

The Billboard

The World's Foremost Amusement Weekly

JULY 13, 1940

15 Cents

Vol. 52. No. 28



BING CROSBY

BC-22

Photo by Rex Jones

What this symbol



stands for . . .

We don't know who first penned the phrase, "The first law of sound business is service," but we do know that it is an axiom that has guided The Billboard for the past 45 years.

When W. H. Donaldson started this paper on its way some 45 years ago, his goal was to give the amusement industry a paper that would serve it well . . . not only by publishing the news of the business accurately and fearlessly, but in a personal manner that would help the joey on the small-time show as much as the headliner at the Palace. Thruout the 30 years he guided The Billboard's destinies he constantly drove home to his co-workers the credo that the primary purpose of The Billboard must always be **to serve**.

That's why before the turn of the century he already had the mail forwarding service functioning and was publishing such trade service features as routes, fair lists, coming events, etc.

In keeping with the Founder's tradition, his successors have increased the number and value of services offered by The Billboard. The number of services has grown considerably. Just count the little black symbols as you flip thru this week's issue. Each one designates a service. Each symbol is a reason why showfolk long ago called The Billboard "The Showman's Bible," affectionately refer to it as "Billyboy," and for 45 years have acclaimed it "THE WORLD'S FOREMOST AMUSEMENT WEEKLY."

EDITORS



TRADE SERVICE FEATURES OF

The Billboard



MAIL FORWARDING DEPARTMENT

Approximately one-half million pieces of mail were handled by The Billboard Mail Forwarding Department last year. More than 150,000 names were published in the Letter List.



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NATIONAL AND REGIONAL SHEET MUSIC LEADERS

Listing of top 15 sheet music leaders including both national and territorial leaders based on reports from nation's outstanding sheet music dealers. Appears weekly in Music Department.

SONGS WITH MOST RADIO PLUGS

All the songs that have received five or more plugs over the networks and independent New York stations. Appears weekly in Music Department.

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Listing of current plays on Broadway with opening date and number of performances. Appears weekly in the Legit Department.



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Consensus of leading New York dramatic critics about new plays of the week. Appears in Legit Department every week after new play opening.



SELLING THE BAND

Weekly review of outstanding exploitation, promotion and showmanship ideas being used by outstanding bands of the day. Appears weekly in the Music Department.



"POSSIBILITIES"

Suggestions for exchange of talent in various amusement branches. 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 show business.



FAIR LISTS

Listing by State and Province of every coming State and county fair in the United States and Canada with dates, sponsor and officials in charge. Approximately 2,000 listings. Appears last issue of every month.



PARK LIST

Complete list of all amusement parks in the United States and Canada. Published annually in the Spring Special Number.



LISTS OF COMING EVENTS

Listings by State of civic and fraternal celebrations, festivals, homecomings, jubilestas, horse shows, etc., for coming five weeks. Fourth of July, Labor Day and similar holiday celebrations listed separately. Average listing 500. Appears last issue every month.



LISTS OF EVENTS FOR NEXT TWO WEEKS

Listing by State of celebrations, festivals, homecomings, etc., for next two weeks. Appears weekly in General Outdoor Department.



ORCHESTRA ROUTES

are published weekly in the Music Department. Approximately 500 listed weekly.



ACTS, UNITