention in New York at the Waldorf-Astoria Hotel.

Chapman, of the New England Confectionery Co., Cambridge, Mass., said the candy trade here was receiving about 50 per cent of its cocoa beans from Africa. Deliveries have been coming thru, with only one ship lost this year. He added that the English want to get the beans here to get the foreign exchange, but renewal of submarine warfare by the Germans might affect the situation. Increased freight, insurance and other charges have increased costs about 18 per cent to American manufacturers on the cocoa bean shipments.

Fort Worth

FORT WORTH, Tex., June 22.—Good rains the past two weeks have stimulated play in this section and operators are all smiles as the big wheat and oat harvest gets well under way. The small grain crop this year promises to be much better than even last year and wise operators know full well what a big grain crop means to their cash boxes.

G. W. Perry, Dallas, one of the State's largest penny scale operators, was a Fort Worth visitor a few days ago. G. W. and Mrs. Perry recently attended the National Shriners' Convention in Tulsa, Okla., and both report having a swell time. They plan an extended cruise this summer.

The demand for cold beverage vendors is growing. One Fort Worth operator had a call the past week from two hotels and the main office of the Western Union Telegraph Co., wanting to know if they could get beverage vendors placed in their lobbies. The vending of beverage drinks by coin-operated devices is a staple business and one line of industry the wide-awake operator should be giving plenty of serious consideration.

log plenty of serious consideration.

Operator Lockhart is considering selling his route of machines and accepting a responsible position with the government at the Hicks Flying Field six miles north of the city. Army fliers will be trained at the field.

Jim Mangas, advertising manager for Mills Novelty Co., made a short stop in Fort Worth last week while on his way to the West Coast. Jim said that he was finding operators highly enthused everywhere he stopped. While in Texas he visited Dallas, Houston and San Antonio. From Fort Worth he flew to El Paso.

Merchandise operator D. E. Houghton reports business is off slightly in the East Texas area, due to oil production restrictions. Houghton covers approximately 1,000 miles on his route every two weeks.

It is reported that there will soon be a shortage of cashew nuts. However, penny merchandise operators are always ready to meet any emergency and they can quickly swing over to peanuts or almonds or some other product. Up to this time, however, the cashew supply is holding up with a slight advance in prices.

Fred Barber, Variety record distributor of Dallas, was shuffling along the row a few days ago and talking Variety platens to the music ops. Fred is well known among Southwest operators, having been in the selling end of the business for some 10 years. At one time he managed the Houston office for Electro Ball Co.

Counter games are more in evidence than any other type of amusement devices at this time. Cigaret reels lead the parade, with fruit reels taking second place.

Outdoor amusement spots are furnishing some nice business for coin-operated machines. Forest Park and Lake Worth Casino are two of the leading locations. The four leading city swimming pools, the shores of both Lake Worth and Eagle Mountain Lake offer hundreds of good spots for machines of all types. Many of these spots have dance floors and phonographs do well. The summer season in this city offers a wide field for operators.

Vending Ops at Philly Candy Show

PHILADELPHIA, June 22.—Prizes for the most famous and the most original pieces of candy made in Philadelphia were awarded at the Philadelphia Candy Show, held at the Lorraine Hotel.

More than 100 Philadelphia manufacturers and retailers, including vending machine operators, participated in the show, with exhibitions of candies centered mostly on summer items. The show, which is held yearly, was sponsored by the Retail Confectioners' Association, of which John A. Young is president.

Patent Assignment

MANITOWOC, Wis., June 22.—A patent covering a vending machine has been granted George P. Mergens here by the United States patent office. Mergens is credited with six new ideas in the invention, patent rights on which have been assigned to U-Need-a-Merchandise, Inc., Brooklyn. Mergens filed patent application February 28, 1938.

Pn. Cig. Tax Nets Over Million

HARRISBURG, Pa., June 22.—Revenue Secretary Hamilton reported that the State's emergency cigaret tax netted \$1,003,227 during May. And for the first year of the biennium to May 30, \$11,982,658. The Pennsylvania State cigaret tax is 2 cents per pack of 20 cigars.

Decentralization Sets In . . .

ST. LOUIS, June 22.—The 1940 census has revealed the coincidence that all small cities and communities in St. Louis County increased in population between 1930 and 1940, but St. Louis itself declined 8,212 in population during the 10 years.

All the population figures for other cities have not yet been announced, so it is not known how the trend here compares with other large cities.

Smaller cities and towns are proving good areas for various types of coin machines and the population trends have a direct bearing on the coin machine trade.



BALL GUM

A Real Quality Chew

Made of purest ingredients, smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assorted in 8 bright colors and black. Each piece brilliantly polished, perfectly round and uniform.

We are able to supply 1/2" and 3/8" ball gum, in boxes of 100 or in bulk. Price balls, 10c.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

CANDY CRAFTERS, Inc.
LANSDOWNE, PA.
Safe Shell Vending Machine Cases CHARMS

Reconditioned Vendors

Models	Per Month	Per Year
Robinson Jr.	\$2.25	\$2.50 Ea.
Emergency & Corp.	4.50	5.00 Ea.
Yacht Ball Gum	6.00	6.50 Ea.
Money King Ball Gum	8.00	8.50 Ea.
10 Murphy Vendors	8.50	9.00 Ea.
Woo Bird Ball Gum	2.50	2.75 Ea.
Superior Nut Vendors	3.75	4.00 Ea.
Circus Cross Games	3.50	3.75 Ea.
Lucky Day Vendors	4.50	4.75 Ea.
Pop-Win 1 1/2-Lb. Cap.	9.75	10.50 Ea.
Auto Race Vendors	8.00	8.50 Ea.
Go Too Motor, Popcorn Vendors		50.00 Ea.

(Some More Used)

Trade in your old vendors on new Northeastern, Continental, Victor Silver King, etc. Send for complete list of new and used machines.

RAKE S. S., 22ND ST., PHILADELPHIA, PA.

PROVEN Money Makers!

The all-impersonal operator. Place your Thrush Venders in stores, waiting rooms, taverns, restaurants, day-casinos, you know how. Tom Thrush's vendors really pay you. They are the only proven money maker. They are the only money maker that pay you every day. Many Tom Thrush operators are independent. Start small, grow big, have a chain of your own. Tom Thrush works while you're away. You keep any, collect pay profits daily. Headquarters, contact Tom Thrush, lets in whom ordinary vendors are shut out. Make coin "business" safe. Tom Thrush's vendors. Address—Tom Thrush, 1000 Broadway, New York City. Money-back guarantee. Operators pay while you prove the profits. Write today for sample along with operating full details of your own money opportunity. Many good locations now open. Don't wait. Write today.

SACRIFICED! RECONDITIONED MACHINES

Dunkley 30-Col. Cig.	\$4.50
Du Greiner 2-Col. Cig.	12.00
Du Greiner 4-Col. Cig.	1.50
Du Greiner 5-Col. Cig.	12.50
Go History 4-Col. Cig.	2.25
Go Columbus 4-Col. Cig.	2.25

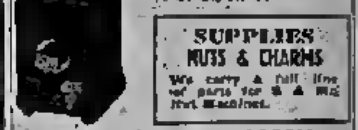
MIDWAY VENDING MACHINE CO.
800 W. 42nd St., New York City

SPECIAL OFFER!

Due to Renewal We Are Liquidating Some of Our Stock

STEWART & McGUIRE
1c-5c NUT VENDOR
Slugg Proof—Vends Peanuts or Pistachios
Slightly Used But in Excellent Condition

\$3.50 Each in Lots of 10 or More
SAMPLE \$4.00
Hurry Your Order—They won't last long. 1/2 with order, bal. C. O. D.
F. O. B. N. Y.



SUPPLIES NUTS & CHARMS
We carry a full line of parts for S. & M. Nut Machines.
NOTE OUR NEW ADDRESS
SUNFLOWER VENDING MACHINE CORP.
518 West 148th St., NEW YORK CITY

WE'RE "NUTTY" PEOPLE!

Yes—but that's our business. Our specialty is supplying vending machines throughout the country with all kinds of fruit, meaty nuts. Specially processed.

Small-Size Whole Almonds	New-Size Whole Virginias
Small Whole Cashews	Spanish and Mixed Nuts
Pistachios	Filberts

The latest crop is just in, ready for your inspection. Write for free samples and our list of lowest prices.

E. CHERRY, Inc.
Dept. B
235 Market St., Philadelphia, Pa.

TWO NEW VENDORS BRING PROFITS DAY-NIGHT

No Selling 300-returns \$4.50
Operate "King Jr." Vendors, \$3.95. Vends breath mints, ball gum, etc. Place in gas stations, taverns, etc. FREE instructions and catalog.
AUTOMATIC GAMES, 2425H Fullerton, Chicago, Ill.

NEW PENNY HERSHEY BAR VENDOR

A real profit maker!
*Streamlined design
*Ruggedly built
*Large capacity
*Excellent slug protection
Write today for abstracts and for distributors and agents.


Marshall Corning, Jr.
825 E. 194th St., New York, N. Y.

CHARMS
FOR VENDING MACHINES
New Standard Arrangement... 70c per gross
Del. size... 70c per gross
Parcel Post Preferred
JAPAN IMPORTING CO.
642 Grant Ave., San Francisco, Calif.

**1,000,000,000
PENNIES SPENT
EACH YEAR IN
IT VENDORS!**
JUST AS WE'VE HELPED OTHERS
WE'LL HELP YOU TO GET YOUR SHARE
OF THE WORLD FAMOUS **DUGRENIER**
ADAMS GUM
VENDOR

SMALL DOWN PAYMENT 24 MONTHS TO PAY ONLY \$11.50 MONTHLY MODEL

NATIONALLY FAMOUS **ADAMS** CHEWING GUM



HERE ARE THE REASONS WHY MORE AND MORE OPERATORS ARE INSURING THEIR INCOME FOR YEARS TO COME WITH "AMERICAN" Gum Vending Machines. The "DU GRENIER" type machine now in operation in 100,000's and on all platforms in New York, Chicago, Philadelphia and Boston. PROVE—write one half selective gum vendor that wants EVERY OPERATING REQUIREMENT EASY TO LOCATE! EASIER TO BUY! EASIEST TO OPERATE! ACT SWIFT! Send for more literature and literature enclosed in your 25¢ due to select later. WRITE! WIRE! PHONE!

G.V. CORP.
655 FIFTH AVE., NEW YORK

DEPENDABILITY

Our old customers know we are dependable. New customers will learn this by doing business with us. There are special opportunities in the following States:

ILLINOIS SOUTH CAROLINA
MICHIGAN INDIANA
OHIO VIRGINIA

G.V. CORP.
655 FIFTH AVE., NEW YORK

DISTRIBUTORS
World Famous ADAMS Vending Gum and Feast Selective Gum Vendors.

NEW! DERBY Vendor

FAST MONEY MAKER!
HORSES ACTUALLY RACE EVERY TIME! PENNY IS INSERTED A LEGAL COMBINATION VENDOR AND AMUSEMENT MACHINE

2 MODELS Available
Gum or Peppermint Machine. Capacity 5 Lbs. Product 4700 Balls. Improved Derby! \$12.50 ea.



D. ROBBINS & CO. 141-B DENVER AVE. BROOKLYN, N.Y.

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

Detroit

DETROIT, June 22.—Ben Robinson, of the Robinson Sales Co., reports: "The Kenney Anti-Aircraft Gun is showing phenomenal sales. It is going better than any other machine in our history—over 500 sold here to date, and we anticipate as many more."

"Another game that is going well around Detroit is the Evans Regulation Dock Pin Alley. We have delivered 30 so far."

James Ashley, of the American Novelty Co., is expanding his activities in the music machine field, concentrating practically all his operations in this department now.

Ben Osher, of the Four-in-One Manufacturing Co., reports the company is planning an intensive sales campaign for its four-unit selective type vendor in the fall.

Pete Olla and E. J. Donahue, of Seeburg, now here to visit Julian (Alkie) Krato, of the Atlas Automatic Music Co. Krato, incidentally, has been setting records here selling the new remote-control units.

Clarence J. Godhardt, of the Modern Music Co., distributor of sanitary service machines, reports a marked pick-up in sales in this field. Operators appear to be turning toward service and vending machines.

Joseph J. Schermack, head of the company which bears his name, is actively co-operating with the retail druggists of the country in the matter of the special pharmacy stamps. The Schermack postage stamp vendors have been a feature of drug stores everywhere for a quarter century.

Harry Graham, of the Wolverine Music and Specialties Co., rates as about the best man in town, with all the increased activity in the music machine field. One big reason is that the company is distributor for Wurlitzer here.

Arthur Olmsted, of Wyandotte, Mich., is busy buying music machines for his route.

Wolverine Entertainers, with headquarters at Pontiac, are placing the new Buckley System music boxes in a number of Detroit locations.

MORE FOR YOUR MONEY
Northwestern

No matter what your requirements may be, there is a Northwestern machine to meet your needs. Sturdy Construction! Sales-Creating Appearance! Easy Servicing! We are factory headquarters for Northwestern machines.

USED COUNTER GAMES	USED MACHINE BARGAINS
The-Bit 10 Gum \$ 8.00	Northwestern #3 Ball Gum \$4.50
Yakator 10 13.00	Northwestern Standard, Penny Nickel, Penn. KENTON'S FIRM
Slingshot Gum 8.95	DE LUXE, 10-50
Cris-Cris Gum 4.05	Northwestern Standard, 10, 100, 500
Ham Ball Gum 17.50	10, 100, 500
Used 10 Imps 8.50	100, 1000 To 5000 \$400
Walter Gun Ball Gum 12.00	Black & Co. Operator \$6.00
Challenge Gum 15.00	Silver King 10 Penn. Mar. Standard or Ball Gum 4.50
Ball Gum 1/4-N, Choclate, Candy, NUTS	Stewart-McDaire 10-50 4.00

STANDS—PARTS—REPAIRS. Write for Free Price List.

CLOSE-OUT SPECIAL
ONE LOT OF 50
Stewart-McDaire 1 & 5¢ Vendors, Perfect Working Condition, Made Packing Only \$2.80 Each

NORTHWESTERN SALES & SERVICE CO.
DEPT. 48, 528 CONYER ISLAND AVE., BROOKLYN, N. Y. Tel: Bufilemaster 4-2770

Stuart A. Howard, sales manager of the Holly Manufacturing Co., is back at his desk after a slight touch of illness.

C. E. Armstrong, of Buhi's Sons Co., RAC-Victor record distributors, visited The Delta at Lansing when Glenn Miller played there. A special record stand was set up right at The Delta, and Miller's popularity was attested by the sale of \$80 worth of records that evening.

Joseph J. Weiner, of the Protex Corp., reports the company is starting a promotional campaign.

Samuel Pearlstein, manager of the New Era Sales Machine Co., reports the company is making some model changes.

the rate prevailing in 1938, but the increased physical output and higher prices as a result of the war brought the flow of national income by the end of the year to a rate which annually would be in excess of \$73,000,000,000.

Manufacturing Up 25 Per Cent
Manufacturing, construction work done under contract, mining and agriculture, industries which generally contribute about a third of the national income accounted for more than 80 per cent of the income decline in 1939 and two-thirds of the increase in 1939.

The manufacturing and contract construction industries increased by about 23 per cent last year. Mining showed a gain of 15 per cent and transportation increased 13 per cent.

All other groups increased, from less than 1 per cent in the case of government to 7 per cent for the communications industry. The moderate expansion in regular government activities was offset by a drop of nearly \$300,000,000 in work-project wages.

In 1938 total income disbursed by all producing units in the United States was nearly \$1,800,000,000 more than the national income, indicating that part of the income distributed came from existing resources of business enterprises, rather than exclusively from current production. In 1939, on the other hand, the national income exceeded income disbursed by about \$750,000,000. The national income increased \$3,800,000,000 in 1939, while income distributed rose \$3,800,000,000.

Disbursements for the services of employees increased from \$44,200,000,000 in 1938 to \$46,800,000,000 in 1939. Exclusive of work-project wages, this total rose \$2,800,000,000, or 6.5 per cent. Dividends increased about one-sixth in 1939, whereas interest payments declined slightly.

Average earnings per full-time worker were higher than any year since 1931.

National Income Nearly 70 Billions During 1939

Coin machine earnings rise in proportion to increase during year

WASHINGTON, June 22.—The national income in the United States for 1939, according to a Commerce Department statement, totaled nearly \$70,000,000,000, an increase of \$3,400,000,000, or 5 per cent, over the 1938 total and nearly 75 per cent over that for 1932.

No figures are available on the earnings of "take" of coin machines throughout the country, but it is generally assumed that coin machine earnings rise approximately in proportion to the national income.

In Some Ways Better Than '29
Since the 1929 production of goods and services was valued at prices con-

siderably less than in 1929, when the peak income of \$82,000,000,000 was achieved, it was asserted that the "real" national income, the quantity of goods and services produced, in 1939 was at least equal to and probably exceeded the previous all-time high.

Accelerated expansion in business activity after the outbreak of the war in September was in large measure responsible for the rise. It brought the "real" national income in 1939 to a point from a third to a half above that of 1932.

The dollar income in 1939 was 10 per cent lower than in 1929, but prices showed over larger declines over the 10-year period. The cost of living of urban wage-earners was 17.4 per cent less than in 1929, while wholesale prices in 1939 were down slightly more than 19 per cent.

The flow of income during the first half of 1939 was only moderately above

Moto-Scoot Sets New Sales Records

CHICAGO, June 22.—The 1940 rental model Moto-Scoot is topping all previous sales records, reports Ken Cook, official of the Moto-Scoot Mfg. Co. "Within the past 30 days more than 200 of the machines have been placed on Chicago's Southside alone."

"Operators are reporting returns of from \$6 to \$10 per machine per day on a rental basis similar to bicycle rentals. This year for the first time Moto-Scoots are being offered in many areas on a new easy-payment basis which makes it possible for operators to pay for their machines out of their take."

"The 1940 rental model Moto-Scoot has more than a hundred improvements over last year's model, including a new, streamlined automotive type muffler, improved engine and streamlined body design."



AT THE OUTING OF THE CIGARET MERCHANTISERS' ASSOCIATIONS. Here are some of the members of six State CMA's who attended the fourth annual outing held at the Berkshire Country Club, Wyncote, N. Y. Picture was made on the baseball field following the game in which New York won over New Jersey, 13 to 8, so retain possession of the trophy.

MUSIC MERCHANDISING

More Old Song Hits Being Recorded To Meet Demand

One out of four records made in past three months—many released solely for music box trade as makers hope for another revival of "Oh, Johnny" proportions

NEW YORK, June 22.—The enthusiasm the public has shown for yesterday's song hits has stirred up plenty of activity among the recording companies. This interest, evidenced by the response to the revival of such tunes as Oh, Johnny; Cecilia and others, has the recording companies thumbing thru old music files in search of former hits that, given a new twist, might again be the No. 1 tune of the nation. Many such tunes are being made solely with the music box operator in mind. Firms hope by this move to uncover some more hits of Oh, Johnny; I Cried for You and Cecilia proportions that were shunned from the grave and made into overnight hits via the coin machine network.

A check-up on all the popular records turned out by Victor, Bluebird, Decca, Columbia, Vocalion, Varsity and Royal for the past three months reveals that 125 out of the 650 songs recorded were oldtimers. Nor does this one-out-of-four average tell the complete story, for the many duplications of now songs recorded raise the percentage to a much higher level—almost to the point, in fact, where the production of old song titles virtually equals the crop of new songs. This condition is caused by the fact that when a new song hit comes out of Tin Pan Alley, all recording companies make at least one record of it for each of their labels. In other words, a new hit is sure to be recorded six or seven times during the first weeks of its existence. If it clicks still more versions will be made. In direct contrast, however, when one recording company makes a record of an old-time song, that record is usually the only one available until it becomes so popular that the other record firms have to hop on the bandwagon and make their own interpretations in self-protection. That's why a check-up on the number of different song titles recorded during the three-month period reveals the number of oldies almost equalling the present Tin Pan Alley crop.

While some tunes of the turn-of-the-century vintage are basking in the revival sun, most of them are of the pre-1920 era. Songs like When the Blue of the Night, Am I Blue, Baby Face, If I Had My Way, Do Something, Dear I Do, Ramona, Solitude are making bids for comeback hits via records along with such older hits as Ma, He's Making Eyes at Me and The Sheik of Araby. Most of these records are being aimed at the music box trade since record firms admit their home sales potentialities are

negligible unless music boxes boost their popularity.

Another shot-in-the-arm being administered old-time favorites in their inclusion in present-day motion picture musical scores. New Mickey Rooney picture, Andy Hardy Meets a Debutante, includes I'm Nobody's Baby Now, while Bing Crosby's starring role in I'll Had My Way has definitely boosted interest in the song of that name. Two more songs that already have cashed in extensively on their motion picture revival are Alice Blue Gown and Irene from the picture, Irene. Alice Blue Gown, recorded by a flock of top-notch bands, has become so popular in music boxes that it is reported as "Coming Up" by operators thruout the country in The Billboard's Record Buying Guide.

Few in the recording business had any idea six months ago that so many old-time song hits would be pressed in such a short period. However, the big hits made by some oldies on music machines was all the proof that firms needed that a good portion of the middle-age group, which forms the backbone of the trade in many music box locations, definitely likes to hear the songs that were popular in the days of their youth. They are willing to pay a nickel for nostalgia and ops and record companies are collaborating to make the most of the trend.

Laud Pfanstiehl Break-In Feature

WAUKEGAN, ILL., June 22.—The new break-in feature of the 4,000-lyp Pfanstiehl needs was announced only a short time ago, yet the Pfanstiehl Chemical Co. has already received letters from operators thruout the country expressing their great satisfaction over this further reduction in record wear," declare firm officials.

Bill Hermsdinger, sales manager of Pfanstiehl said: "When we announced the new break-in feature, music operators everywhere were quick to appreciate the advantage of this feature to phonograph operating."

"Immediately orders started rushing in and now we are receiving many letters from operators who have purchased the new needle complimenting

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: I'm a Handy Man to Have Around, Shelton Bros.; Goodbye, Little Darling, Goodbye, Gene Autry; Bald-Faced Steer, Bill Bender; Seven Beers With the Wrong Woman, Karl and Marty; Walt TB the Sun Shines, Nellie; Golden Memory Boys; Down at Polka Joe's, Bill Boyd and his Cowboy Ramblers; I Won't Miss You When You Go Away, Buddy Jones; Betsy From Pike, Bill Bender; Daw, Daw, Daw Day, Tiny Hill; When I'm Gone You'll Soon Forget, Gene Autry.

INTERNATIONAL RECORDINGS: Make a Little Wish, By the Wishing Well, Lat's Bend an Elbow.

FOREIGN RECORDINGS: German, Letzte Neuheiten, Luxemburg Waltz; Bohemian, Dusejda, Repete; Hungarian, Klfordom A Subamat; Polish, Jablcznik Polka; Mile Serce Polka; Moja Mija; Scandinavian, Lordagisall, Bjornborganes, Swedish, Smogens Fiskarvals; Jewish, Ich Sing, Mazel; Greek, Elenaki-Elenki, Mana Mon Stelk.

Commonwealth Plans Celebration

NEW YORK, June 22.—Nick Barn, head of the remodeling department of the Commonwealth Phonograph Remodeling and Sales Co., New York, reports that his firm is planning a gala affair Friday and Saturday, June 28 and 29, to introduce Eastern operators to the wonders of the new remodeling process.

"There are a lot of surprises in store for operators who visit our open house affair," he said. "The refreshments will flow and the food tables will be heavily laden. We believe that operators who see our new remodeling job will immediately become as enthusiastic about it as the hundreds of operators who are bestrenging us for delivery."

us on this great improvement and telling us of their complete satisfaction with this aid to further reduction of record wear."

Caphart Offers Heads-Up Selector

FORT WAYNE, Ind., June 22.—Return of Homer K. Caphart to the music division of the industry has brought much hope to a great number of music ops thruout the country. One leading music op stated, "With Caphart back in the music field again we feel confident that he will help us back to the kind of profits we enjoyed when he was active in the field."

"We realize that it takes more than just one human being to help an entire industry out of a slump. But Caphart has so many times in the past helped us that we feel sure he is going to do it again."

"His introduction of the 'Heads-Up-selector' shows that he has the right method already under way for bettering profits for the music operator. By helping him to modernize his equipment to the level of the latest machines now on the market, the operator is given the opportunity to get back on his feet again on thousands of locations thruout the country with machines which he has already paid up and which fell by the roadside thru the presentation of new models."

Statements of this kind are being received from leaders in the trade and have proved very heartening to Packard Mfg. Co., its salesman and executives. The firm feels that the trade has rapidly reacted to its plan of more firmly establishing the music machine op and to assure him better profits than he has formerly enjoyed with his equipment.

It is understood that Caphart will release "another revolutionary product" within a very short time.

Phonovision Makes Debut at Dempsey's

NEW YORK, June 22.—Stars of stage and screen rubbed elbows with newspaper men and members of the trade at Jack Dempsey's Broadway Bar on Wednesday night (19) for the first public showing of Phonovision. Jack Dempsey, himself, introduced the machine and gave it a rousing send-off.

Dempsey estimated some 2,000 people saw the machine during the evening. Among the leading figures of the financial, entertainment, sports and newspaper world on hand were David Sarnoff, president of RCA, who headed a table of RCA execs; Vincent Astor; Lawrence Fisher, of General Motors; Crawford Hill, Barbara Bannister, Tony Martin, George Hart, Abe Lyman, Ham Fisher, Joe Gould, Al Well, Louis Robel, Jim Braddock, Ned Brown, Monte Proser, Harry Ross, John Roggens and others.

This preview is the first of several scheduled to be held in key cities thruout the East during the next few weeks.

"The manner in which those present at this preview responded to Phonovision is conclusive proof that the machine is just what the public has been waiting for," declared Harry W. Bank, general manager. Judging by the flood of wires, letters, phone calls and visitors that have been deluging our offices ever since Phonovision was first announced to the trade, the operators thruout the country are especially eager to bring to the public this new form of entertainment that couples all the eye-appeal of a motion picture with the ear-appeal of the automatic phonograph."

Earlier in the week, Frank Orsatti and Sam Bar, executives of the firm, announced that permanent headquarters of the firm had been established at 11 East 84th street, in the old Ardian Building. Firm will occupy both the second and fourth floors. Second floor will house showrooms and general sales office, while fourth floor will be given over to general business offices. There will also be a private projection room where operators can preview Phonovision films, it was stated.

Cincy Disk Distrib

CINCINNATI, June 22.—New record distributor of the U. S. Record Corp. in Cincinnati is the Interstate Distributing Co., 333 Sycamore street. Labels used by the U. S. Record Corp. are Varsity and Royals. Louise Klayman, who has been connected with record distribution in this city for some time, is in charge of sales in the Cincinnati territory.

Merkle on Sales Trip for Herbert

CHICAGO, June 22.—Frank Merkle, sales director of the Herbert Corp., is on an extended business trip thruout the South and West for Mel-o-Tone. It is reported. His itinerary will cover Southern Illinois, Missouri, Oklahoma, Arkansas, and probably neighboring States.

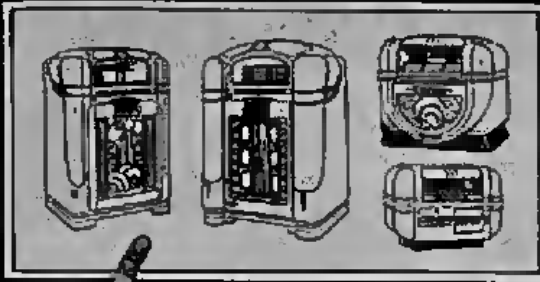
Merkle is making the trip to contact personally a number of the many operators that have already placed orders for Mel-o-Tones and are now operating them in these territories. In addition, he intends to call on operators that have not as yet placed orders.

To graphically portray the complete story on Mel-o-Tone, Merkle has taken along a large impressive trailer, carrying a number of Mel-o-Tone machines.

"This will give the operator the opportunity of actually seeing Mel-o-Tone's sparkling beauty, hearing its magnificent tone, investigating its greatly simplified record-changing mechanism as well as its many other operating advantages," declared Merkle.



WURLITZER DISTRIBUTOR MAX MARSTON (left), Woltering Music and Specialties Co., Detroit, receives an outstanding order from music merchant Willard Corner, of Nanitau Beach, Mich.



TRADE-IN YOUR OBSOLETE PHONOGRAPHS ON NEW MODERN WURLITZERS

CALL YOUR NEAREST
WURLITZER DISTRIBUTOR



- ALABAMA**
G & S Distributing Co.
414 North 21st St.
Birmingham, Ala.
- ARIZONA**
California Simplex Distributing Co.
7277 W. Pico St.
Los Angeles, Calif.
- ARKANSAS**
Commercial Music Co.
373 Center St.
Little Rock, Ark.
- CALIFORNIA**
California Simplex Distributing Co.
2277 W. Pico St.
Los Angeles, Calif.
California Simplex Distributing Co.
1137 Post St.
San Francisco, Calif.
- COLORADO**
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.
- CONNECTICUT**
Hub Automatic Sales
Garde Hotel
New Haven, Conn.
Hub Automatic Sales
26 Brighton Ave.
Boston, Mass.
- DELAWARE**
Penn Coin-Op-Music Co.
821 N. Broad St.
Philadelphia, Pa.
Penn Coin-Op-Music Co.
5 W. Centre St.
Baltimore, Md.
- DISTRICT OF COLUMBIA**
Penn Coin-Op-Music Co.
5 W. Centre St.
Baltimore, Md.
- FLORIDA**
Modern Vending Co.
822 Fifth St.
Miami, Fla.
Simplex Distributing Co.
712-717 S. McDuff Ave.
Jacksonville, Fla.
- GEORGIA**
Hambin Music Co.
258 Pryor St., S. W.
Atlanta, Ga.
- IDaho**
Pacific Distributors
4 Bernard St.
Spokane, Wash.
- ILLINOIS**
Chicago Simplex Distributing Co.
2430 S. Parkway Drive
Chicago, Ill.
Wal-Bro Novelty Co.
24 S. Tenth St.
St. Louis, Mo.
- INDIANA**
Guarantee Distributing Co.
2451 N. Meridian St.
Indianapolis, Ind.
- IOWA**
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.
- KANSAS**
Central Distributing Co.
407 W. Douglas St.
Wichita, Kans.
Central Distributing Co.
103 W. Linwood Blvd.
Kansas City, Mo.
- KENTUCKY**
Kentucky Springless Scale Co.
314 S. Second St.
Louisville, Ky.

- LOUISIANA**
J. H. Perry Amusement Co.
922 Poydras St.
New Orleans, La.
Service Novelty Co.
807 Deliard St.
Monroe, La.
- MAINE**
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.
- MARYLAND**
Penn Coin-Op-Music Co.
5 W. Centre St.
Baltimore, Md.
- MASSACHUSETTS**
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.
- MICHIGAN**
Wolverine Music & Spol. Co.
1010 Beaubien St.
Detroit, Mich.
- MINNESOTA**
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

- NEW JERSEY**
Modern Vending Co.
Industrial Bldg.
1060 Broad St.
Newark, N. J.
Penn Coin-Op-Music Co.
821 N. Broad St.
Philadelphia, Pa.
- NEW MEXICO**
Blackwell Distributing Co.
555 Milwaukee St.
Denver, Colo.
- NEW YORK**
Art Novelty Co.
39 Beaver St.
Albany, N. Y.
Devil Sales Co.
192 N. Clinton Ave.
Rochester, N. Y.
Davis Sales Co.
105 Lexington Ave.
Syracuse, N. Y.
Modern Vending Co.
652 Broadway
New York, N. Y.

- OREGON**
Pacific Distributors
424 N. Broadway
Portland, Ore.
- PENNSYLVANIA**
Banner Specialty Co.
1508 Fifth Ave.
Pittsburgh, Pa.
Penn Coin-Op-Music Co.
821 N. Broad St.
Philadelphia, Pa.
Bank Station, Jr.
Rocky Glen Park
Scranton, Pa.
- RHODE ISLAND**
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.
- S. CAROLINA**
Amuse Novelty Co.
129 N. Spring St.
Spartanburg, S. C.
- SOUTH DAKOTA**
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.
- TENNESSEE**
G & S Amusement Co.
1235 Market St.
Chattanooga, Tenn.
G & S Amusement Co.
121 Fourth Ave. S.
Nashville, Tenn.
Southern Distributing Co.
628 Madison Avenue
Memphis, Tenn.
- TEXAS**
Commercial Music Co.
726 N. Ervey St.
Dallas, Tex.
Commercial Music Co.
2016 Tenth St.
Houston, Tex.
Commercial Music Co.
508 Seventh St.
San Antonio, Tex.
- UTAH**
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.
- VERMONT**
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.
- VIRGINIA**
Southern Music Co.
1224 W. Beaul St.
Richmond, Va.
- WASHINGTON**
Pacific Distributors
4 Bernard St.
Spokane, Wash.
Western Distributors Inc.
3126 Elbert Ave.
Seattle, Wash.
- W. VIRGINIA**
G & S Sales Co.
9 Butler St.
Martinsburg, W. Va.
- WISCONSIN**
State Music Distributing Co.
1121 S. 16th St.
Milwaukee, Wis.
- WYOMING**
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

WURLITZER

DISTRIBUTORS

THE MOST HELPFUL
DISTRIBUTOR ORGANIZATION
IN THE
AUTOMATIC MUSIC INDUSTRY

- MISSISSIPPI**
Service Novelty Co.
155 E. Pearl St.
Jackson, Miss.
- MISSOURI**
Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.
Wal-Bro Novelty Co.
24 S. Tenth St.
St. Louis, Mo.
- MONTANA**
Pacific Distributors
4 Bernard St.
Spokane, Wash.
- NEBRASKA**
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.
- NEVADA**
California Simplex Distributing Co.
2277 W. Pico St.
Los Angeles, Calif.
California Simplex Distributing Co.
1137 Post St.
San Francisco, Calif.
- NEW HAMPSHIRE**
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.
- N. H. Winfield Co.**
1022 Main St.
Buffalo, N. Y.
- NORTH CAROLINA**
Cox Vending Co.
Salisbury, N. C.
Southern Music Co.
235 Summit Ave.
Greensboro, N. C.
- NORTH DAKOTA**
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.
- OHIO**
E & S Sales Co.
9 Butler St.
Martinsburg, W. Va.
Triangle Music Co.
4608 Prospect Ave.
Cleveland, O.
Triangle Music Co.
406 N. High St.
Columbus, O.
Sticking, Inc.
Cor. 15th & Central Plwy.
Cincinnati, O.
- OKLAHOMA**
Commercial Music Co.
704 N. Broadway
Oklahoma City, Okla.

SEE WURLITZER ADVERTISEMENT, BACK COVER THIS ISSUE BILLBOARD

SIX HITS.. NO ERRORS!



COLUMBIA

- GENE KRUPA**
35508 No Name Jive
Six Lessons from Madam
La Zonga
- KAY KYSER**
35473 Haven't Time To Be A
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Pessimistic Character
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Record Buying Guide



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

GOING STRONG

Recordings listed below are currently the largest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

- Tuxedo Junction.** (15th week) GLENN MILLER, ERSKINE HAWKINS, JAN SAVITT, ANDREWS SISTERS.
- The Woodpecker Song.** (11th week) GLENN MILLER, ANDREWS SISTERS, WILLY GLAHE, KATE SMITH.
- The Singing Hills.** (10th week) BING CROSBY, DICK TODD, HORACE HEARD.
- With the Wind and the Rain in Your Hair.** (9th week) KAY KYSER, BOB CROSBY, DICK TODD, BOB CHESTER.
- Playmates.** (6th week) KAY KYSER, MITCHELL AYRES.
- Make Believe Island.** (2d week) MITCHELL AYRES, DICK TODD, DICK JURGENS.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Imagination. One of the fastest upward climbs of recent months has been the achievement thus far of this particularly appealing ballad. It's making great strides toward the blue-ribbon class and another week may see it debut among the big-timers up above. GLENN MILLER, TOMMY DORSEY, ELLA FITZGERALD and KATE SMITH deliver the disks most important to operators here.

Say It. This picture song from JACK HENNY's current film, *Buck Benny Rides Again*, also distinguished itself the past week with some long steps forward. It had been banging around the fringe of partial success for several weeks, but the last few days saw it hit a nice stride that may carry it to the top. GLENN MILLER, FRANKIE MASTERS and TOMMY DORSEY have the records on this.

Let There Be Love. Something seemed to retard the progress of this ballad this week, possibly the fact that as one operator puts it, it's too highbrow a number. At any rate, after a promising start it had slipped a bit in the SAMMY KAYE and KAY KYSER versions.

April Played the Fiddle. Climbing fairly well, but not so fast nor as strongly as the hit tune from a Bing Crosby picture should. This is bringing in some returns to operators and may possibly bring in more as the film, *If I Had My Way*, gets around. BING CROSBY, of course, has the top record of the moment.

Boog It. Going well, its rhythmic bounce putting it over in those locations partial to swing tunes, this is continuing to bring a smile to operators' faces. It offers welcome relief from the vast amount of ballads available in the boxes, and that's the reason for its success. GLENN MILLER, CAB CALLOWAY and GENE KRUPA contribute the top disks on this one.

Who's Who? An exceptionally lovely ballad, used as the theme song in a current picture, that is at last beginning to click on the phones. It's not catching on all over at the moment, but where it's liked, it's liked very much indeed; a good sign. So far JAN SAVITT and CHARLIE BARNETT divided machine honors.

Slow Freight. Not starting off like another Tuxedo Junction, this follow-up to that hit comes out of the "Possibilities" class this week and embarks on its climb to the top, and whether it will make it is hard to tell. GLENN MILLER leads the other available disks in phono popularity.

Shake Down the Stars. After a few weeks of air popularity and over-the-counter sheet music sales, this ballad finally is trying to make a name for itself on the music machines. It's only fair and nothing to get excited about. GLENN MILLER and ELLA FITZGERALD are the disks here.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into the "Going Strong" bracket.

- Little Curly Hair in a High Chair.** (5th week) Doing all right, but not apt to go higher. FATS WALLER, JIMMY DORSEY.
- Alice Blue Gown.** (5th week) Only fair. FRANKIE MASTERS, GERRIN TUCKER, GLENN MILLER, WAYNE KING, OZZIE NELSON.
- No Name Jive.** (5th week) Slipping pretty quickly. GLEN GRAY.
- My, My.** (5th week) Spotty success. TOMMY DORSEY, ROCHESTER.
- Cecilia.** (5th week) On its last legs. DICK JURGENS.
- A Lover's Lullaby.** (5th week)-Ditto. FRANKIE MASTERS, GLEN GRAY.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performance, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

- The Brass and I.** Getting more attention each week and certain to rise to the section above this in another week or two, at the most. JIMMY DORSEY and CHARLIE BARNETT are receiving the best play so far.
- Six Lessons from Madame La Zonga.** A novelty song, combining compa rhythm with clever, humorous lyrics. This may go far. Watch for it in any number of available recordings.
- Her Name Was Rosita.** A pseudo-Spanish ballad that has nice possibilities. Getting a good play on the air, it may soon be in demand on the machines.
- I'll Never Smile Again.** Being plugged a great deal by Tommy Dorsey, who has a particularly good record of it for the boxes. This can very easily turn into a hit that ops can't ignore.
- Blue Love Bird.** From the picture, *Lillian Russell*, this is catching on all over, with operators currently beginning to give it the once-over.
- I Can't Love You Anymore.** Another ballad that is attracting more than its share of attention. Don't be caught napping on this one if it should suddenly click in a big way on the phones.

* Indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.

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- 3-6643 "Blueberry Hill"
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- BLUEBIRD POPULAR RELEASE NO. 283
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Dorothy Lamour with Orchestra
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- 3-10789 "Goodnight Moonlight"
"I Made My Mother to a Sweet
Young Thing"
Freddy Martin
- 3-10790 "I Want To Be Happy"
"Roochie"
Benny Goodman
- 3-10791 "When My Ship Sails Away From
Hawaii-Hawaii"
"Blue Moon Over the Islands"
Charles Kems and his
Moana Hawaiians
- 3-10792 "Tennessee Fish Fry"
"Who's Yer's"
Shap Fields and his Rippling Rhythm
- 3-10793 "Gator Bait"
"My Heart Beats for You"
Earl Hines
- 3-10794 "On Behalf of the Building Florence
Pol. My Boy, Will Make a Man
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On the Records

(Continued from page 13)

EDDY DUCHIN (Columbia)
On the Alamo—PT; *Moonin' Low*—PT.
 Either side has the potential value of some of Duchin's hits like *Stormy Weather* and *What Is This Thing Called Love?* Both well known songs, played to the hilt by Eddy, and featuring low Sherwood's famed trumpet growl, this disk has a great deal to recommend it.

JOHNNY MESSNER (Varsity)
You Think of Everything—PT; *VO. Steeple, I Adore You*—PT; *VO.*

... Straight arrangements which don't help a pair of tunes that are, for that matter, beyond help. Strictly nothing.
GRIFF WILLIAMS (Varsity)
Down By the O-Hi-O—PT; *VO. Ohi*—PT.

Williams manages to get a fair enough lift into these two numbers, but no hope can be held for any particular music machine or retail success. *Ohi* features one of the corniest trumpets heard in a long time, but at least it's well played corn.

FREDDY MARTIN (Bluebird)
Sunnin' in the Summer Sun—PT; *VO. Gypsy Tears*—PT; *VO.*

The first side offers nothing, but *Gypsy* has some particularly lovely, solo violin work that can easily sell the record to those who hear it once.

WINGIE MANONE (Bluebird)
Blues Lou—PT; *How Long Blues*—PT; *VO.*

The usual outpourings of an "all star" bunch of swingsters sounded up for the purpose of knocking out a swing mania's delight. Won't mean a thing to anyone else.

BARRY WOOD (Columbia)
Meet the Sun Hojicos—V; *April Played the Fiddle*—V.

With Wood doing his usual expert vocal job, this is a musically polished disk that carries with it the additional appeal of informality thru Wood's spoken greeting and title announcement at the beginning of each side. Fine for public or private phone.

DICK JURGENS (Vocalion)
Bessie Couldn't Help It—PT; *VO. Her Name Was Rosita*—PT; *VO.*

Bessie's good music box fodder, even the Bonnie Kemper's vocal is sad in comparison with an old Brunswick record of this number made some years ago. But it's in the *Coclele* vein, and a tempo change in the middle makes it even more listenable. *Rosita* is ordinary, despite the eight-bar rumba effect midway.

LARRY CLINTON (Victor)
Blues Lorebird—PT; *VO. How Can I Ever Be Alone?*—PT; *VO.*

A band of the musical caliber of Clinton's oughtn't to be wasted on melodic drivel like this. But with little to work on Clinton does his usual excellent job.

TONY PASTOR (Bluebird)
On a Simmy Summery Day—PT; *VO. I Bought a Wooden Whistle*—PT; *VO.*

Lacking interesting arrangements and even rhythmic lift this pressing will mean nothing to dealers, music machine ops and the general public. And if there were any chance of selling the disk, Kay Foster's vocal on side A would dissipate that. The gal has the distinction of turning in the worst warbling job of the week.

ELLA FITZGERALD (Decca)
Shake Down the Stars—PT; *VO. I Fell in Love With a Dream*—PT; *VO.*

For Fitzgerald enthusiasts this is a natural, inasmuch as each side is three-quarters Ella. It's more of a vocal record than some that are billed that way, but Miss Fitzgerald's public won't mind. Stars is on its way out as a pop tune, which won't help the disk sale generally.

BENNY GOODMAN (Columbia)
I Can't Love You Any More (Any More Than I Do)—PT; *VO. The Moon Won't Talk*—PT; *VO.*

With Benny's clarinet holding sway thru long stretches of this recording on both sides there can't be much argument with its musical quality. But they're only a couple of Tin Pan Alley pop tunes, and even the superior Goodman musicianship has some difficulty in making them mean anything.

TEDDY GRACE (Decca)
Let There Be Love—V; *Left All Alone With the Blues*—V; *Thunder in My Heart*—V; *I Love You Much Too Much*—V.

Well noted in blue singers circles, Teddy Grace delivers four less energetic ballads in a solid style which would have commercial value if Miss Grace herself were better known to average record buyers rather than to just specialized purchasers.

BUSTER BAILEY SEXTET (Varsity)
Should It—PT; *April in Paris*—PT.

Two favorite tunes given typical small combination swing treatment. Fine if you like the type of playing; not so fine for those who don't.

LANG THOMPSON (Varsity)
Her Name Was Rosita—PT; *VO. Ski Baby's Alike*—PT; *VO. Hawaiian Paradise*—PT; *VO. I'm Falling in Love With a Dream*—PT; *VO.*

Extremely ordinary in every respect. Enervating tempos on the latter two. *Hissss*, would-be bounces and a bad vocal on *Baby*. The shellac it took to make the disks could have been put to better purpose.

GLEN GRAY (Decca)
I Dream of Jeannie With the Light Brown Hair—PT; *VO. Beautiful Dreamer*—PT; *VO.*

Jeannie receives the benefit of one of Casa Loma's most lovely arrangements, played to perfection. Side B is not quite so ear-arresting, but a good job anyway.

TOMMY TUCKER (Vocalion)
Let Him Live—PT; *VO. She'll Be Comin' Round the Mountain*—PT; *VO.*

Former seems to be an attempt to follow up *The Man Who Comes Around* with another hit of similar nature. It's not so good, but there are a couple of amusing lines in the song-story that could make good music box listening. *Mountain* is too complicated as to arrangement and lyrics. It takes concentrated listening to get it.

KAY KYSER (Columbia)
The Nearness of You—PT; *VO. Blue Lorebird*—PT; *VO.*

Very weak Kyser on very weak tunes. Vocal choruses take up half of each side, and what's left for the band isn't put to any especially good use.

WAYNE KING (Victor)
Dances With Me—W; *Adored One*—W.

With good waltzes scarce on the record market a Wayne King three-quarter-tone disk always has a good chance for nice sales. This is a good example of King's aptitude for doing this type of music well.

CHARLIE BARNET (Bluebird)
Six Lessons From Madame La Zonga—Rumba PT; *VO. Lament for May*—PT.

Madam La Zonga has a pretty good chance of becoming a popular number, and Barnet's disk now joins the others already released. Three choruses of lyric on this one. *Lament* is a Barnet original in slow blues that is only for record collectors.

LOU BREESE (Varsity)
Little Firefly—PT; *VO. I'm Nobody's Baby*—PT; *VO.*

The first side is a cutely played version of a cute tune and lyric. Trade talk lists this song as a future hit number, and Breese does it the way it should be done. Second side is all right without being outstanding.

LOUIS ARMSTRONG (Decca)
You Run Your Mouth, I'll Run My Business—PT; *VO. Cain and Abel*—PT; *VO.*

All Armstrong trumpet and gravel voice, great for his followers but meaningless to the rest of the record market.

GENE KRUPA (Columbia)
Chop, Chop, Charlie Chan—PT; *VO. Love in My Heart*—PT.

Side A is weak, mostly ensemble playing with little lift. The platter-mate is

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definitely a better musical job, but neither side will mean very much in the record sweepstakes.

TOMMY REYNOLDS (Vocalion)
Dolly Doolittle—PT; *VO. Two Guitars*—PT.

Ears must be strained to catch the tricky, complicated and fast wording of the first side, which isn't too good for the machines. It's good if listened to carefully, but the average record buyer listens for enjoyment without making a study of the record. Guitars, perennial favorite, is attacked unmercifully with every swing trick in the books.

JOE SULLIVAN (Vocalion)
I Cover the Water Front—PT; *VO. Fox Pom*—PT.

The cliche, *Water Front*, has the benefit of a Helen Ward vocal, which gives it more commercial appeal than most of Sullivan's disks. This side has music machine possibilities, but the reverse is strictly for the swing fiends.

VAN ALEXANDER (Varsity)
I Can't Resist You—PT; *VO. Jungle Jive*—PT; *VO.*

Side A is undistinguished pop song



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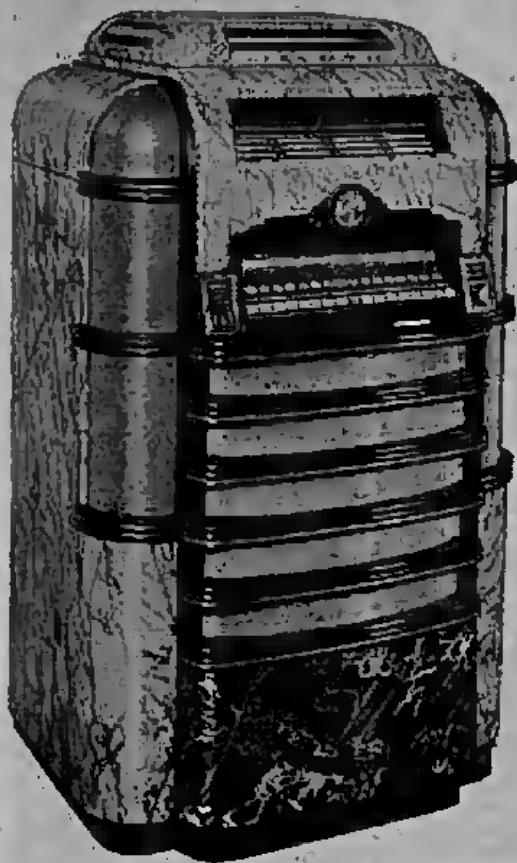
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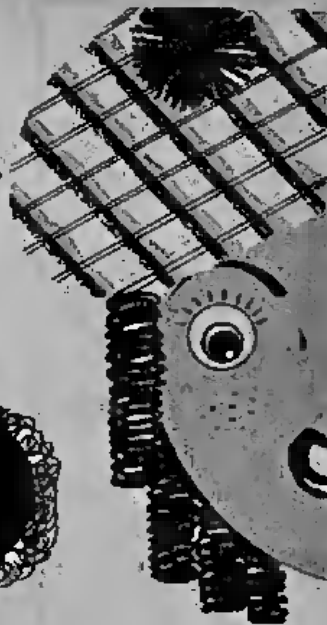
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treatment. Side B is much better than its title leads one to expect.

CHICK BULLOCK (Vocalist)
Feelin' Rush In—V. The Nearness of You—V.
Bullock on occasion has made records that clicked nicely in the music boxes, and this couplet has as much of a chance for corresponding success as any. Fool is the better side because it's the better song.

GLENN MILLER (Bluebird)
The Nearness of You—PT; VO. Master Meadowlark—PT; VO.
Disk is notable for introducing Miller's new guitarist-vocalist, Jack Lathrop, as a capable adjunct to the Miller singing contingent. Tunes are played with this band's usual ability, and Lathrop does a good vocal on Meadowlark in his debut.

FOUR KING SISTERS (Bluebird)
A Lover's Lullaby—V. Java Jive—V.
Why Lullaby was made by this quartet and released so long after the song has passed its peak is one of those minor mysteries. And anything which answers to the title of something like Java Jive is licked from the start.

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BOSTON, June 23.—Acme Sales Co., with offices in Brooklyn and New York, opened a third office here this week at 180 Brighton avenue. They will feature their line of phonograph remodeling parts for operators in the New England territory.

Earl Sachs, president of the firm, announced: "We intend to bring the New England operators the Acme parts and remodeling just as handily, easily and economically as we have brought them to operators of metropolitan New York and the rest of the country."

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A Standard Record Library

By M. H. ORODENKER

SINCE the early days, when music first started playing such an important part in the entertainment world, even those only remotely associated with the music industry have learned that it is good business to build up what is called a standard music catalog.

This idea as well known in the music world has a rich suggestion for the phonograph operator. The operator should build a standard record library.

It is the pleasant task of the music machine operator, as the most important merchandiser of recorded music today, to select those records which bring to the public its greatest pleasure and satisfaction. The performance of such duty spells the difference between profits and losses in the operation of the music machine.

It is readily agreed that a person will place a nickel in a machine to hear a record for two reasons—either to hear a particular song or to hear a particular recording artist. Unfortunately, and perhaps for good reason, there are never nearly enough hit songs at any one time to fill the 24, or even less, trays in the machine. Therefore, the music machine operator must, of necessity, fortify himself against waste and take full advantage of the total number of records his machine will hold.

The best and most profitable policy to adopt for this purpose is to acquire a standard record catalog in stock, since it will never run out of date and will always be useful, month after month.

Remember this, when you cannot obtain enough hit tunes, you can, at least, supply your machines with hit record artists.

With Personal Appearances

Perhaps the most important use of standard records is in connection with personal appearances that the recording bands and artists make in your territory. Suppose Kay Kyser or Tommy Dorsey were scheduled to open at a theater, night club or hotel spot in your city. Two or three weeks previous to this engagement, newspaper advertising, publicity and word-of-mouth talk stimulate interest that never fails to react favorably in your music machine revenues during this period of time, provided, of course, you list this attraction's records.

Sometimes it is a band that has not made any recordings for a considerable period of time. And there are any number of bands whose career in the recording sphere is limited to what is known as a "one-shot," having had only a single recording engagement, which resulted in only one or two recordings made available. True, perhaps the band has limited box-office appeal as a recording artist to the general public. But for those two or three weeks that the band comes into your territory the interest stimulated in the band's engagement can, as well be converted for the purpose of stimulating your music machine incomes.

During Sports Seasons

Again, during the football or holiday seasons, how many times have operators made frantic—and futile—searches to secure appropriate recordings to cash in on the spirit of that particular time? And in most cases it is only after losing out on that opportunity the thought is finally brought home that perhaps it wouldn't be a bad idea to keep such records in stock. Of course, it's not a bad idea; in fact, it's a very good idea—if you are interested in realizing ready profits when the opportunity presents itself as it does on end practically every month of the year.

When a popular song has outlived its popular appeal, which is usually in five or six weeks, the record, to all seeming intent and purpose, becomes useless for the future. But if that particular song, or the band recording that song, is filed away in a standard record catalog you will find that the record does not become dated.

Selecting the Records

An important point to remember in selecting these records for a standard catalog is to make certain that the compositions selected are particularly associated with the band, as Clyde McCoy with Super Sides, Wayne King with Josephine, Andrews Sisters with *Bei Mir Bim Du Schoen*, Frankie Hawkins with *Turkey Junction* and dozens and dozens of others too numerous to mention.

For instance, if a band leader recorded *Old-Time Rag* and also made a recording of *Make Believe Jump*, the latter would be the better choice for filing in your standard record library if *Old-Time Rag* had been recorded by many other bands since patrons would not be attracted to it so quickly as they might to such a fresh, original number as the hypothetical *Make Believe Jump*. Also, the band leader who might write a *Make Believe Jump* is probably featuring the selection at all times on his radio broadcasts and special presentations and so it has become recognized as his special material and in the public's mind, always associated with that particular band.

This problem of keeping a standard stock of recordings that can be used month after month requires careful con-

sideration and study. But it's indeed a worth-while problem to undertake since it can't help but paying back dividends in the form of ready profits.

General Music Custom

Now, as has been mentioned, the practice of keeping a complete music stock, or standard music catalog as it is called, has long been known in the music field. To give a general idea of how much work is done along this line and how important it is, the following comments are made:

In Hollywood, where music is an important life-line of the motion picture industry, just as it is in the music machine industry, there was enough foresight on the part of the picture producers to develop a standard library of music from the very beginning. As a result, at present there is enough music stored away in "cans" to meet the demands of the motion picture industry for the next 50 years in the event of an emergency situation. And while it is hardly possible that such an "emergency" might ever exist, the primary purpose is to have on file a sample of every conceivable type of music that might be needed, even at a moment's notice, for every imaginable type of situation in a motion picture.

This movie-land's music library serves not as a substitute for its every-day musical needs but as a supplement making more complete the musical demands that must be met every day while a picture is in production. And in such an industry where every tarry minute means thousands of dollars wasted the expense of developing a standard sound film track library has never been considered too great.

Publishers Have Catalog

The same thought is brought home, even more forcefully, when taking a glance at the music publishing industry, whose well-being is ever vital to the well-being of the music machine industry—an artery that must be ever kept alive to assure a steady flow of melody and song material that is the very reason for a record's being.

Here again, while the immediate need of the music publisher is acutely in the production of a hit song for the present-day needs, his attention is just as much centered in the development of a standard catalog for another day's needs.

To the music publisher a standard catalog of songs does not only mean the building of a library of music that the public needs, but one that the public might need—every conceivable type of tune to meet the fads and fancies of a fickle public always available at the time that the public wants it.

The American Society of Composers, Authors and Publishers, commonly known as ASCAP, places as much emphasis, if not more, on a publisher's standard catalog—the sum total of the music that is available—as on music which has been played in the recent months.

While the life of a "hit song" is all too short to suit every publisher, the ability to produce a "hit song" is not available to every publisher for reasons peculiar to that industry. And it is not a dark Tin Pan Alley secret that many publishers owe their very existence today to the fact that while they cannot produce, nor have they the facilities to produce, a "hit song," still their standard catalog is continuing to pay them attractive dividends. It's a Tin Pan Alley axiom that a standard catalog is a heritage far better than any form of "social security" one might ever conceive.

Value Increases With Time

Like good champagne, the standard catalog becomes more valuable with age. It's a stable item that seldom, if ever, deteriorates. It's as steady and staple as the ever-famous Rock of Gibraltar itself. And in more ways than one it is continually paying extra dividends to the musical publisher.

Just to take a concrete example, let us pry into the affairs of Jack Robbins, one of the very successful publishers in the music industry today and president of a concern that includes three leading publishing houses—Robbins, Peat and Miller. To fulfill his vow, made 15 years ago, that one day he would publish the most representative music creations of America's foremost composers, Robbins during the past few years has accumulated the collective creations of more than 40 outstanding songwriters, augmenting his standard catalog to a value which he estimates is worth over \$2,000,000.

"Fifteen years ago," said Robbins, "I was paying my wife's jewelry to pay the printing bills for such music as *Ein Felderbock's in a Mist*, Lou Alter's *Marchion Serenade*, Ferde Grofe's *On the Trail*, as well as books by Jimmy and Tommy Dorsey, Benny Goodman, Jack Teagarden, Carl Kress, Eddie Lang, Red Nichols and countless others."

Patience Is Required

"This business of building a standard catalog requires a great deal of patience," continued Robbins. "When I first heard Glenn Miller's music I felt he had excellent musical timber for exploitation. The many years he struggled to achieve his present high standing were oftentimes discouraging, but continued confidence usually brings out such profit builders as *Moonlight Serenade* and *Sold American* and others Glenn has written."

"Similarly, we signed Jan Savitt when he was practically unknown and now we had two hits in his *Moonrise* and *7-20 in the Books*. Charlie Barnet has given us in a *Max* and much other material which is selling. Jimmy Dorsey wrote (See RECORD LIBRARY on page 111)

NEW MARBLITE REMODELING

- DESIGNED FOR BEAUTY AND ENDURANCE
- 4 TONE COLOR EFFECT
- NEWLY DESIGNED MARBLITE GRILL
- NEW DRESSUP BANDS, ABSOLUTELY NO NAILS
- 1/4 INCH THICK GENUINE MARBLITE
- NEW ROUND MARBLITE DOME

WURLITZER 616

Completely Remodeled With Dome \$80

1/3 Deposit, Rest on New Time Payment Plan

OPEN HOUSE AND FIRST SHOWING OF

MARBLITE REMODELING

Friday—Saturday June 28-29—All Day

Food! Drinks! and We Won't Be Scotch With the Scotch!

COMMONWEALTH

PHONOGRAPH REMODELING & SALES CO.

533 West 34th St., N. Y. C. BR 9-6074 L 9-6230

EXTENSION SPEAKERS

\$14.50 Value \$7.55 BETTER THAN EVER



- Especially Made for Coin Phones
- Volume Control, Outside
- Compact, Strong, Metal Suede Covered Cabinet
- Simple To Install, Inside or Outside Use

Have a Room Full of Good Music. Order Several for Each Location.

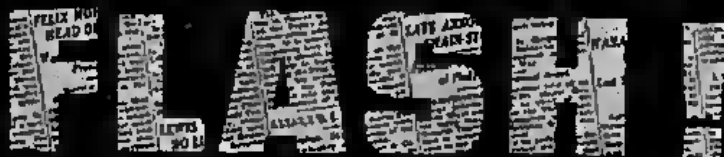
MENTION THIS AD, GET \$20.00 DISCOUNT ON THESE BARGAINS

1 Deluxe Rock-Ola Speaker, P.S.	\$110.00
1 Console Model, P.S.	140.00
1934 Rock-Ola Monarch	125.00
1938 Rock-Ola Windsor	137.50
1937 De Luxe	197.50
1 Imp. 20 Record, Green	99.50
1 Imp. 20 Record, Light Grill, Wal.	99.50

1940 Models and Others Write

DENVER DISTRIBUTING CO. 1856-58 Arapahoe St. DENVER, COLO.

We Save You on Freight



THE YEAR'S BIG NEWS IN
AUTOMATIC ENTERTAINMENT

OPERATORS
DISTRIBUTORS

HOLD EVERYTHING!

UNTIL YOU HAVE SEEN AND HEARD THE
SENSATIONAL NEW

MOVIE-MUSIC MACHINE MARVEL



VISIONTONE

The SIGHT and SOUND
AUTOMATIC COIN-OPERATED MACHINE
that offers you

**STOP
LOOK &
LISTEN!**

Before you invest in any Sight-Sound machine . . . you owe it to yourself to see and hear

VISIONTONE

Here is the machine with all the features you must have to do real business: Selectivity, Simplicity, Low Cost, Eye-appeal! Stars of stage, screen and radio . . . and the great bands of the day . . . in 3-minute shorts produced by sound-film experts.

Here is the entertainment of the future . . . the Movie-Music Machine, Marvel that brings a show into every location. Get in on the ground floor of a sensational new phase of the coin-machine business . . . but get it right! . . . with the machine that has the features your locations will demand.

It will be worth your while to **HOLD EVERYTHING!** for **VISIONTONE**

**FULL
SELECTIVITY**

Fully perfected! As foolproof as the automatic phonograph. Enables customer to select any one of 10 different three-minute subjects . . . what he wants as he wants it! Leading operators agree: Selectivity is indispensable for success!

**SIMPLE
OPERATION**

Fully Automatic! Just plug in. Easy to service. Fewer moving parts than an automatic phonograph. Self-winding reels. Drop of coin starts both music and picture.

LOW COST

Priced to sell in the same price range as a new automatic phonograph. You'll be able to spot **VISIONTONE** in all your best locations.

EYE-APPEAL

Complete unit housed in beautifully illuminated streamlined cabinet. Fits in perfectly with any location decorative scheme.

WATCH "BILLBOARD" FOR ANNOUNCEMENT OF DEMONSTRATIONS

TONOVISION
CORPORATION OF AMERICA

DISTRIBUTORS!
EXCLUSIVE
TERRITORY
STILL AVAILABLE
WRITE * WIRE * PHONE
For Further Particulars

1595 BROADWAY - NEW YORK - CIRCLE 6-6676-6677-6678



Here's the Tune That's
Tailor Made for Those
Hard-To-Please
Summer Locations

FRANKIE CARLE'S

A
LOVER'S
LULLABY

as recorded by

- ★ GLEN GRAY
Decca Records
- ★ HORACE HEIDT
Columbia Records
- ★ FRANKIE MASTERS
Vocalion Records
- ★ SAMMY KAYE
Victor Records
- ★ GENE KRUPA
Columbia Records
- ★ CHARLIE BARNET
Bluebird Records
- ★ JOHNNY MCGEE
Vanity Records
- ★ CHICK BULLOCK
Vocalion Records
- ★ THE FOUR KING
SISTERS
Bluebird Records

Orchestra conducted by Alvin Roy

Why is this number
such a moneymaker?

- ★ Because musically it has the same make-up as Frankie Carle's sensational *Swing Parade*.
- ★ Because Horace Heidt and his orchestra have played this tune to hundreds of thousands of theatergoers on their nation-wide tour.
- ★ Because the orchestras who have recorded it as well as many others have consistently plugged it during their radio broadcasts.
- ★ People know this song. They like it. Give it to them.

Put "A LOVER'S LULLABY" in every one of your summer spots—and watch it get the nickels!

Frankie Carle, featured pianist with Horace Heidt and his orchestra currently appearing at Loew's State, New York City.

★ ★ ★ ★ ★
JEWEL MUSIC COMPANY, INC.
1674 Broadway, New York, N. Y.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Glabe Missing

WILL ORAHE, of *Beer Barrel Polka* fame, is missing in war-torn Europe and all efforts on the part of Victor to locate him have failed. In the meantime, the company is signing European band leaders now in this country in the hope of finding another Glabe sensation. One of the first to be signed for the Victor label is Rena Musette, who just recorded *Windmill Tulle*.

News Notes

Newcomers on the Okeh label next month will be Count Basie, who recently recorded on the Vocalion tag, and Tommy Reynolds, who was signed last week by the Columbia Recording Co. . . . Decca has signed Phil Regan to record 20 more Irish tunes. . . . Bobby Byrne, 21-year-old band leader, has signed with Decca and already recorded four of his band's best tunes. . . . Louie Tobin, former Benny Goodman vocalist, and wife of the orchestra leader Harry James, will record for Columbia. . . . Goodman, incidentally, will be forced to rest for the next several weeks in Catalina Island, as he is still suffering from scurvy. Unless his condition improves, his doctors won't permit him to front a big band again.

Artist Trade Marks

RECORDING studio managers are beginning to favor identifying trade marks on records for all artists who, they feel, have the talent to develop into real money-making names. It has been done with a few of the top bands and the same opportunity is currently being afforded individual artists. Latest to use a similar introduction on each record is Yvette (Ella Harris), who recently signed a Victor contract. A male voice starts off with the question, "Have You Met Yvette?" and she says softly, "How Do You Do?" Novel introductions are being planned for several other singers.

War Scare Deals Business

SEVERAL letters from operators in different parts of the country have agreed on at least one point this last week: the war scare is not too good for the music machine business. People, even in taverns, are too busy discussing latest developments in Europe to pay as much attention as they used to to the latest records on the music boxes. Fred Van De Walter, of Keenora, N. Y., feels that many strong records are needed to compete with the war discussions.

"May a number that might slide to the top does not get a real chance now," Van De Walter writes. "When spending is off, most nickels are used on the better-known records. The older successes are doing better right now, because they have already proved their appeal. I am doing better with such numbers as "Wind and the Rain in Your Hair," "Woodpecker Song" and "Singing With" than with better but less popular pieces. Altho I'm always trying the new tunes to a certain extent, I find it better to stick to the approved stuff, when the nickels seem too tightly anchored in patron's pockets."

This and That

SAMMY KAYE, who was recently signed to a Varsity contract, was set by Vice-President M. Oberstein to record the tunes of Al Johnson's new musical show opening in New York in August. . . . Jack Kapp, the Decca head, has left for California to watch the recording work of his artists there for the next four to six weeks. . . . Kay Kyser will have several tunes in his second picture, which will be known as *Kay Kyser in Hollywood*. . . . A new contract is being negotiated with Victor for the King Sisters, harmony quartet, calling for the services of the entire Alvin Karp Band, now being featured with them in New York's Biltmore Hotel. . . . Following his engagement at the Edgewater Beach Hotel, Chicago, ending the middle of August, Horace Heidt and his band will leave for Hollywood to appear in a Jimmy Roosevelt movie.

Territorial Favorites

The latest batch of reports from operators indicate that the following artists and records are very popular in several specific cities, supplementing the national leaders of the Record Buying Guide.

Winnipeg, Man., Can.

A striking example of what records on music boxes can do for band leaders is pointed out by operators who are enjoying good plays with Mitchell Ayres' recordings. Ayres was practically an unknown in New York a year or so ago and struggled for years to gain recognition. He had the goods and his records were first to offer it for approval. Now, he is popularizing a comparatively unknown song, "Row, Row, Row," but through the

(See TALENT AND TUNES on page 112)

OPERATORS!
MAKE MORE DOUGH WITH
BILL CARLSEN'S

“O”

COUPLED WITH
“MY MAN”

ALSO
“HOW COME YOU DO ME”
“GOOD MAN IS HARD TO FIND”

VOCALION No. 5506
RECORDS No. 5466

The Magic Fingers of RADIO

Eddy DUCHIN
AND HIS ORCHESTRA
ARE MUSIC BOX
MAGIC!!!

PLEASE TAKE A LETTER
MISS BROWN
55519

YOU'RE LONELY AND
I'M LONELY
35475

YOU CAN'T BRUSH ME OFF
35469

★ ON
Columbia
RECORDS

MUSIC CORPORATION OF AMERICA
145 FIFTH AVENUE, NEW YORK CITY

Remember
The Man Who Comes Around?
★ Here are two more moneymakers just released.

TOMMY TUCKER'S
fast-selling nifty noelides
AIN'T YOU ASHAMED
VOCALION RECORD NO. 5543
TOO TIRED
VOCALION RECORD NO. 5491
Opening West End Casino, New Jersey, June 29th
Direction: Music Corporation of America

★ ★ ★ ★ ★

THE SEASON'S RECORD SENSATION

SIERRA SUE ★

RECORDED BY BING CROSBY ON DECCA
RECORDED BY GLENN MILLER ON BLUEBIRD

Drummin' for Profits?
HERE'S YOUR ANSWER . . .

GENE KRUPA
THE DRUMMIN' MAN AND HIS ORCHESTRA
GET THESE SURE-FIRE HITS

8006 IT—No. 35415
SIERRA SUE—No. 35454
Manhattan Transfer—No. 35444
NO NAME JIVE—No. 35508
The Woodpecker Song—No. 35408
MAKE BELIEVE ISLAND—No. 35474

COLUMBIA RECORDS

AN IMPORTANT ANNOUNCEMENT TO ALL DISTRIBUTORS AND OPERATORS ABOUT MOVIE-MUSIC MACHINES



• For many months TALK-A-VISION, INC., has watched and listened to claims made by numerous persons and organizations about movie machines.

• In all that time TALK-A-VISION engineers have worked quietly to perfect a machine that would withstand in every way the 24-hour-a-day grind so necessary to the success of any machine in this new industry.

• TALK-A-VISION'S engineers designed and built every essential part of this new machine with two thoughts in mind: (1) SIMPLICITY . . . so that there would be a minimum of moving parts to break down, (2) STURDINESS . . . to withstand every type of transportation and location abuse.

• TALK-A-VISION, INC., has deliberately withheld publicity, ballyhoo and fanfare until such a time as its engineers could produce the perfect movie-music machine.

• Today that machine is ready!

• Today TALK-A-VISION, INC., presents to the coin machine industry the sight and sound coin-operated machine built to "take it."

TALK • A • VISION

100% AUTOMATIC ★

100% FOOLPROOF ★

TALK-A-VISION'S cabinet size is 64x34x26 inches. It is equipped with slug-proof 5c, 10c and 25c chutes. Perfect sound and perfect vision combined in a single smart, attractive cabinet. Just plug in.

IMPORTANT: TALK-A-VISION will service all machines but there will be a separate cash-box to insure complete revenue control to the operator.

DISTRIBUTORS!

Territories are now being allotted for this ace movie-music machine.

Phone, wire or write today!

TALK • A • VISION, Inc.

TALK-A-VISION FEATURES
 LEADING NAME BANDS, STAGE, RADIO AND SCREEN STARS. TALK-A-VISION plays 10 or more subjects in rotation. Sturdy supply of film is guaranteed because we will produce our own pictures featuring leading name orchestras, outstanding stars of the stage, radio and screen. COMPLETE CHANCE OF PROGRAM AVAILABLE WEEKLY.

ST. MORITZ HOTEL, 50 Central Park South

(Tel. Wickersham 2-5800)

NEW YORK, N. Y.

PRICES SLASHED

FOR COMPLETE SETS OF PARTS TO REMODEL

WURLITZER 616 . . . \$16.80

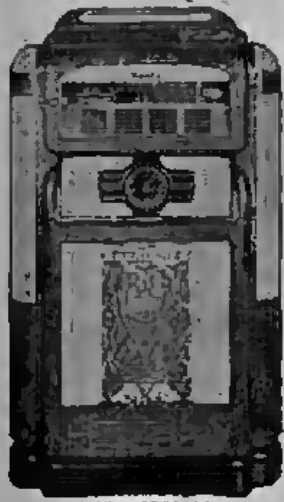
(Same \$7.25 Extra)

WURLITZER 24 17.20

(Same \$7.25 Extra) (Same \$6.50 Extra)

WURLITZER 412 13.60

SEEBURG REX 22.95



WURLITZER 24

FOR SALE — Brand New Completely Remodeled Phonos never on Location!

- WURLITZER 412 . . . \$ 52.50
- WURLITZER 616 . . . 94.50
- WURLITZER 24 . . . 139.50
- SEEBURG REX 116.50

Includes \$3 Extra for Crating

WRITE TODAY FOR COLORED CIRCULARS!

ACME SALES CO.

1775, Coney Island Ave., BROOKLYN, N. Y.
(Factory & Office)
625 10th Avenue, NEW YORK
(Daport & Showroom)

ATTENTION

NEW ENGLAND OPERATORS, VISIT OUR NEW BOSTON REMODELING PLANT AT
180 Brighton Ave.
ALSTON, MASS.

Canadians Curb "Nerves"

Seek restful entertainment — coin machines getting big play

OTTAWA, Ont., June 22.—Canadians have been urged to "curb their nerves" and to seek enjoyment instead of staying home and listening to the radio. Lured by fine weather, all Canada seems to be trying hard to take full week-ends off. All seem to be trying to keep away from the radio which has had to report nothing recently but bad news.

Consequently, Canadians are flocking to public spots and to the rural areas to get away from constant worry. Coin machines, especially phonographs, are getting a fine play, it is reported. The phonographs are particularly comforting to the citizenry of this country, inasmuch as the music playing is not interrupted to give bad news reports inducing more jittery nerves.

All Canadians are in a sacrificial mood to give their all to pursuing the war. Everyone is hard at work and when leisure time comes they play as hard as they have worked. In recent months imports of phonographs, games and other types of vending machines have risen sharply. Phonographs and games are now seen in many locations where heretofore there were none.

Soldiers, sailors and airmen as well as the citizenry are enjoying the games, especially in military training centers. Wages, as a result of wartime expenditures, are increasing consistently with the result that coin-machine earnings are rising steadily.

Glamorized Revamp Meaning Defined

CHICAGO, June 22.—"What's a glamorized revamp and what does it consist of?" is the question that comes to us every day, reports Ben Lutake, head of the Miraben Co., Chicago, manufacturer of parts for phonograph modernizing.

Lutake says that it is a hard question to answer. "I always reply that to attempt to explain just what goes into a glamorized remodeling job would require a book in itself to answer. The best way to answer this question is simply that the glamorized revamp consists of the finest of quality materials, the best of human craftsmanship and the closest understanding of the phonograph operators' problems.

"Our phonograph remodeling parts may be used by the operator himself if he wishes to do his own remodeling. This is possible because every Miraben part is designed to fit the job without excessive labor. Operators don't have to rebuild the entire cabinet with Miraben

Quality Counts!
COMPARE THEM ALL AND JUDGE FOR YOURSELF!



Complete Parts To Remodel:

- Sample
- WURLITZER 616 . . . \$21.50
- WURLITZER 24 21.50
- ROCKOLA IMP. 20 21.50
- DOME For 616 . . . 17.50

Wurlitzer 412 Remodeling Parts Sample \$19.50 Quantity \$16.50

Completely Remodeled

Phonographs: Wurl. 616 (as Illustrated) . . . \$79.50 (Same Extra).

Wurl. 24 (with new plastic and metal frames) . . . \$134.50

Wurl. 412 (as Illustrated) . . . \$52.50



Write for Colored Circulars.

MIRABEN COMPANY
2041 Carroll Ave. Telephone
CHICAGO * HAYmarket 2882

parts because they are precision built to fit.

"For those operators who do not want to do this work Miraben maintains a group of craftsmen who will do the job," he concluded.

Stokowski Praises Recording Methods

PHILADELPHIA, June 22.—Latest advances in the recording of music were praised by Leopold Stokowski, famed conductor of the Philadelphia Orchestra, the phonograph record "showing the possibility of sending and reproducing every sound the ear could have heard initially."

Experiments in this new type of recording have been conducted for many months in the Bell Telephone Co. laboratories. "The newest recording method gives the full range of all tones existing in nature," said Stokowski. "It reproduces the full beauty of music." In time, added the famous musician, such recordings will even surpass the music one hears "in person."

Before Radio

By JAMES MANGAN
Mills Novelty Co., Chicago

Just as you used to "stick in" for a quart or two of ice cream on a hot summer night, the fatal day also came when the whole family decided to stick in for a new Victrola. Right from the downtown music store came the big box, incased in an imposing shipping case of wood, the wide panels of which remained undisturbed in the basement for a long time thereafter.

The Victrola was a beauty in lustrous red mahogany, proudly placed in the most commanding corner of the sitting room. Ten or 12 records came with it, as part of the deal, and, Cohen on the Telephone and The Little Old Ford Retired Right Along were undoubtedly included. You played Cohen till the whole family could, and did, recite it every time the record played, drowning out the phonograph artist completely.

"Never use the same needle twice!" commanded your father; the old gent was a good mechanic, but often when the supply of fresh needles ran out you did sneak in a few plays with the

used needles. In those days, when radio wasn't even a word, when an amplifier or a power pack wasn't even a dream, when you wound up the phonograph motor by hand for each separate play, Billy Murray was the boy who could sing his way all thru any popular song so fast that he didn't even take a breath. You played Billy's best numbers over and over, in order to memorize the words, making your Ma and Pa pretty mad at hearing the same silly stuff repeated so often.

Years have passed. In the home the radio has taken things over and your children are now absorbing this "silly thing known as swing," hitting their saucers with the silverware to the moving music of Glenn Miller or Tommy Dorsey and the other masters, while now, on a hot summer evening, instead of sticking in for ice cream as in days of yore, you step out to the corner tavern for a little beer, and in a spirit of relaxation, or perhaps imitation, unconsciously start tapping the tavern floor in time with the music of Dorsey, and Kyser, and Goodman, and Krupa, played on a good old phonograph, an instrument quite a few steps advanced over the old-time music box which used to give you When Evening Shadows Fall in the days before radio.

Phonographs To Boost America...

CHICAGO, June 22.—Plans are under way for enlisting music operators all over the country in a movement to place a patriotic record on every coin-operated phonograph in the United States.

The program will be developed in time to make public announcements at the coin machine industry picnic to be held in Chicago July 20. Trade papers will conduct the enlistment program and keep the industry informed of its progress. The co-operation of the many associations in the music field is assured as the movement gets underway.

Many operators and firms in the coin machine business have individually taken patriotic steps to indicate the forwardness of the industry in supporting the nation in time of crisis. One manufacturer in the games division is supplying seals or stickers which indicate contributions to the Red Cross.

The purpose is to place on every phonograph a record which suggests loyalty and devotion to American ideals. The names of such records as "God Bless America" are mentioned. It is reported also that the output of patriotic tunes and songs will soon be increased by new additions. Jim Mangan, a well-known columnist, has recently written a song, "We're All Americans," which will be published soon and is said to be a very pleasing tune which works well either as a snappy march or in swing time.



SEEBURG WIRELESS REMOTE CONTROL enables patrons of the Mayflower Cafe, Oremville, N.Y., to select the records of their favorite orchestras as they sit. Location has Wall-o-Matic installed in its booths as well as on the counter, in addition to a Symphonoid.

Monarch

SUPER SUMMER SPECIAL

Rock-Ola World Series \$49.50	Wurlitzer 800 Photo. \$150.00
Sears Roebuck Chicago \$49.50	Wurlitzer 800 Photo. \$125.00
General Model \$39.50	Wurlitzer 810 Photo. \$125.00
Sears Roebuck Chicago \$49.50	Wurlitzer 810 Photo. \$125.00
General Model \$39.50	Wurlitzer 810 Photo. \$125.00
Wm. W. Sullivan \$110.00	Wurlitzer 810 Photo. \$125.00
Wm. W. Sullivan \$110.00	Wurlitzer 810 Photo. \$125.00
Bally Alley \$75.00	Wurlitzer 810 Photo. \$125.00

Free Play Games—Ready To Operate

BALLY	CHICAGO BOM	KEENEY
Arrowhead \$29.50	Hot \$59.50	Super Six \$87.50
Overton \$29.50	Obey \$29.50	Thriller \$75.00
Scout \$44.50	Lucky \$44.50	Up & Up \$75.00
Tilt-a-Whirl \$29.50	Tempo \$75.00	Red Hot \$44.50
Wink-a-Min \$29.50	Queen Palm \$75.00	Big Six \$42.50
Varsity \$75.00	Major \$44.50	
Champion \$29.50	Business \$75.00	
White Ball \$42.50	Home Run \$44.50	
Yee Haa \$29.50		
Whirl \$44.50		

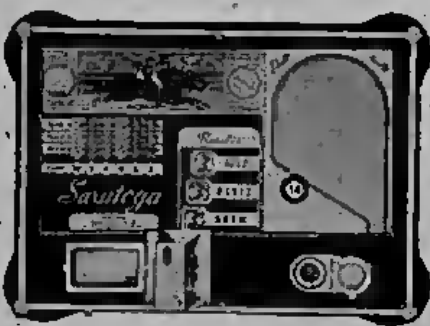
Write for Complete List—Free Play Merchandise—Details—Counter Service—Photograph—Slogan. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE. Cable "MOCOIN" CHICAGO, ILL.

DOUBLE VALUE

Pace Free Play Saratoga Console is the only machine of its kind which can be easily converted to automatic cash pay off.



Think what this means. You actually get two machines for the price of one. Free Play Saratoga Bell Console has slug proof coin chute and can be furnished in 5c, 10c and 25c play. Skillfield ready for use if needed. Simple changover to cash pay out.

A Bell Console for novelty territory with Bell profits. This is the machine for your territory, so write or wire today for complete information and prices.

PACE MFG. CO., INC.

2903 INDIANA AVE., CHICAGO, ILL.

TALENT AND TUNES

(Continued from page 170) country has featured with the most popular songs.

Des Moines
 Jim Savitt is very strong in the Midwest, despite the fact that until his engagement at the Sherman Hotel, Chicago, this month he had never left the East. Here, they enjoy his version of "Where Was I," which, operators feel, has a good chance of catching on nationally because of its popular rhythm.

Danver
 Ted Stralzer is a newcomer among the favorite record artists here. His best record is "Imagination," which gets frequent plays in the better locations. Stralzer is a veteran New York leader who has been appearing in variety cafes.

Philadelphia
 Bob Zurke, the swing player, whose band has been making slow but good progress, is a favorite in many locations. His arrangements are original and they have appeal in places catering to ardent and critical swing lovers. His current tune doing well in this territory is "I Love You Much Too Much."

Songs Most Heard on Radio
 The following is a comparative list of 10 songs broadcast most often during the week ended June 21 and the week before, ended June 14.—The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week
 1. I Can't Leave You Any More

2. Devil May Care
3. Make Believe Island
4. Your Lonely and I'm Lonely
5. Where Was I?
6. Imagination
7. Fash Rush In
8. The Breeze and I
9. Woodpecker Song
10. Yours is My Heart Alone

Last Week

1. Make Believe Island
2. Say It
3. How Can I Ever Be Alone?
4. Imagination
5. Where Was I?
6. The Breeze and I
7. Hear My Song, Violetta
8. Maria Sue
9. Yours is My Heart Alone
10. Devil May Care

RECORD LIBRARY

(Continued from page 108)
 Hollywood Pastime and many other compositions which took three or four years to develop and which only today are receiving their just attention and sales. Numbers I took from Benny Goodman, Artie Shaw, Tommy Dorsey and other top-flight bands today, when they didn't mean a thing to the public, are now bringing in a substantial part of the daily sales receipts.

The music machine operator need look no further than to the past year's machine hits to realize what such a standard catalog means to the music publisher—publishers who had built up and retained music libraries which either included or produced such familiar titles as I Ored for You, Bei Mir Bist Du Schoen, Entrance to the Stars, Deep Purple, Oh! Johnny, Oh! After I Say I'm Sorry, Sugar Blues, Josephine, El Rancho Grande and countless others.

Aids Recording Firms
 Again, and striking closer to home, very few words need be spent in the appreciation of what the standard catalog—or library—has meant to the recording company. It was on the plaintive plea of being able to offer the public "the kind of music you want when you want it" that brought back the record to its former glory. And it is that same sales appeal to the public that has resulted in the growth and development of the music machine industry to its present state of popularity.

Several years ago, when swing gave the music industry such a sudden impetus, the recording companies were instantly able to capitalize on this new turn by resorting to the vast storerooms that house the master prints of every single recording made. When the public wanted to hear the swing music of the master musicians of the earlier years the recording companies were immediately able to meet that demand—all the result of the development of a standard library. And it all meant, more importantly, that the public had to return to the record to fill its needs of

PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say



NEW IMPROVED UNIVERSAL GRIP SCALE

Legal Everywhere

Beautiful Red Crackle Finish—All Chrome Front—Rotary Grip Handle—Plug-Proof Chute—Holds \$20.00 in Pennies.
GET SAMPLE NOW
 1/3 With Order, Balance C. O. D. **\$9.75**
HOLLY MANUFACTURING COMPANY
 2781 Union Guardian Building, DETROIT, MICHIGAN

Authorized Factory Distributors

- E. T. BARRON COMPANY
19 East Lake St. Minneapolis, Minn.
- JOHN A. FITZGERALDS, INC.
543 West 47th St. New York City
- MATHE AUTOMATIC SERVICE CO.
44 Park St. Rockland, Me.
- THE MARKEPP COMPANY
3328 Carnegie Ave. Cleveland, O.
- HILLS SALES COMPANY, LTD.
1640 78th St. Oakland, Calif.
- H. G. PAYNE COMPANY
312-314 Broadway Nashville, Tenn.
- D. ROBBINS & COMPANY
1141 DeKalb Ave. Brooklyn, N. Y.
- ROY YORR
2047 South 68th St. Philadelphia, Pa.

Slot Machine Bargains

10 Blue Front Mystery, Picked Brown, Writable Film, 5c Play, Over 400,000 \$42.50	Under 400,000 \$37.50
5 Blue Front Mystery, 5c Play, Over 400,000 \$40.00	Under 400,000 \$35.00
5 War Zone Mystery, No Play, 200,000 \$30.00	200,000 \$25.00
2 Front Wonder, 5c-10c \$20.00	1 Yellow Front, 5c \$20.00
1 O.T. Old Style Blue, 5c \$27.50	1 O.T. Old Style Blue, 5c \$27.50
1 O.T. New Style Green, 5c \$27.50	1 O.T. New Style Green, 5c \$27.50
1 O.T. New Style Green, 5c \$27.50	1 O.T. New Style Green, 5c \$27.50
2 Face Barlow, 5c \$20.00	1 Face Comet, 5c \$20.00
1 Castle 7-0-0 \$20.00	1 Castle 7-0-0 \$20.00

OLIVE NOVELTY CO.

1428 LUORE AVE., ST. LOUIS, MO.

FREE PLAY GAMES

MRA 1-2-3 \$45.00	Baker 4-7-8 \$50.00
Orville \$22.00	Drury \$25.00
Kew \$25.00	Flora \$25.00
Lucky \$25.00	Flora \$25.00
Flora \$25.00	Lucky \$25.00
Flora \$25.00	Lucky \$25.00
Flora \$25.00	Lucky \$25.00
Flora \$25.00	Lucky \$25.00
Flora \$25.00	Lucky \$25.00
Flora \$25.00	Lucky \$25.00

Deposit of 1/2 Required With Order
Automatic Coin Machine Corporation
 340 Chestnut St. SPRINGFIELD, MASS.

GRIP SCALE Approved by

TORR 2047A-SO.68 PHILA. PA.

Write for Illustrated Circular and Terms. NATIONAL DISTRIBUTOR

In the music field by building up his own record library or stock of supplies of favorites that will come back again and again.

Pinball Pome

Some fellows for vacations like swimming, fishing for dimes— But give me a drug store by the side of the road. Where I can play those pinball games. 'Tis sad indeed for a lover when by his sweetheart he's jilted— But the saddest words I ever heard. Ware, Oh, oh! The darned thing's tilted. L. P. KRANER
 Oakland, Calif.

Modernize with
GENUINE MARBLETTE



EASY TO INSTALL—NO SAWING

Lighter Materials or Heavy for Wurlitzer
Ed. 212.75.

All Marblette Materials for \$10 Extra and
\$1000, \$17.75.

PHONOGRAPHS

- Wurlitzer 500.. \$179.50
- Rock-Ola
Standard.... 129.50
- Monarch (20
Record)..... 89.50
- Wurlitzer 616.. 49.50
(See C101)

SLOTS

- Walling Rolatop. \$14.95
110c & 25c Play
- Caille 5c, like new 22.50
- Jennings Chief
(50c)..... 22.50

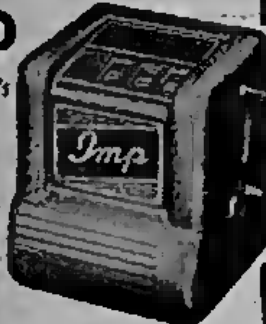
**THE GREATEST
COUNTER GAME**

IMP

Greethen's
3-Row
Machine
with Gum
Vender

1c, 5c, 10c
Digest
Print
Numbers

\$12.50



CARTON OF 6, \$67.50

1/2 Deposit with Order, Balance C. O. D.

GERBER & GLASS

214 Diversity Blvd., CHICAGO, ILL.

**Atlantic City
Busy Year Round**

ATLANTIC CITY, June 22.—Most amusement machine operators, along with other visitors and business folk, have the idea that when the season ends on Labor Day all is ended for this resort. That is far from the case, for there is important business done here throughout the year, the same holding true at most of the other near-by South Jersey resorts.

The hotels and amusement centers here are paramount, of course, because thru them most of the wealth flows into the resort. But these dollars have an important effect on other lines of activities.

Retailing, it seems, is the major mercantile activity at this resort and in 1938, the last accurate figures available, given by the United States Labor Department, shows 1,734 stores did a sales volume of \$37,107,000, which is above the national per-capita average. In these stores 8,825 were employed at a wage total of \$5,092,000. One ordinarily pays little attention to the thought of manufacturing at a seashore resort, yet labor department figures show \$3,650,000 in commodities were sold in 1938. More than 900 employees were paid a total year's wage of \$1,114,000.

Wholesaling is another mercantile branch that is generally given little thought, yet such sales in a year here totaled \$24,198,000 and the wholesalers employed 718 persons at a total wage of \$998,000. Service establishments—beauty parlors, barber shops, shoe repairing, etc., show sales at \$3,370,000, employing 908 persons with a total pay roll of \$809,000.

This is a brief sketch of Atlantic City's flow of nickels and dimes and dollars, which in as poor a year as 1938 saw total sales in those five classifications mentioned above of \$71,807,000. Employment total was 12,428, with a total year's pay roll of \$11,623,000. It is safe to estimate that business has increased 5 per cent since that year.

**Werts Offers
Airport to U. S.**

MUNCIE, Ind., June 22.—Fred W. Werts, head of the Werts Novelty Co., has offered his private airport to the United States government, it is reported, for use during the drive for preparedness.

In a letter to President Roosevelt, Werts said: "This is a time when personal interest and private profit should be submerged in the interest of the general welfare."

"Recognizing the need for every citizen doing his part in the strenuous days just ahead, I am offering to the government the use of my private airport situated on Road 22 outside this city."

"This airport is 160 acres in extent, has a four runway and would be suitable for the use of training planes."

★ **DAVAL'S** ★
AMERICAN EAGLE

**WORLD'S SMALLEST
BELL WITH FREE PLAY
TOKEN AWARDS AND GUM VENDER**

READY

FOR INSTANT DELIVERY
FROM YOUR DISTRIBUTOR

DAVAL, 2042 Cornell Ave., CHICAGO

ORDER
NOW!

**1c BASEBALL 1c
GUM VENDOR**

- Can Be
Loosely
Operated
- Anywhere
- Vends a
Ball of Gum
for Each
Coin



RUSH YOUR ORDER!

FREE PLAY GAMES

- Big Top \$62.50
- Black Out 47.50
- Commodore 44.50
- G.O.D. 32.50
- Goody 17.50
- July 32.50
- Lucky 27.50
- Super Star 25.50
- Super Six 24.50
- Yankee 17.50
- Triumph 27.50
- Yonkers 14.50
- White Sox 20.50

5-BALL NOVELTIES

- Five Em \$17.50
- Wartley 12.50
- Mr. Oude 27.50

★ **SPECIALS** ★

WESTERN BASEBALL

- 1939 Light-Up Back
Board \$ 80.00
- 1940 Light-Up Back
Board 185.00

Get your name on our mailing list. Write us today!

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

**Adelberg Cues
Ops on Rotation**

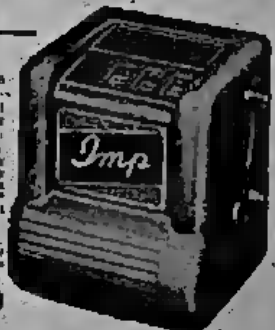
AURORA, Ill., June 22.—According to C. R. Adelberg, sales manager of the Slocer Corp., their latest hit, Rotation, is receiving an enthusiastic reception from operators everywhere.

"We predicted that Rotation was going to be a winner, and the flood of repeat orders flowing into our offices each day

YOU WILL PROFIT WITH

IMP—

Radio
Type Gum
Vender...
A Natural
See Easy
Operator,
Operates on
Change
Back only
2 1/2 x 3 1/2 x
2 1/2 in. P.P.
has finest
Selling
Gum.
Will mean
big Profit
Only



\$12.50

Order of \$12.50, P.O. B. Factory,
1c Gum With Order.

TORR 2047A-50. 68
PHILA., PA.

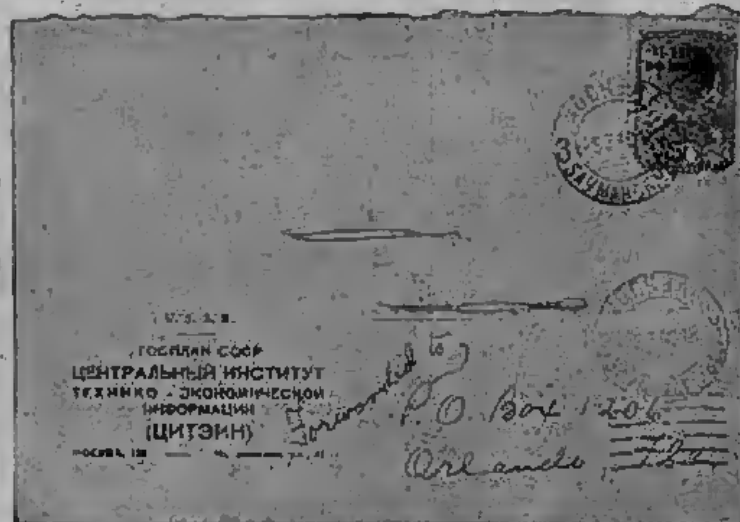
EASTERN FACTORY DISTRIBUTOR

certainly confirms our prediction," said Adelberg.

"Rotation has all the exciting play appeal of Byte Spot," he continued. "In addition there are many new features that give it top appeal on every location. The game is a high-score game that offers plenty of interesting ways to win. Players may win by contacting the special award bumper successively or by contacting the six special Rotation bumpers in sequence or by beating the high score."

"The game has the interesting odd built-up feature as well as exciting and lively play action. Entirely new water-type 'catalin' bumpers eliminate clutter and misfire."

"Is it any wonder that Rotation is proving tops in the novelty class. So here's sound advice. Take a cue—It's Rotation."



"FAME OF ROCK-OLA LUXURY LIGHT-UP PHONOGRAPHS travels around the world," comments Jack Nelson, Rock-Ola vice-president, offering in evidence the above envelope postmarked from Russia. The letter was addressed to Warren Fitch, of Orlando, Fla., a Rock-Ola distributor. The envelope contained a request for further information on Rock-Ola phonographs from the State Planning Commission of the U. S. S. R. Central Institute of Technical and Economic Information.

3 Styles of Imps

FRUIT REELS	CIGARET REELS	NUMBER REELS
		705

GROETCHEN TOOL Company
130 N. UNION ST. CHICAGO, ILL.

IMP

\$12.50 Each 6 For \$67.50
Your Choice
FRUIT REELS CIGARET REELS NUMBER REELS
Cash With Order.
NATIONAL DISTRIBUTOR

RUSH YOUR ORDER TO TORR 2047A-50, 68 PHILA., PA.

IMP

\$12.50 6 FOR \$67.50

Greatest 3-reel gum vendor on the market! Cigarette, fruit or number reels; assorted colors, immediate delivery. Send order today.

Richard Johnson Amusement Co.
28 MORRIS ST. CHARLESTON, S. C.

IMP

\$12.50 6 for \$67.50

MOST SUCCESSFUL GUM VENDOR IN A DECADE.
Cigarette or Cherry Reels.
Biggest Stock in South—We Ship Same Day.
Send Your Trial Order.

H. G. PAYNE CO. 312 Broadway NASHVILLE, TENN.

CLOSE-OUTS FOR IMMEDIATE DELIVERY

Big Street \$18.50	Vogues \$27.50	Life-A-Cards \$45.00
Cowboys 12.50	Zips 10.00	Seeps 15.00
Follies 34.50	Thrillers 15.00	Contacts 10.00
Colt's Allys 35.00	Superchargers 25.00	Cherries 10.00
Pickems 22.50	Big Shows 39.50	(not free-play) 10.00
Let O Fun (not free play) 15.00	Mr. Chips 27.50	

Many Others Now in Stock—Write for Price List While They Last.
All Orders Must Have One-Third Deposit—Balance C. O. D.

DETROIT COIN MACHINE EXCHANGE
2416 GRAND RIVER AVENUE, DETROIT, MICH.

15 CIGAROLLAS

5c PLAY, PRACTICALLY NEW \$69.50 EACH

Write for complete list of Free Play Pin Games, Slot Machines, Counter Machines and Legal Equipment.

AUTOMATIC SALES CO.
415-A BROAD STREET NASHVILLE, TENN.

Chrest Tips Ops On Exhibit Pylon

CHICAGO, June 22.—John Chrest, sales manager of the Exhibit Supply Co., recently returned from a trip thru the East. He advises that he visited distributors in New York, Philadelphia, Baltimore, Washington and Pittsburgh.

"I just tipped them off about our newest game, Pylon," declared Chrest. "Pylon is a straight high score game with extra award features. It is full of thrilling, last-second suspense. This is the type of game you will find the players enjoy playing because it is so easy to understand."

"A fast flying action airplane speeds over the bumper tops around an illuminated pylon which scores thousands on the back-board glass every time certain bumpers are hit."

"It is without doubt one of the most beautiful games put out by Exhibit. The new improved illuminated colored bumpers add to its beauty and there is no question that both operator and players alike will never tire playing this game."

Hail Chicago Coin Yacht Club

CHICAGO, June 22.—The word is spreading that Yacht Club is a real hit," declare Sam Wolberg and Sam Gensburg, executives of the Chicago Coin Machine Mfg. Co. "Coinmen everywhere are enthusiastic over this new creation. In fact, they've been clamoring for Yacht Clubs since the day we began to ship the first run. Reports of earnings of the first Yacht Clubs placed on locations have reached us, and they are even more colorful than we would have predicted."

"Operators say that Yacht Club lines 'em up from morning till night. One operator reported that the first Yacht Club he placed on location earned more money during the first three days than the combined total of any two machines he has ever operated."

"Another operator reports that the way his Yacht Clubs are going he will have them all paid for within a fortnight. This is typical of the reports that we are receiving and that our distributors all over the country are receiving about Yacht Club."

IMP

Groetchen's
Buffed Cigarette Machine with Gum Vendor

MIDGET COUNTER GAME \$12.50

CARTON OF 6, \$67.50
1/3 Deposit With Order, Balance C. O. D.

KENTUCKY SPRINGLESS SCALE CO., INC.
818 E. 2nd St., LOUISVILLE, KY.

BUY MARVEL 10 at a Time For Only \$275

Less than 10—\$22.50 Each, 10 for \$225.00. Cash Mod. 52 Reels, 1/3 DEPOSIT, BALANCE C. O. D.

ATLAS NOVELTY COMPANY
Gen. Offices: 2200 W. Western Ave., Chicago, Ill.
1921 Fifth Ave., Pittsburgh, Pa.
Associate Office: ATLAS AUTOMATIC MUSEUM CO., 2822 E. Jefferson St., Detroit, Mich.

PIN GAME BARGAINS GALORE

See our Classified Ad in this week's Billboard for the

LEWIS COIN MACHINE CO.
31 West Warren, Detroit, Mich.

\$10.00 DOWN

Balance Monthly

NEW GUESSING SCALE
Operates Automatically
Does Not Require Electricity
No Springs—Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. Fullerton St. CHICAGO, ILL.
Est. 1829—Tel. COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

We will be closed on Saturdays during July, August and September.

J. H. WINFIELD CO.

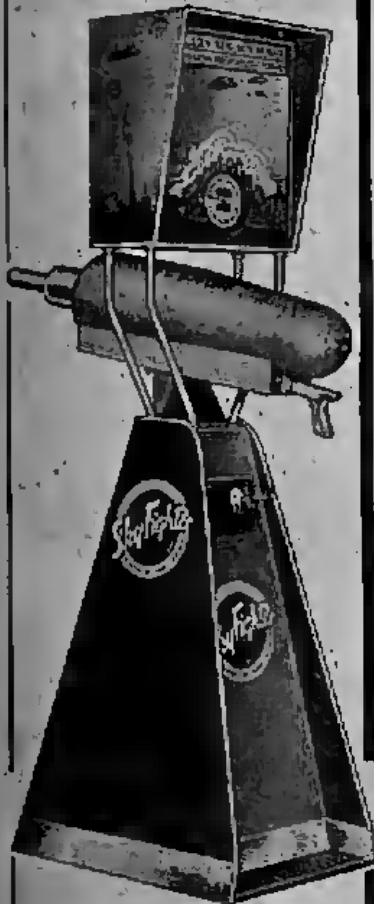
1022 Main St. BUFFALO, N. Y.

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.

**IT'S HIGH TIME
YOU GOT THE
LOW DOWN
ON ANTI-AIRCRAFT
MACHINE GUNS**



**SKY
FIGHTER**

Trade Mark

SKY FIGHTER is the ONLY gun boasting 9 exclusive advantages—every one a matter of EXTRA DOLLARS AND CENTS for you!

No other anti-aircraft machine gun gives the player the unmatched thrills of 300 SHOTS IN 30 BREATHLESS SECONDS—300 POSSIBLE HITS!—REALISTIC SOUND AND LIGHT EFFECTS NEVER BEFORE ACHIEVED IN A COIN MACHINE!

And no other gun is as easy to find locations for! SKY FIGHTER HAS NO SCREEN—ALL ONE COMPACT PORTABLE UNIT! or lasts as long, as profitably, and works as flawlessly as SKY FIGHTER!

**INTERNATIONAL
MUTOSCOPE REEL
CO., INC.**

44-01 11th St.
Long Island City, New York

Dallas

DALLAS, June 23.—Too much rain has hampered amusement and coin machine operations, especially the outdoor spots which were just beginning to get a better play. Three days of rain in a week slowed down amusements as well as other lines of business. Operators are hoping that the improvement in the agricultural outlook will later offset the backward effects of the continued rains. Placement of beverage vendors and the sale of phonographs and wall box equipment holds the chief interest of distributors.

A new distributorship for Rock-Ola phonographs and amusement machines was established this week, when George Prock, formerly owner of United Amusement Co., San Antonio, opened his office and warehouse at 2812 Main St. Prock is an experienced coin machine man, having been operator as well as distributor in the San Antonio territory. The new distributing firm was added by the Rock-Ola factory to furnish a closer contact with amusement and music operators in certain East and North Texas cities. Besides the Rock-Ola line, the Prock firm will also distribute for the U-Need-A-Pack Products Corp., of Brooklyn. Stocks of U-Need-A-Pack cigar and candy vendors already have been placed in their local stock. Prock has moved his family here from San Antonio.

Green & Lankford is a brand-new music firm recently established at Eastland, Tex. The new firm has purchased the extensive coin and music operations of A. B. and Victor Cornelius, of that city. The Cornelius brothers will devote their entire time to the development of their motion picture advertising business for which they recently have completed a modern office and factory building in Eastland.

Jimmie Mangan, advertising manager of Mills Novelty Co., Chicago, was a visitor to Dallas recently. Mangan was on a tour of the Southwest to check over business conditions, especially the outlook for the new Mills remote-control equipment now being introduced to the music trade. While in Dallas, he paid a visit to his firm's Texas distributor, the Arthur Flake Distributing Co. Mangan was very optimistic in his reports of his firm's business in the Southwest.

D. Kennedy, well-known operator of Groesbeck, Tex., was in the city this week. While here he purchased several new Mills phonographs to add to his music business in the South Texas city.

According to announcement from his Dallas office, Collins Hwy. of the Wallbox Sales Co. is to be a sub-distributor for Rock-Ola phonographs in Northeast Texas. He will work with the new Rock-Ola distributors, George Prock & Co.

New Orleans

NEW ORLEANS, June 23.—Three proposed bills directly affecting the coin machine industry in the State of Louisiana are being closely watched as the State Legislature further delays hearings on all measures. These bills proposed levies on all types of coin machines.

Following a dry May, which enabled operators to maintain a good spring patronage at playlands and downtown locations, daily showers of late have cut into business, with the possible exception of rentals on coin machines, which are fairly well maintained thus far. Record distributors report that business thus far in June is better than a year ago and shows improvement over betterment experienced in May.

F. A. Blalock, Poncaicola Wurlitzer operator, came to town long enough this week to report a good season to date. Blalock has extended his operations thru four stations from Northwestern Florida into Southeast Louisiana and has complete faith in the future of the music operating business. He tells the story of how one of his Wurlitzers on location recently during the tornado at Amite, La., was found blocks away from its original spot, undamaged except for loss of records and record track.

At the offices and display rooms of the Dixie Coin Machine Co. latest creations from the big Windy City factories con-

**COME ABOARD FOR A
PLEASURE CRUISE
AND GET**

**"ON DECK"
FOR BIG PROFITS**

**A FIVE BALL CONVERTIBLE TABLE
THAT HAS PLAYER APPEAL**

**"PLUS"
10 DAY FREE TRIAL**

**PURCHASE PRICE REFUNDED IN
FULL IF NOT 100% SATISFACTORY**

**WRITE, WIRE OR PHONE FOR
A SAMPLE "ON DECK" TODAY**

**DIRECT OR FROM YOUR
DISTRIBUTOR**

**BAKER NOVELTY CO.
2626 WASHINGTON BLVD.
CHICAGO**



\$137.50
LIST
P.O.B.
CHICAGO

Attention, Canadian Operators



**IMP
\$1750**

KEENEY ANTI-AIRCRAFT GUN	\$287.00
SEEBURG COLONEL CANADIAN	
SLUG PROOF	447.00
SEEBURG ENVOY CANADIAN	
SLUG PROOF	407.00
GOTTlieb BOWLING ALLEY	70.00
1940 WESTERN BASEBALL FLOOR	
MODEL	205.00

The above prices of the *Mills* boxes include carrying charges. A down payment of \$75.00 is required and the balance payable in 12 monthly payments. We will accept slot machines on a trade-in for the *Mills* units. We also have on hand a large selection of *Mills* which have been slightly used. Write in for quotations.

NEW FREE PLAY NOVELTY TABLES

Bally Sport Special	\$245.00	Bally Bell Double Slot Machine	\$168.00
Bally Mascot	143.00	Chicago Coin Sporty	145.00
Bally Glamour	140.00		

SLIGHTLY USED FREE PLAY NOVELTY TABLES

10 Bally Triumphs	\$125.00	2 Baker Twinkles	\$45.00
3 Bally Supreme	50.00	4 Bally Dandy	50.00
14 Bally Scoops	50.00	1 Bally Paramount	40.00
3 Baker 4-5-6	50.00	10 Bally Bull's Eye	250.00
8 Exhibit Lancers	85.00	10 Bally Bowling Alley	179.00
15 Bally Variety	50.00	8 Seeburg Chicken Saws	249.00

We also have a large shipment of *Mills* new Slot Machines. The serials are over 450,000. The price is \$149.50

If there is anything you want that is not shown here, write in and we will make it our business to get it for you.

DONALD FIELDING & CO.

1106 HALL AVENUE Phone 4-3333 WINDSOR, ONTARIO

Unus to attract large crowds daily, Julius Paetz, head of the firm, reports a good demand for such popular pin games as Chicago Coin's Yacht Club, Bally's Mascot, Exhibit's Wings, Genco's Power House, Groetchen's Imp, Daryl's Marvel and Bally's Royal Draw.

The J. H. Peres Amusement Co., distributor for U. S. Novelty and Royal disks, reports a brisk demand for Phil Harris and Harry James recordings. He is soon to make his sixth local appearance in the Hawaiian Blue Room of Roosevelt Hotel.

Latest addition to the Sport Center on St. Charles street is Chico's new Yacht Club. Mark Bonberg, manager of the spot, reports that the game looks like one of the season's best money-makers.

At Shreveport the Power Music and Record Co. has opened at 807 Millard street, taking over the line of RCA-Victor disks formerly handled by the Baldwin Music Co.

Buy Mills From Vemco

- ★ CHROME VEST POCKET BELL
- Q T BELL
- Q T VENDER
- CHROME BELL
- FOUR BELLS
- FREE PLAY JUMBO PARADE
- AUTOMATIC JUMBO PARADE
- SQUARE BELL
- FREE PLAY MINT VENDER
- SPINNING REELS
- TRYLON SCALE
- EMPRESS PHONOGRAPH

EVERY MACHINE IN STOCK READY FOR IMMEDIATE DELIVERY!

THIS WEEK'S SPECIALS

CONSOLES	
Yampa	\$22.50
Ferret	22.50
Shu Woom	22.50
Billy Ball	22.50
Tecumseh	22.50
77 Dollars	47.00

NOVELTY GAMES	
Zulu	\$10.00
Tophy	0.05
St. Mark's	0.05
SM. Treasure	0.25
Tri	0.05
Accumal	0.05

1-BALL AUTOMATICS	
Derry Chrs.	\$22.50
Hi-Boy	22.50
Paragon	22.50
Footpad	22.50
Stacia	22.50
Three-Up	22.50
Atleston	19.25

MISCELLANEOUS	
Triumph	\$40.00
Clayton	15.00
Reading	27.50
Spectum	70.00
Tel. Thrill	10.50
Don't	10.00
King	21.00
Derry Jewel	10.00
46 Bally	00.00
Alley	00.00

★ **THE VENDING MACHINE CO.**
FAYETTEVILLE, N. C.
Cable: "COINSLOTS"

Koplo Says Biz Good in Midwest

CHICAGO, June 23.—Al Koplo, head of the newly founded Chicago distributing firm, Koplo Sales and Supply Co., reports that his firm is enjoying a good business. "The Midwest operators seem to be doing well at this time," said Koplo, "and their success is reflected in our sales."

"Current demand centers on our Lite-Up Extension Speaker and our counter game, Roll-a-Cent. The former is a beautiful combination of soft-colored lights with an inscription in red letters on bright yellow plastic reading, Popular & Favorite Selections—Music & Conts., making this speaker a big play stimulator. It is finished in a handsome walnut and has an 8-inch permanent magnet speaker.

"Roll-a-Cent is a game on which players roll pennies down an incline. An award is made when the penny rolls thru an upright slit in the fence. In order to make it easy for the operator to keep track of awards, winning pennies go into a separate compartment. Roll-a-Cent has found much favor among operators, who find that it is bringing in many pennies which would otherwise go into the patrons' pockets. Odd change because of sales and cigaret taxes means more pennies given in change and the counter game located close to cash registers is relieving many patrons from the necessity of carrying unwanted pennies.

"Other items we carry are all getting good play and we look forward to a fine summer and fall business."

New Promotions For Photomatics

NEW YORK, June 21.—Swift & Co., food packers, exhibiting at the Retail Grocers' Convention here, attracted much attention to their booth displays thru the installation of the Photomatic, picture-taking machine made by the International Microscope Reel Co., Inc.

To feature its new Pard dog food the firm built a dog house around the Photomatic. The idea being, of course, to enter the dog house and have the picture taken. There is no charge to the conventioners for these pictures, arrangements having been made by Swift with the local operator, who receives just as much attention from the grocers attending as do the Photomatic machines on regular locations. This is one way for the operators of Photomatic machines to make use of extra machines in their city. The plan used by some operators is to have the leading business men feature a Photomatic Day which offers the public pictures free of charge with an advertisement on the back of each one of the frames being used.

"Photomatic lends itself to so many different ideas that we are continuously being surprised by such displays like this one of Swift & Co.," declared Microscope president Bill Rabkin. "Furthermore, the people who have their pictures taken are so pleased with the results that they come back for more each time they see a Photomatic."

Houston

HOUSTON, June 22.—Leo Pasch, Wurlitzer factory instructor, is in charge of a free school of instruction in Houston for South Texas Wurlitzer operators. Classes are held daily in an air-conditioned workshop in the building where District Manager R. S. Stekman has his office. Practical demonstrations on phonograph chassis and cabinets at different stages of construction and solution of any specific problem or question concerning Wurlitzer phonographs is a general description of the course.

J. M. Brody, Texas sales representative for Superior Products, spent several days in Houston recently.

Operators Sam Ato, Doc Clabey, Jack Benfro, Red Harrington and H. M. Grove, Rock-Ola salesman, recently returned from a successful fishing trip at Eagles Nest Lake, N. M. They caught the limit within a few hours. Before returning to Houston they made a short trip into Old Mexico.

After a year's absence Mrs. K. E. Records, who before her marriage was Terry Haberman, is back as secretary of Houston branch of Decca Distributing Corp.



FIRST AGAIN!

MILLS

FREE PLAY MINT VENDER

★ It's Mills again! MILLS FREE PLAY MINT VENDER—a BELL machine as only MILLS can build it!!! NO PAYOUT—Awards in Light-Up FREE PLAYS! Beautiful! Dazzling! Different! Better! A roll of delicious, quality "CALCUTT MINTS" vended for each coin played! SLUG-PROOF plus 5-coin Escalator ASSURES FULL PROTECTION!!!

★ APPROVED by the Highest Courts of one of our largest States! MILLS FREE PLAY MINT VENDER starts the BIGGEST PROFIT ERA in the HISTORY OF THE COIN MACHINE BUSINESS! It's the machine you've been waiting for! It's the only way to REAL PROFITS! It's the "Good Old Days" come back again!

★ GET IN ON THE GROUND FLOOR! Be FIRST in your territory! WRITE Joe Calcutt TODAY FOR FULL INFORMATION!



RUSH YOUR ORDER QUICK TO THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.
Cable Address "COINSLOTS"

IT'S A HIT!

Profits Pile Up Fast With NATIONAL PASTIME

Harlich's Sensational New Baseball Board. Tickets are printed with 3-color action pictures of popular baseball stars. New big easy-to-punch, easy-to-read tickets for fast play. Action every minute! Surprise free play award feature.

Total \$87.50 Avg. \$40.50 Profit \$47.00

No. 1833—1800 Holes

Write For Information About This and Other Profit-Makers

HARLICH MFG. CO.

1413 W. JACKSON BLVD. CHICAGO, ILL.

PRICES SLASHED TO ROCK-BOTTOM LOW
ALL A-1 RECONDITIONED—READY TO OPERATE

LEGAL EQUIPMENT		AUTOMATIC PHONOGRAPHS	
Bally Bull's Eye (With Saw)	\$100.00	Wurlitzer 618	\$57.50
Bally Alley	85.00	Wurlitzer P-10	72.50
Beck's Dope (Unreel)	52.50	Wurlitzer 400 (With Grill)	62.50
Evans Top Gullie (1935 Model)	65.00	Wurlitzer 412 (With Grill)	65.00
Palatine (5 Feet)	54.00	Seeburg 701 (50)	70.50
R. S. T. Target (Model P)	50.00	Seeburg Royal (20)	77.50
Zipper (Simple-Western)	6.95	Seeburg Royal (20)	78.00
Strip (16)	4.20	Rochila Standard	48.50
Oris Crow (16)	4.20	Rochila Windsor (20)	102.50
Reckla Low Boy Scale (Like New)	32.50	Reckla Rhythm King (12)	37.50
McCoy M. Boy Scale	32.50	Mills Oasdonator	18.00
Galpard Fox (10") New	71.00	Mills King King	23.50
		Capuhart (50)	33.00

TERMS: 1/2 Down, Balance C. O. D.

IDEAL NOVELTY CO.

1518 MARKET ST. (15th & 16th)

KEEP YOUR EYES OPEN FOR FORMATION
*Genco's LATEST...
 Genco's GREATEST!*
COMING SOON!

MAJOR LEAGUE

BASEBALL

LEGAL COIN OPERATED BASEBALL AT ITS BEST!

BIG PRIZE - New

1 BALL AUTOMATIC PAYOUT
 6 COIN MULTIPLE-JACKPOT

WESTERN PRODUCTS, INC.
 925 W. NORTH AVE. CHICAGO, ILL.

Down in the Dumps

So why be happy? What does it get you? If you are happy, you have to smile and show your teeth; who wants to look at your teeth except the dentist, and that costs money.

So what good is money? If you have it someone else wants to take it away from you. Maybe you just lose it. You carry it in your purse or in a pocket, some people hide it in their shoes, then they worry about the man with his hat pulled down and collar turned up who hasn't any money to worry about, but is going to try to get some to worry about from the fellow who has some to worry about.

You spend it for food. What good is food? In this neighborhood it's been blitzkrieged until even the germs have given up the struggle to survive.

What good is it to survive? You survive and what do you get? Trouble. You survive so that you can postpone death. Then you are nailed down into a box and people look at you in all your deadly glory and final finery and say: "My, ain't he natural looking?" They pick you to pieces when you are alive; they pick you to pieces when you are dead, and then the worms and bugs pick what's left to pieces.

So there you have the situation. And don't think Pollyanna platitudes will help. In case things do get better, it's too bad.

From a Reader.

MILLS FREE PLAY 7-3 \$50
RECONDITIONED SLOTS

JENNINGS:
 Great Gold Award 100 \$28
 PACK:
 King 100 \$40
 Comet 100 28
 All Star Gold Award 100 20
MILLS:
 G. T. Star Repeater 10, 50, 100 \$35
 Blue Front Double Jack 20, 100, 500 25
 Blue Front Single Jack 20 40
 Gold Award 25
 WATLING:
 Hot-Top 10 \$27
 Trevelyan 50 27
 Mystery Gold Award 10 25

**Automatic Coin
 Machine Corporation**
 840 Chestnut St., SPRINGFIELD, MASS.

Western Baseball Keeps High Rating

CHICAGO, June 22.—"Our Major League Baseball machine has developed into an even bigger money-maker than we predicted," says Sales Manager Don Anderson, of Western Products, Inc.

"We've always striven to produce machines that would more than pay for themselves—machines that would lead operators to new heights in earnings. We did it with our original baseball machine several years ago. We did it again with our improved version of baseball last year, and now we've done it again with an entirely new baseball machine, Major League Baseball.

"In Major League Baseball we have incorporated a brilliant new play idea that has kept players pumping nickel after nickel into the coin chutes.

"Among the other winners bearing the Western banner are Trio, High Fliers, Oomph, and the console payout, 'Big Prize.'"

CANADA AT WAR

FREE PLAY
 Triumph \$99.50
 Golden Gate \$95.00
 Topper 95.00
 Airport 97.50
 Pyramid 95.00
 Twilight 95.00
 Cowboy 97.50
 Hole Fight 95.00
 Big Six 92.50
 Chevron 92.50
 Free Kick 92.50

NOVELTY
 Marine \$15.00
 RMA 12.50

PAYTABLES
 Grandstands \$725.00
 Derby Table 60.00
 Hitlock 75.00

SLOTS
 Coast-Comets \$25.00
 Jennings 50 25.00
 Bookson 25.00

Many Others—Send for List.

CANADIAN NOVELTY CO.
 288 BRADY ST., KINGSTON, ONT.

Increase Keeney "Gun" Production

CHICAGO, June 22.—"Speaking of defense production," says Mel Binks, J. H. Keeney & Co.'s chief engineer, "we'll have to step up our Anti-Aircraft Machine Gun production again if operators keep on increasing their orders for this gunnery game.

"This Keeney Anti-Aircraft Gun is about as close to the real thing as is possible to make it. Everything is 'official' in design and manipulation."

Keeney executives claim that sales on the game are greater than at any stage

Two Seaborg Chicken Sam Ray Gun Canister, \$75.00; Ten 100 Eggs Ten Eggs Seaborg Canister, \$75.00; Lot White, Duck, etc. Used Records, good selection, \$5 per 100; Heavy Duty Double Slot \$45, \$50.00; 5 War. Wn Baseball Free Play, latest mod., \$120.00 ea.

KENYON COMPANY
 108 High Ave., N. W., CANTON, OHIO

EVERY ONE A BARGAIN

Whittier 612 \$27.50
 Whittier 61 25.00
 Whittier 61 25.00
 Rally Alley 25.00
 Seaborg Chicken Sam 25.00

And Many Others, Good Condition.

PEERLESS DISTRIBUTING CO.
 301 W. 24th St., KANSAS CITY, MO.

FOR SALE

2 Records World Series \$24.00
 1 Heavy Art. Floor Model \$4.50
 1 Derby-USA's Seaborg Jailbird \$10.00
 1 Chicken Sam \$ War. 500, 100.00
 A-1 Snake 75.00
 1 Whittier 61 25.00

Send to Dealer, Will Trade for Late Items Not Sold to Dealer. Write or Make
FRANCO NOVELTY CO.
 201 W. 24th St., Kansas City, Mo.

WANT

USED PHOTOMATS
 at Lowest Cash Prices.

AUTOMATIC PHONOGRAPHS
 P. O. BOX 223, MONROE, N. C., CANADA

since its introduction and that operators claim receipts have jumped two and three times since the American public has become so defense-minded.

The Greatest SENSATION in Salesboard History

We are factory distributors World's Products Co., 20 Grand Bluffs, Laytons, Aspin, etc. Same prices as factory. Hundreds of other items. Get our prices FIRST.

THE FAN DANCER
 "Find the Hot Spot!"
 Electrifying Silent Flame Table Lighter ATTENTION

CARD MEN — BOARD MEN
 THE SALESBOARD ITEM that has created A SENSATION, taking the country by storm. Made by ALFRED DUNHILL of LONDON, INC.

Operators are really coining money with this marvelous invention. Be the first in your territory with this hot item. Get our sensational sales plan.

Special - - Special
80c Each in Gross Lots
 55c in case lots of 25
 90c each in larger quantities

TERMS: 15 Days Cash With Order. Balance C. O. D. On Orders of Less Than \$5.00, Full Amount With Order. Save S. O. C. Charges.

THE PLATTNER DISTRIBUTING CO. 1330 Oak St. Kansas City, Mo.

LARGEST SELECTION * LOWEST PRICES

Late used Free Plays—Coinsets—Country Games—Arcade Equipment—Vending Machines—Slots and More Machines. Write for our latest complete Bargain Bulletin. We are Distributors for all the leading manufacturers. What do you have to trade?

CLEVELAND COIN MACHINE EXCHANGE 2021-5 Prospect Ave. CLEVELAND, OHIO

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



LIBERTY TOKEN PAYOUT BELL

AMERICA'S GREATEST
Guaranteed 100% by Groetchen and
GERBER & GLASS

914 DIVERSEY BLVD.

CHICAGO



LIBERTY TOKEN PAYOUT BELL

NEWEST PROFIT MAKER BY GROETCHEN
DISTRIBUTED IN MINNESOTA EXCLUSIVELY

BY
MAYFLOWER NOVELTY COMPANY
1507 UNIVERSITY AVE. ST. PAUL, MINN.



LIBERTY TOKEN PAYOUT BELL



RING THE BELLS FROM COAST TO COAST WELCOME AMERICA'S LATEST PROFIT SENSATION: LIBERTY TOKEN PAYOUT BELL

A new Counter bell with the familiar cherry fruit reels, paying out automatically FREE PLAY tokens on all customary combinations.
The kind of counter bell you have always hoped for, giving you tremendous profits on all locations, completely safeguarded by the certified token payout system, originated and perfected by Groetchen Master Craftsmen.

Available in straight Penny and straight Nickel Play.

NEW UNIVERSAL COIN CHUTE, change able from 25 to 10. The only kind which is *theoretical* against all known methods.

LARGE BASKET HANDLE, green leather touch ease of operation.

LARGEST CASH BOX CAPACITY, easily and neatly separated from mechanism.

PRECISION MECHANISM, clock-controlled.

equipped with safety lock on payout device original with Groetchen.

PAYOUT TYPE OR CONCEALED PAYOUT.

LATEST STYLE TWO-TONE HAMMERED FINISH, afternoon getting colors.

FULLY GUARANTEED AND BACKED by the famous Groetchen organization, largest builders of counter games in the world.

See Your Nearest Jobber For Immediate Delivery On Liberty.

GROETCHEN TOOL COMPANY
130 NORTH UNION STREET CHICAGO, ILLINOIS

- 9 BALLY ALLEYS.....\$50.00
1940 MODELS
- 7 BULL'S EYES..... 90.00
1940 MODELS
- 4 CHICKEN SAMS..... 75.00
WITH BASIS
- 1 EXHIBIT BOWLING 75.00
- 1 TOM MIX RIFLE..... 25.00
- 10 EXHIBIT CONGO..... 59.50
LATEST MODEL

NOTICE OUR AD IN CLASSIFIED SECTION.

Paramount Specialty Co.
23 Davis St. Phone 800 Bacon, N. Y.

Calcutt Auditor Is Honored by N. C. Governor

FAYETTEVILLE, N. C., June 22.—R. W. Bolling, for the past 10 years auditor of The Vending Machine Co. of Fayetteville, was the recipient of honors bestowed by the governor of North Carolina, Clyde R. Hoey, at the opening of the Lions' Clubs convention in Raleigh, N. C. Bolling is governor of the North Carolina Lions in District 31-B and is well known to all Vending Machine Co. customers. Before joining that organization he was principal of the public high schools system of North Carolina University. He is a teacher of the young men's Bible class in the First Baptist Church, as well as a prominent Mason.

In addition to these many duties, Bolling has been very active in State affairs, this activity culminating in his attaining the governorship of the Lions in his district. Joe Calcutt, head of The Vending Machine Co., declared himself proud of the achievements of Bolling in the field of civic and State activities. "I believe his fine work will reflect favorably on the industry in which he is engaged," declared Calcutt. "This again proves that the men engaged in the coin machine business are as proud of their communities, their State and their country as men in any industry."

"It was a great thrill," he continued, "for us to see a picture of Bolling seated next to Governor Hoey in our morning paper. It has always been a great pleasure to The Vending Machine Co. to have their men engaged in public activities to help better the general welfare of the community as well as the entire nation. This work on the part of our employees is bound to help place the industry in their favor with the public generally."

"The average man in the coin machine business can certainly look to Roy W. Bolling as a man who has helped the industry with the type of effort which all public spirited men in this industry are, or should be, accomplishing in their own communities."

LOOK!

- 15 Ten-Cent, 1939 Rowe Cig. Mach. \$69.50
 - 5 Evans Ten Strikes, 1939 Models. 89.50
 - 1 Rock-Ola Ten Pin, 1939 Models. 89.50
 - 2 Ratty Affairs..... 79.50
 - 5 Chicken Seen Ray Rattles..... 79.50
 - 2 Mills Diggers..... 25.00
 - 1 Kirk's Gutter Scale (used 1 mo.) 112.50
 - 1 Casino Golf Game (Floor Sample) 35.00
- Photographs, Pin Games, Counter Games and Consoles of all kinds.

R & S SALES CO.

9 Better St., Norfolk, O. Phone 524

Percentage Operation

Party with access to slots, counter game and table equipment desires to work on partnership basis with reputable person, who has territory where same may be operated satisfactorily.

BOX 828, The Billboard, Chicago.



Keeney's ANTI-AIRCRAFT MACHINE GUN

Fastest LEGAL
Money Maker
in History!

Exclusive Distributors for Province of Quebec
ROXY SPECIALTY, INC.
703 Notre Dame St., W., Montreal, Que., Can.

Tell the Advertiser in The Billboard Where You Got His Address.

BARGAIN LIST

The machines listed below are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit. Balance C. O. D. Prices below are effective June 29, 1940.

- 3-BALL FREE PLAY**
- 3 Bally Triumph \$90.00
 - 3 Bally Uppou 85.00
 - 3 Bally Champion 82.50
 - 3 Chicago Coin Roly 82.50
 - 3 Chicago Coin Roly 82.50
 - 3 Keeley Special 71.50
 - 3 Bally Sport Special 71.50
 - 3 Bally Sport Special 71.50
 - 3 Bally Sport Special 71.50
- MISCELLANEOUS**
- 3 Bally Conviel \$150.00
 - 3 Bally Conviel 85.00
 - 3 Bally Bowling Alley 52.50
- CONSOLE & AUTOMATIC PAY**
- 3 Bally Royal Flush \$90.00
 - 3 Pace Royal Jr. Full Rich 75.00
 - 3 Keno 2-3-4-5-6-7-8-9-10 60.00
 - 3 With 1-2-3 Fruit Reels 50.00
 - 3 Bally Klondike 45.00
 - 3 Bally Pace Deluxe Big Cash 42.50
 - 3 Bally Pace Deluxe Big Cash 42.50
 - 3 Pace Race No. 4830 E.C. Cash 42.50
- COUNTER GAMES**
- 10 Columbia Bill G.A., Rear Door Payou, C.G. Race \$65.00
 - 1 Spd. White & Blue Target 17.50

Write us for your price on any brand-new machines that have been released by the respective manufacturers.

MOSELEY VENDING MACHINE EX. INC.
69 BROAD ST. RICHMOND, VA.
Day Phone 2-4511 - Night Phone 6-3229.



BERT LANE Says:

Hold Everything!

FORMATION

Genco's New SMASH HIT IS ON THE WAY!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

- ### WEEKLY SPECIAL!
- With Bonus Masters Debit \$15.00
 - Seaboard A & B 12.50
 - Seaboard 32 Regulars 22.50
 - Seaboard P-121 22.50
 - Seaboard 104 22.50
 - Seaboard Special 204 55.00
 - Seaboard Royal 85.00
 - Seaboard Royal 110.00
 - Seaboard Conq 110.00
 - Seaboard Dallas 130.00
 - Seaboard Prize 145.00
 - Seaboard 8001 184.50
 - Seaboard Royal 185.00
 - Seaboard 8002 185.00
 - Seaboard 8003 185.00
 - Seaboard 8004 185.00
 - Seaboard 8005 185.00
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 - Seaboard 8012 185.00
 - Seaboard 8013 185.00
 - Seaboard 8014 185.00
 - Seaboard 8015 185.00
 - Seaboard 8016 185.00
 - Seaboard 8017 185.00
 - Seaboard 8018 185.00
 - Seaboard 8019 185.00
 - Seaboard 8020 185.00
 - 1/3 Deposit, Balance C. O. D.

MILWAUKEE COIN MACHINE CO.
1605 W. Field St. La Crosse
MILWAUKEE, WIS.

MILLS PHONOGRAPHS
CONSOLES
BILLS
TABLES

Distributor

KEYSTONE NOVELTY & MFG. CO.
204 & Washington Sts. Philadelphia, Pa.

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

Like Old Man River, the Pennies Keep Right on Rolling—Into the Cash Box of This New Baby



ONLY \$8.75

Pays for itself quick

SIZE 15 1/2" LONG 8" WIDE 3 1/2" HIGH

ROLL-A-GENT

You, sir, they need to see plenty of them. Here are the FULL PARTICULARS: ROLL-A-GENT carries roll pennies down incline. A Package of cigarettes for every cent that rolls through upright slot in fence. Winning pennies reward you! Cash paid off to social worker, who then releases them into separate compartment. No record of payments to keep. Nothing to get out of order. Floor-proof. Easy to operate—easy to place. Hold up your nose with ROLL-A-GENT and start the pennies rolling in. SEND IN YOUR ORDER RIGHT NOW.

\$8.75 CHICAGO

Send full payment with order or 1/3 Deposit—Balance C. O. D.

GET ON OUR MAILING LIST. FREE CATALOG.

KOPLO SALES & SUPPLY CO.
684 Blue Island Ave. CHICAGO, ILL.
Tel. Hegemuhl 4339

Bally Issues Red Cross Labels

CHICAGO, June 27.—Operators in all sections of the country are rapidly joining a movement to aid the American Red Cross in its drive for war relief funds, according to Ray Moloney, president of Bally Mfg. Co. who is sponsoring the movement.

Describing the plan, Moloney explained that the Bally Mfg. Co. is distributing, without charge to operators, a special label which states that "A Percentage of the Income of This Game Contributed to the American Red Cross War Relief."

"The amount to be contributed," Moloney explained, "is determined by each operator, who then places a sticker on each of his games and sets aside a share of each collection to be turned over to his local Red Cross chapter. Altho we have, to date, publicized this plan only by means of letters to our distributors, the number of requests for stickers indicates great enthusiasm for this opportunity to aid the Red Cross—and provides further proof that the coin machine operator is a civic-minded citizen who is quick to accept his humanitarian obligations."



FRANK SWARTZ, of the D & S Novelty Co., Rockford, Ill., was a recent visitor to the Exhibit Supply Co. factory in Chicago. He came especially, it is said, to look over Exhibit novelty game, Fylon.



Haven't you seen the light? Mills Novelty's Jumbo Free Play Bell is 'overwhelming all competition. Order today from your Distributor.

ATTENTION!

SALESBOARD OPERATORS and JOBBERS.

We have just installed new equipment in manufacturers salesboards of the latest type. Write and get our prices and samples. Don't answer this ad unless you are interested in salesboards.

GENERAL SALES COMPANY.
121 4TH AVENUE, SOUTH, NASHVILLE, TENNESSEE

BUY MARVEL 10 AT A TIME!!

10 FOR ONLY \$275

Less than 10—\$22.50 Each (Full Gum Model \$2 Extra)
1/3 DEPOSIT, BALANCE C. O. D.

HALF YOUR PURCHASE PRICE BACK IN 90 DAYS!!
BOY! YOU CAN'T LOSE!

ATLAS NOVELTY COMPANY

General Office: 2200 N. Western Ave., Chicago, Ill.
1601 Fifth Ave., Pittsburgh, Pa.
Associate Office: ATLAS AUTOMATIC MUSIC CO., 2882 E. Jefferson St., Detroit, Mich.

Stoner's ROTATION

The Sequel to That Smash Hit "Brite Spot"

It's the Special "Spot" Bumper that makes Rotation one of the most fascinating and exciting games ever created. That everything can happen appeal—every second of play.

Plenty of ways to win (1) Beat the high score, (2) Contacting bumpers 1 to 6 inclusive, and in sequence, (3) Contacting Special "Spot" bumper when lighted. Each hit lights one of the numbered bumpers.

And there's more—Rotation has that ever popular odds build up feature. Bumpers are a special new catalin wafer type that eliminate flutters and misses.

Don't fail to order Rotation
\$99.50



Stoner
CORPORATION
AURORA, ILLINOIS

UNITED AMUSEMENT CO.

"Kansas City's Coin Machine Headquarters"
3410 MAIN STREET — KANSAS CITY, MO.

"DEAL WITH CARL... ALWAYS A SQUARE DEAL"

EXCLUSIVE MIDWEST DISTRIBUTORS FOR BALLY, CHICAGO COIN, GENCO, KEENEY, BAKER, GROETCHEN, DAVAL, EVANS AND FACE PRODUCTS.

WE CARRY THE LARGEST AND MOST COMPLETE STOCK OF NEW AND USED FREE PLAY GAMES IN THE WEST. GET OUR LIST AND PRICES BEFORE YOU BUY—WE HAVE THEM ALL AT THE LOWEST PRICES. JUST TELL US WHAT YOU WANT.

THIS WEEK'S SPECIAL BARGAINS IN LEGAL EQUIPMENT

- | | | | |
|-------------------------------------|---------|--|---------|
| BALLY ALLEY | \$65.00 | CHICKEN SAM RAYOLITE GUN | \$82.50 |
| EVANS TEN STRIKE (1939 Model) | 87.50 | WESTERN BASEBALL (Late 1939 Model) | 80.00 |

Terms 1/3 Deposit, Balance C. O. D.

WE HAVE IT!

STONER'S SENSATIONAL NEW HIT!
ROTATION, \$99.50

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone NY-3-0146

SPECIAL TEN STRIKE, 1939 MODELS, SLIGHTLY USED, WITH RECORDING UNIT UP TO 150 POINTS. WRITE FOR PRICE

- | | | | |
|-------------------------|-----------------------|-----------------|-----------------------------|
| FREE PLAY GAMES: | Twists | \$12.00 | PHONOGRAPHS |
| Big Hit | Daugh Boy | Write for Price | 1000 Records with |
| S. O. D. | | | Items, \$100.00 |
| 4-8 | | | Model 24 Whirlizer 110.00 |
| Patrol | | | These Phonos in Exceptional |
| Super Hit | | | City Pipe Condition. Ready |
| Covered | | | for Localities! |
| Stoner's Baseball | | | 1/3 Deposit, With Order, |
| Thriller | | | Balance C. O. D. |
| | NOVELTY GAMES: | | |
| | Scop | \$27.00 | |
| | Mr. Chase | 27.00 | |
| | Pick Hit | 27.00 | |
| | Vegas | 27.00 | |
| | Variety | 10.00 | |

BROOKLYN AMUSEMENT MACHINE CO.

660 BROADWAY, BROOKLYN, N. Y. (All Phones) Evergreen 8-4732

HERCULES HURRICANE OF VALUES

- | | | | |
|---|-------------------|---------|--------------------------------------|
| FREE PLAY SPECIALS: | Super Chief | \$27.50 | When you buy fresh use you are |
| Fair | Playable | 21.00 | playing SAFE. For gradually the |
| Twister | Plunk | 22.50 | same money you would pay for |
| 4-8 | Demolition | 22.50 | newer used games you can buy |
| Big Hit | Super Hit | 22.50 | GUARANTEED GAMES than us |
| Mr. Chase | Triumph | 22.50 | that are liberally and aptly ready |
| 1/3 With All Orders—Bal. Shipped C. O. D. | | | guaranteed. We do not buy used games |

HERCULES MACHINE EXCL. INC., 1175 BROAD ST., NEWARK, N. J.

When Writing to Advertisers Mention The Billboard.



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.18 EACH

OTHER FAST SELLERS

- | | |
|---|--------|
| 1640 hole F-5240-3 Bar Jackpot at | \$2.72 |
| 1200 hole F-5275-Horses at | 3.41 |
| 800 hole F-5270-Pocket Dice at | 1.76 |
| 720 hole F-5255-Pocket Jack at | 1.59 |
| 600 hole F-5305-Royal at | 1.70 |

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Prejudicial, Please Write for Our Latest Low-Price Quotation.

- | | | | |
|-------------------------|----------|--|---------|
| Rock-Ola De Luxe | \$125.00 | Bally Allied, Late Model | \$80.00 |
| Rock-Ola Standard | 125.00 | Seeburg Christmas Game (with base) | 85.00 |
| Seeburg Royal | 145.00 | Ever-Top Blinders, 1939 Model | 80.00 |
| Seeburg Royal | 75.00 | Kalmb's Whirlers | 48.50 |
| Rock-Ola Monarchs | 95.00 | Rock-Ola Ten Pins, 1939 Model | 110.00 |
| Rock-Ola Windows | 85.00 | Bally Bally's King | 85.00 |

BADGER NOVELTY COMPANY

2840 N. BOSTON ST. MILWAUKEE, WIS.



**FAST FLYING AEROPLANE—
ACTUALLY FLIES AROUND.
ILLUMINATED PYLON ERECTED
ON PLAYFIELD—SPEEDING
OVER BUMPER TOPS.**

**NEW FASCINATING
HIGH SCORE GAME with EXCITING FAST
BALL ACTION and EXTRA AWARD FEATURES
-- EASY and SIMPLE to UNDERSTAND AND
PLAY --- MECHANICALLY PERFECT.**

**'PYLON' is the Operators
BIGGEST MONEY MAKER TODAY.
— GET IT NOW!**

**FREE PLAY
104⁵⁰
CONVERTIBLE**

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

**You're Guaranteed
50% BACK
IN 90 DAYS
ONLY ON
MARVEL**

CLEAN UP with MARVEL for 90 Days! If you then want to trade it in we'll gladly give you 50% of your original purchase in trade-in value... **TAKE ADVANTAGE OF THIS OPPORTUNITY! ORDER NOW!**



**10 FOR ONLY \$275⁰⁰
SAMPLE \$32.50
BALL GUM MODEL \$2.00 EXTRA
BALL GUM**

15¢ per Box of 100 pieces. Case of 100 Boxes, \$12.75. 1/3 Deposit. Bal. C. O. D.

**QUICK! ORDER NOW!
SICKING, INC.
1401 CENTRAL PARKWAY
CINCINNATI, O.**

MACHINE CLOSEOUTS

300 Perfectly Reconditioned Games—Ready To Operate
All Free Plays

- | | | | |
|--------------------------|---------|--|---------|
| 29 Big Six | \$18.50 | 20 Scoops | \$32.50 |
| 40 Thrillers | 17.50 | 4 Lite-a-Card | 45.00 |
| 25 Super Chargers | 25.00 | 2 Roxys | 52.50 |
| 19 Follies | 34.50 | 7 Ten Strikes (90 Dial) | |
| 12 Punch | 32.50 | 1939 Models | 37.50 |
| 20 Commodores | 39.50 | 6 Ten Strikes (150 Dial) | |
| 21 Big Shows | 39.50 | 1939 Models | 105.00 |
| 16 Gottlieb Alleys | 35.50 | 3 1940 Western Baseball (F. P. Like New) | 105.00 |
| 12 Super Six | 42.50 | 30 Pickems (New, no F. P.) | 14.50 |
| 9 C. O. D. | 32.50 | | |

2 WURLITZER 61 (Counter Model).....\$79.50

Wire 1/3 Deposit for Immediate Shipment

ROBINSON SALES CO.

3100 Grand River, Detroit, Mich. All Phones: Temple 2-5424
MICHIGAN'S LARGEST DISTRIBUTORS

PHONOGRAPH SPECIALS!

- | | |
|---|----------|
| Rock-Ola '39 De Luxe, Used | \$185.00 |
| Rock-Ola '39 Standard, Used | 150.00 |
| Rock-Ola '30 Counter Model | 50.00 |
| Seeburg Royal, 50 Rec. | 75.00 |
| Seeburg Rexa, 20 Rec. | 75.00 |
| Rock-Ola Imp. 201, with Gramo | 85.00 |
| Wurlitzer 416-A's, 16 Rec. with Gramo | 99.00 |
| Rock-Ola Monarch, 20 Rec. | 98.00 |
| Seeburg R-20 | 78.00 |
| Rock-Ola Ambassador, 16 Rec. | 85.00 |
| Wurlitzer 412, 12 Rec. | 65.00 |
| Rock-Ola Standard, 12 Rec. | 30.00 |
| Wurlitzer 312, 12 Rec. | 24.00 |

TERMS: 1/3 Deposit, Balance C. O. D., P. O. B. Chicago

**NATIONAL COIN MACHINE EXCHANGE
1411-13 Plymouth Blvd., CHICAGO, ILL.**

NATIONAL SPECIALS

- | | | |
|--------------------------|---------------------------------|---------|
| FREE PLAY | Up & Up | \$47.50 |
| Lancer | Zip | 27.50 |
| Maize | Davy Jones | 27.50 |
| Mr. Chips | Rebound, New Unit | 22.50 |
| Spencer's Baseball | Trotter | 22.50 |
| Variety | | |
| Conquest | COUNTER GAMES | |
| Clipper | Cent-a-Smoke | 18.50 |
| Shells | Rail Dice | 4.00 |
| Golden Gate | Race | 6.00 |
| Sports | Sandy's New Game | 8.00 |
| Blacktop | Square Shooter, New | 3.00 |
| Champion | Turf Race | 4.00 |
| Firm In Med | Corn Vendor | 5.50 |
| Base | Ruby Roll | 6.00 |
| Lucky Stars | Times, New | 12.00 |
| Yankee | Carta of 8 | 17.50 |
| Thru | WTC Regatta, \$1.50 extra | |
| 4-4-4, New | WHEELS & COUS | |
| Chicago | Rips Track | 570.00 |
| 4-4-4, New | Pass Paper, New, Cal. | |
| Zenith | Patrol over 5000 | 99.00 |
| Jumper, New Unit | | |
| Fortly | | |
| Walla Salt | | |

our games are chosen from alert to alert, give us a try, you will buy.

- | | |
|-------------------------------------|----------|
| Events Ten Spins | \$110.00 |
| 1939 Model | |
| SLOTS | |
| Peas Barton, De. like | \$10.00 |
| New | |
| Millie Lion Head, De. | 15.00 |
| Millie 1st Q.T. | 10.00 |
| Peas Barton, 10¢, like | 15.00 |
| New | |
| Jenny's Dubious, De. | 10.00 |
| Millie Kambler, Gold | 15.00 |
| AGASS | |
| NOVELTY GAMES | |
| Equally, Odd-Ball, Gully | |
| Supreme, Tiger, Barbette, | |
| Kayla, Side Kick, Chubbie, | |
| Tro, Peachy, Airway, Zanny, | |
| Green, Repaira, Burboard | |
| Home Street, Splash, Reviver, | |
| Bumper, Reserve, Fleet, | |
| 361 Mt. EACH | \$9.00 |

National Sales & Dist. Co. 1605 E. 39th, K. G., Mn. Coast to Coast

50 cent SPECIAL DEAL.

35¢ for 1,000 tickets

purchase, ready to assemble on stand.

Double Land 10¢
Payoff 8¢

Also have patent cards for gun, coast, bar, beer, hamburger and a straight money deal.

ODD PENNIES
Profit 10.00

Penny Charities Deal
Take in 10.00
Payoff 3¢
Profit 7.00

Profit 4.00

SPECIFY PAYOFF CARD AND QUANTITY

**WERTS NOVELTY CO.
P. O. BOX 572, MUNCIE, IND.**

Tell the Advertiser in The Billboard Where You Got His Address.

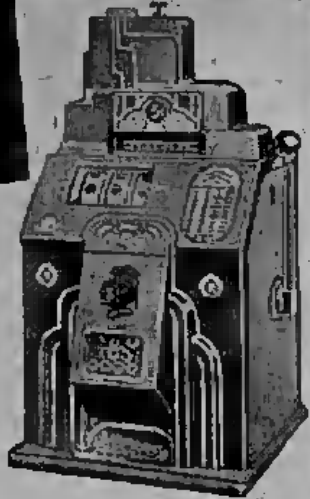
You, too, can operate these Jennings **FREE PLAYS** in your territory

If you're ambitious and willing to exert a little sincere effort there's a big opportunity waiting for you.

Just recently the Superior Court of one of our largest states declared Modern Vendor legal to operate in that state. Fortified with this decision a number of operators in other territories where novelty machines are operating approached their authorities and petitioned for the privilege of operating Modern Vendors. As a Modern Vendor is strictly an amusement machine with no payout and awards made only in free plays this privilege has been granted to the great majority.

It is our opinion that if properly presented, both Modern Vendor and Fast Time can be operated in your territory. In order to help you, we are willing to ship you one of each machine on a 14 day free trial basis, and in addition the complete opinion rendered by the Superior Court on Modern Vendor. Thus you should be able to make a very convincing demonstration of this equipment to your authorities. This is your opportunity. Write now!

NO SLUGS
get by



Double Protected **MASTER CHIEF**

Slug Rejection
Plus Visible Detection

Did you know that a Double Protected Master Chief pays for itself within a period of two or three months from the money saved through the elimination of loss by slugs and spurious coins.

These are facts substantiated by letters in our files from hundreds of operators now operating Master Chief. They all say: "It's the one machine that slugs just can't get by."

Why go on suffering losses month after month when you can turn slugs into nickels, with this completely slug-proof machine.

Try one Double Protected Master Chief on location. You'll never operate any other machine.

Equipped with National slug rejector. Eliminates 99% of all slugs. Has famous Jennings visible escalator. Detects the occasional slug that may slip by the rejector thereby affording 100% slug elimination.

Plus these other Jennings features. The famous one-piece removable mechanism. The heavy-duty clock. No bounce reels. And the slug-proof escalator. All features that mean years of smooth, trouble-free service.

Drill-proof plates covering both sides and front are available for Master Chief at a slight additional cost. Specify when ordering.

Order a Master Chief on our 14 day free trial offer.

O. D. JENNINGS & COMPANY
437 West Lake Street
CHICAGO, ILLINOIS

Modern Vendor A Free Play Mint Vender Chief



Modern Vendor has the appearance and all the play appeal for which Jennings Chiefs are famous. However, the machine has absolutely no payout. Awards are made only in free games. With each coin deposited the machine sends one roll of mints.

Famous Chief Mechanism. Conceded by operators everywhere as the most dependable, smoothest operating mechanism made.

Slug Rejection Plus Visibility. Equipped with both National slug rejector and a special coin detector showing last three coins played.

You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games!

- Alpert \$14.50
- Alps 14.50
- Altoona 14.50
- Avalon 14.50
- Battling Champ 14.50
- Big Shot 44.50
- Big Score 12.50
- Blackjack 22.50
- Business 12.50
- Champion 22.50
- Chief 14.50
- Commodore 22.50
- Congo 22.50
- Crash 24.50
- Double Victory 14.50

- SPECIALS**
- BIG TOWN... \$37.50
 - TRIUMPH... 47.50
 - O' BOY... 39.50
 - SUPER SIX... 39.50

- Headliner \$14.50
- Hold Tight 12.50
- Liberty 12.50
- Light-Cad 42.50
- Slater 12.50
- Secretary 8.50
- St. Clair 22.50
- Punch 27.50
- Red One 44.50
- Reel 44.50
- Big Wheel 12.50
- Shoot 12.50
- Spitball 12.50
- Step & Go 12.50
- Super Chief 24.50

1/3 Deposit With Order.
Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



Keeney's
ANTI-AIRCRAFT
MACHINE GUN
Fastest **LEGAL**
Money Maker,
in History!

Exclusive Distributors for New York, New Jersey, Connecticut
SIMON SALES, 437 West 42nd Street, N. Y. C.



I. L. MITCHELL & CO.
IF YOU'RE LOOKING FOR
EXCELLENT USED PIN GAMES
AND **LOWER PRICES**
Write for OUR LIST! PHONE: GLENMORE 2-8400.
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.



Free Play **FAST TIME**

a square bell console
Designed specifically for amusement only. Has no payout of any kind. More than a thousand Fast Time Consoles now on location are proving their earning superiority.
Mechanism is the popular Chief simple link type proved superior on thousands of locations.
The glass is attractively illuminated and has two horse symbols. Equipped with improved rejector.
Also available with skill top where territory conditions permit — Fast Time can be furnished with skill top and automatic payout.

O. D. Jennings & Company
4309 WEST LAKE STREET, CHICAGO, ILLINOIS
TRY THESE ON 14 DAYS FREE TRIAL OFFER

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

OPERATORS ATTENTION!

Chicago Coin's

YACHT CLUB

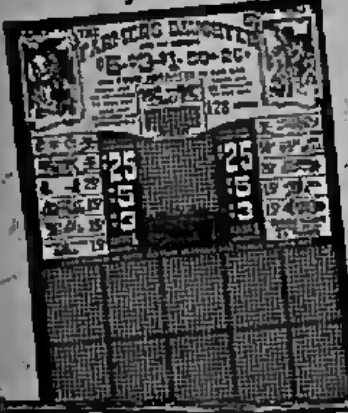
**DISTRIBUTORS
NOW MAKING
PROMPT DELIVERIES!**

Metropolitan New York Distributor
SAVOY VENDING CO.
651 Atlantic Ave.,
Brooklyn, N. Y.
PL 6-4111

New Jersey Distributor
GEORGE POWSER CO.
11-15 E. Runyon St.,
Newark, N. J.
PR 3-5111

Pennsylvania Distributor
BANNER SPECIALTY CO.
1530 Parrish St.,
Philadelphia, Pa.
PR 1-7000

Am the **FARMER'S DAUGHTER**
a "Superior" girl



America's most popular girl—THE FARMER'S DAUGHTER—is coming to town. A real "gold digger" who'll give you plenty of interest and profit (lots of profits, 1000 No. 1s).
Classic "mystery drama" theme. Average profit \$35.50 on each board. For an introduction to the "luscious temptress" in pearls, write for 2024.

SUPERIOR PRODUCTS
1110 N. 10th St. N. P. O. Box 10100, Minn.

QUALITY SPEAKS FOR ITSELF

Triumph	\$45.00	Ship & Co	\$15.00	Grandlands	\$75.00
Red Hot	65.00	Curry	18.00	Tailfeeder	75.00
Jollys	30.00	Crump	30.00	Master's	72.50
Robbers	25.00	Ball & Co	20.00	Sport Page	47.50
Gallop Gallop	22.50	Per Shot	25.00	Orbitone	34.50
Up & Up	22.50	Top Sm	22.00	Arrow-the-Bird	24.00
Conquest	20.00	Ed. Bowling Game, F.P.	62.50	Big Race	22.50
Chubby	18.00	Bally Alley, the new	65.00	1000 Keweenaw Club	47.50
Cherry	16.00	Big, the new	27.00	Ballside	25.00
Follow Up	15.00	Mutecop	27.00	Dark Horse	19.50
		1/2 Dozen With Order		Parco Rosemary	17.50

MODERN AUTOMATIC EXCHANGE, INC.
2615 GARFIELD AVE., CLEVELAND, OHIO

HERE THEY GO!

UNLIMITED QUANTITIES OF FREE PLAY GAMES

Our prices are unbelievably low. That's why we are not printing them. Write for immediate quotations on:

- | | | |
|----------------------|----------------------|-----------------------|
| EUREKAS | CHUBBIES | AIRPORTS |
| C. O. D.'s | BIG SIXES | TOPS |
| SCOOPS | THRILLERS | BOWLING ALLEYS |
| PICK-EMS | SUPERCHARGERS | LOT O FUN |
| SPOTTEMS | FOLLIES | BIG SHOWS |
| CHEVRONS | WHITE SAILS | COMMODORES |
| FIFTH INNINGS | MR. CHIPS | NIPPYS |

All machines have been cleaned and are guaranteed to be in A-1 mechanical condition.

CENTRAL COIN MACHINE EXCHANGE

2998 GRAND RIVER AVE., DETROIT, MICH.
Phone: Temple 2-5790

\$8.50---IN ORIGINAL CARTONS---\$8.50

... WHILE THEY LAST ...

3-Red Cigarette Counter Game With Coin Divider for 1c Play Only.
1/2 Certified Deposit With Order, Balance C. O. D.

25 Brand New FREE PLAY GAMES---25

All in original crates—some as low as \$26.50 each. Write for our complete price list—immediate delivery on all new games.

GRAND NATIONAL SALES CO. 2300-04 W. ARMITAGE AVE., CHICAGO

MUST SELL---OUR LOSS---YOUR GAIN

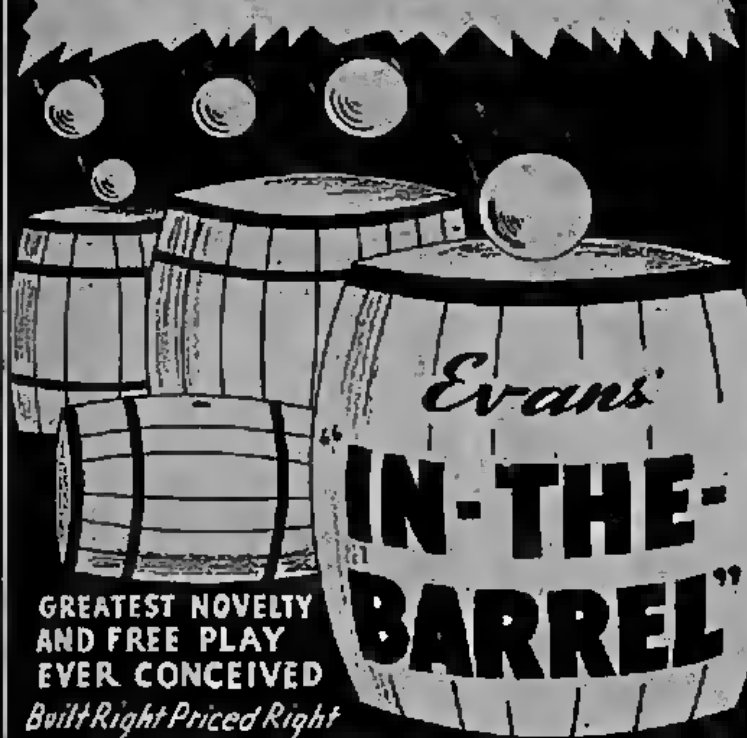
Each	Each	Each	Each
2 1936 Mills 1-2-3	1 Clipse	1 Razy	1 Bally Teehyr
Armed Chase	1 Onepole	2 Savanna	2 You
1 10-40 Mill 1-2-3	1 Onepole	2 Snow	2 Daryl Raze
Armed Chase	1 Doney	1 Sparrel	7 Daryl Raze
1 10-40 Mill 1-2-3	1 Doney	2 Sport Specials	18 Japs
Armed Chase	1 Doney	1 Used Top	20 David Penny
1 10-40 Mill 1-2-3	1 Doney	1 Day	Ball (Bertel)
Armed Chase	1 Doney	2 Sports	Ball
1 10-40 Mill 1-2-3	1 Doney	2 Sports	4 Keeney's
Armed Chase	1 Doney	1 Topoliner	4 Keeney's
1 10-40 Mill 1-2-3	1 Doney	1 Triumph	2 Mills Squares
Armed Chase	1 Doney	2 Valiant	Ball
1 10-40 Mill 1-2-3	1 Doney	2 Variety	2 White Vent
Armed Chase	1 Doney	2 Varsity	Packets
1 10-40 Mill 1-2-3	1 Doney	2 Varsity	
Armed Chase	1 Doney	2 Varsity	

All Above Orders Subject to Prior Sale. Write 1/2 Dozen With Order, Balance C. O. D., P. O. B. Rapid City, S. D. Reference: Rapid City National Bank.

K. & W. AMUSEMENT CO.

1113 ST. JAMES ST., RAPID CITY, SOUTH DAKOTA

Barrels — OF FUN FOR PLAYERS!
— OF PROFITS FOR OPS!



**GREATEST NOVELTY
AND FREE PLAY
EVER CONCEIVED**

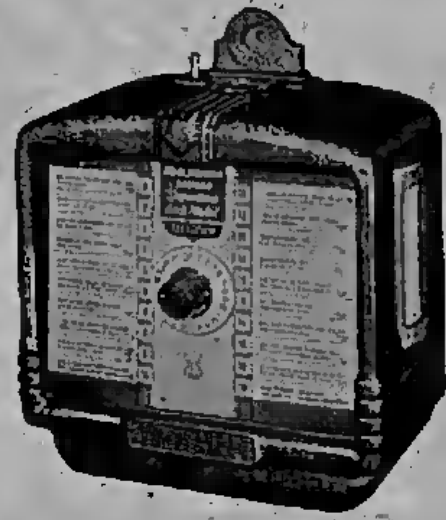
Built Right Priced Right

ALL SKILL! MANIKIN PLAY! CUMULATIVE FREE PLAY!

Amazing new invention by Evans—over greater than Ten Strikes!
Scores a hit whenever seen! Any way you look at it—It's In the Barrel!
Don't wait—get yours quick! Delivery—first come, first served!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Adapters



Engineered for Mills Empress
or 1940 Throne of Music

SELECTIVE WALL BOXES ARE NOW READY!

The Selective Wall Box System uses a positive 4-wire control system. It embodies the use of extremely accurate, but simple timing motors of the same design as are used in high-grade clocks, but of much more rugged construction.

The Wall Boxes operate the phonograph by means of a 4-wire armored cable, somewhat smaller than a lead pencil. These wires carry low current at a nominal rating of 25 volts. The coin deposited in a wall box sends a single impulse at the proper time to a relay in the phonograph, which pulls in the proper coil, releasing the selected record.

In the Selective system, it makes absolutely no difference how many players make selections at one time, or what selections are made at one time; all players will receive the selection which they have made.

Inasmuch as in the Selective system all of the electrical currents for operation of the same are carried over wires, it will not give the players wrong selections or operate the phonograph free of charge from external electrical disturbances.

The Mills Empress and the 1940 Throne of Music can be shipped from Mills factory or supplied by your Mills Distributor already equipped with adapters for the Selective Wall Box System.

See Your Distributor at Once!

Mills Novelty Company
4100 Fullerton Avenue, Chicago, Illinois

FREE WALL BOX DEAL!

PHONE! WIRE! WRITE QUICK!

George Ponser

P. S.: (This applies only to operators in our territory!)

WALL BOXES

READY FOR IMMEDIATE INSTALLATION

by **FACTORY TRAINED MEN**

PHONE—WIRE—WRITE

Also Distributor of

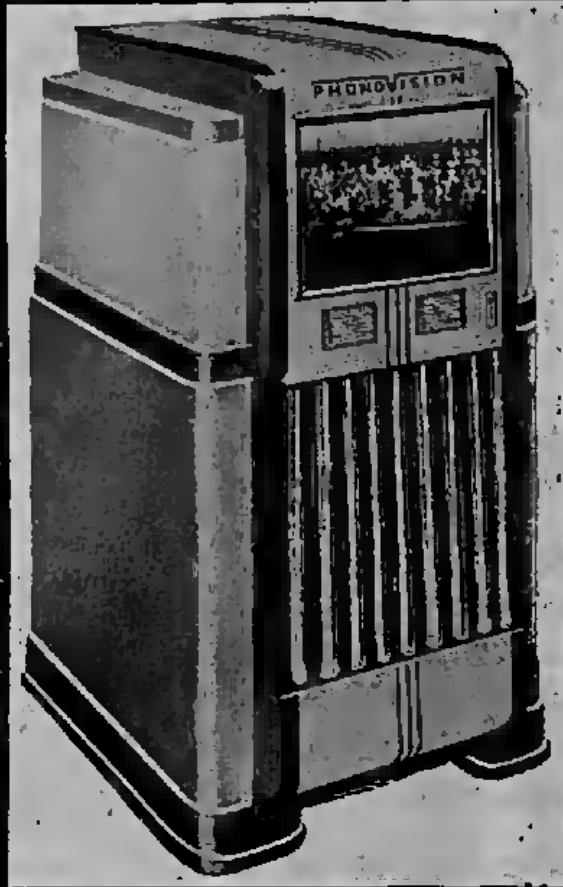
EMPRESS and THRONE OF MUSIC

in Southern Ohio and Northern Kentucky

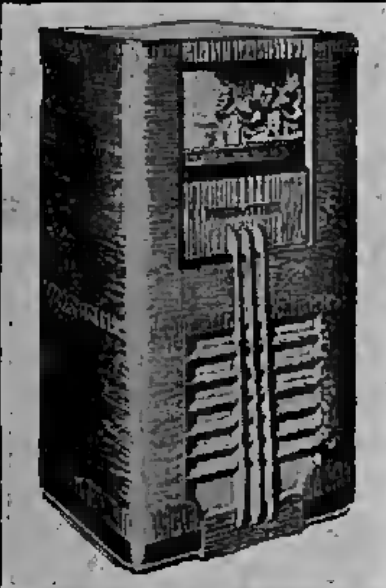
RAY BIGNER 1983 State Ave.
CINCINNATI, OHIO



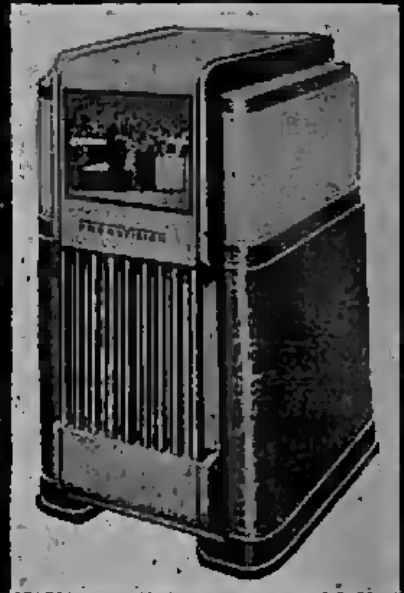
A NEW TRIUMPH



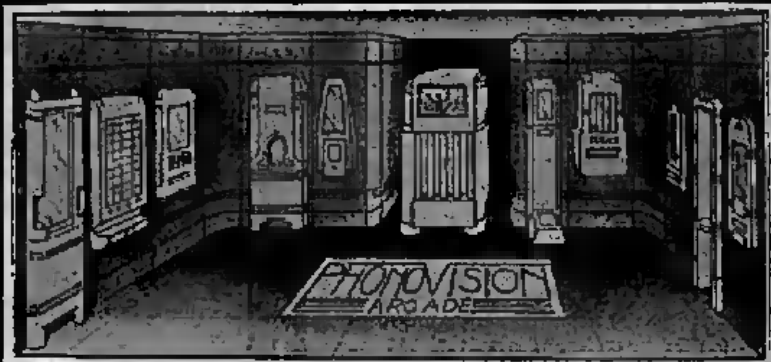
PHONOVISION
Amusement Model



PHONOVISION
Home Model



PHONOVISION
Commercial Model



PHONOVISION
Arcade

FOR AMERICA!

PHONOVISION

From the fertile, searching brains of a hand-picked group of America's finest sound and cinematographic engineers . . . courageously and energetically backed by men who had the rare vision to foresee its immense possibilities . . . now comes the most revolutionary, the most far-reaching innovation in the history of modern entertainment.

PHONOVISION . . . an idea so radical, so commercial, so simple, so intensely dramatic, so much needed to satisfy the hunger of America's millions for entertainment . . . that it begins where radio and the automatic phonograph leave off!

PHONOVISION entertains with sight as well as sound—economically, automatically and conveniently. Perfectly synchronized in one scientifically developed and commercially practical unit, the PHONOVISION machine offers, for a coin, the sight and sound of America's favorite bands performing the latest hit numbers . . . specially produced short subjects featuring the great stage and screen stars, vaudeville celebrities and concert artists . . . an endless and diversified series contrived to give the utmost in entertainment value.

The PHONOVISION Studios (formerly the Edison Studios) are already at work

producing subjects for PHONOVISION. Only PHONOVISION machines will feature PHONOVISION films and only PHONOVISION films will be used in PHONOVISION machines.

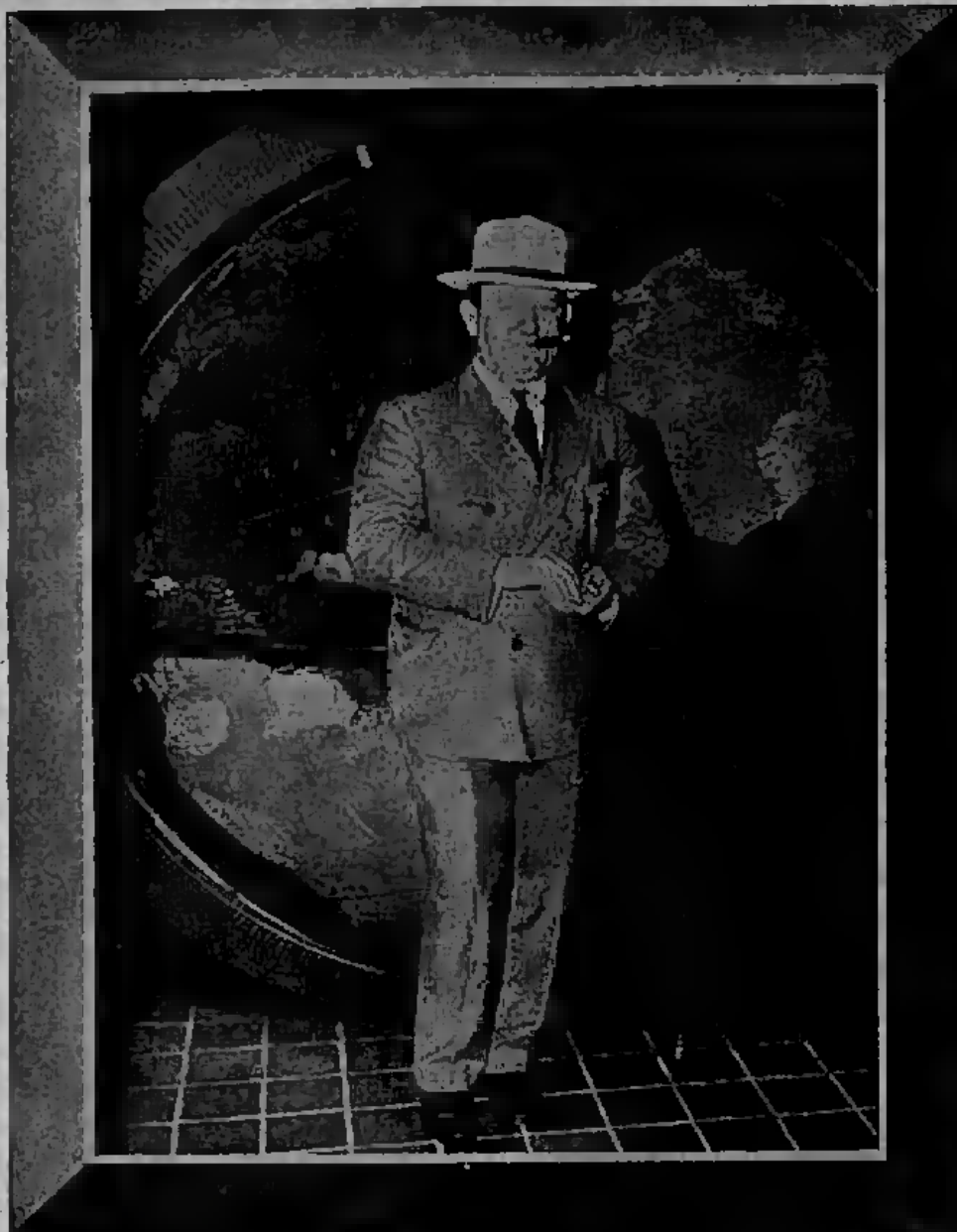
Wherever people congregate . . . in taverns, restaurants, cafes, cocktail lounges, bus stations, waiting rooms, hotel lobbies, resorts, arcades and a hundred other types of locations . . . PHONOVISION will cause excited comment and establish the steadiest patronage yet known to the amusement industry.

And PHONOVISION doesn't stop there. In addition to its tremendous scope in the coin-operated field, PHONOVISION offers a Home Model and a Commercial Model immensely useful as an advertising medium.

Here is truly a new climax to America's greatness as an amusement producer . . . a machine that incorporates within itself every pleasure element that the nation pours out millions upon millions of dollars in different channels to obtain.

You are cordially invited to inspect the complete display of PHONOVISION machines at the PHONOVISION Showrooms.

PHONOVISION CORPORATION of AMERICA
1 EAST 54th STREET • NEW YORK CITY



PACKARD MANUFACTURING COMPANY, FORT WAYNE, IND., WAS CREATED BY ME FOR THE SOLE PURPOSE OF HELPING MUSIC OPERATORS TO GREATER PROFITS WITH A SERIES OF PRODUCTS ENGINEERED AND DESIGNED TO MEET THE CONDITIONS OF PRESENT-DAY OPERATION.

H. A. Capelhart



See the 1940
ROCK-OLA
 Luxury Lightup PHONOGRAPHS
 AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

- BILENE, Texas**
 Jack W. Yeager
 General Delivery
- ALBANY, New York**
 Square Amusements of Albany
 701-709 Broadway
 (Tel. 3-4791)
- ATLANTA, Georgia**
 Edgar I. Woodfin
 64 Canal Ave.
 (Tel. Main 4401)
- ALTIMORE, Maryland**
 The Hub Enterprises
 426-408 West Franklin Street
 (Tel. Versa 8111)
- BLOXI, Mississippi**
 United Novelty Company
 21 West Howard Avenue
 (Tel. 101-102)
- BIRMINGHAM, Alabama**
 Birmingham Vending Company
 1117 Third Avenue, North
 (Tel. 3-5183)
- LYTHEVILLE, Arkansas**
 O. M. Morgan
 423 Madison Street
- BOSTON, Massachusetts**
 Supreme Amusement Co. of New England, Inc.
 1012 Commonwealth Avenue
 (Tel. Longwood 3264)
- BUFFALO, New York**
 Rex Amusement Company
 143 Main Street
 (Tel. Garfield 7180)
- BUTTE, Montana**
 H. B. Brinck
 875 East Front Street
 (Tel. 6791)
- CHARLESTON, West Virginia**
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 (Tel. 30-817, 34-840)
- CHICAGO, Illinois**
 National Coin Machine Exchange
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 (Tel. Park. 6466)
- CINCINNATI, Ohio**
 Herbert Hill Distributing Co.
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 (Tel. Main 5938)
- CLEVELAND, Ohio**
 Art Nagal
 7923 Prospect Avenue
 (Prospect 4551-2)
- DALLAS, Texas**
 Fisher Brown
 2300 S. Harwood Street
 (Tel. 4-6131)
 Geo. Prock & Company
 1812 Main Street
 (Tel. 7-6498)
- DENVER, Colorado**
 Denver Distributing Company
 1816 Arapahoe Street
 (Tel. Cherry 4800)
- DES MOINES, Iowa**
 A. A. Becker
 609 3rd Street
 (Tel. 7-4658)
- DETROIT, Michigan**
 Souve Music Company
 3072 Grand River Avenue
 (Temple 2-5118)
- ELGIN, Illinois**
 Elgin Music & Novelty
 115 S. Grove Avenue
 (Tel. Elgin 844)
- FARGO, North Dakota**
 Frank D. Grunzner
 721 7th Street, North
 (Tel. 2819)
- FLINT, Michigan**
 George J. Miller
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 (Tel. 2-3471)
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 (Tel. Gary 35076)
- HOUSTON, Texas**
 Stelle and Hoston
 1113 Louisiana Street
 (Tel. Fairless 4095)
- INDIANAPOLIS, Indiana**
 Frank Wixel
 435 Massachusetts Avenue
 (Tel. Lincoln 6932)
- JACKSON, Ohio**
 Swinnen Sales Company
 275 East Main Street
 (Tel. 39)
- JOPLIN, Missouri**
 Borton's Automatic Supply
 1619 Main Street
 (Tel. Joplin 617)
- KALAMAZOO, Michigan**
 King Pin Games Company
 875 Mills Street
 (Tel. 4014)
- KANKAKEE, Illinois**
 Gousser Sales Company
 444 South Schuyler Avenue
 (Tel. Main 300)
- KANSAS CITY, Missouri**
 United Amusement Company
 3450 Main Street
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- KENTON, Ohio**
 Trenton Bridge
 415 North Cherry Street
 (Tel. 9560)
- KNOXVILLE, Tennessee**
 Carl E. Palzer
 943 Midway Ave.
 (Tel. 2-5049)
- LITTLE ROCK, Arkansas**
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 (Tel. 40586-1924-27460)
- LOS ANGELES, California**
 Jean J. Minihorn
 2020 W. Pico Boulevard
 (Tel. Parkway 1179)
- LOUISVILLE, Kentucky**
 Carl A. Hooper
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 (Tel. Wash 4061—Belmont 2400)
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- MOLINE, Illinois**
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 (Tel. Tele Oaks 3634-1370)
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 Mid-West Novelty Sales Co.
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 Calamba Distributing Company
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- SEATTLE, Washington**
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- SIOUX FALLS, South Dakota**
 Gordon Stett
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 (Tel. 783945)
- SPOKANE, Washington**
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 Rex Amusement Company
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 (Tel. 2-1692)
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 Baldwin International, Ltd.
 610 King Street, West
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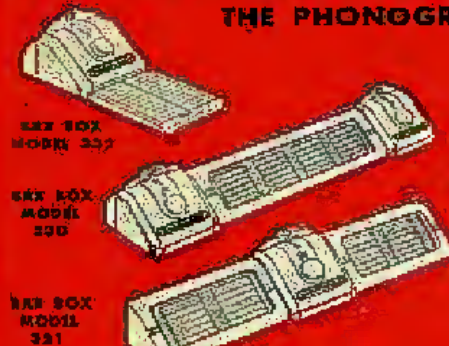


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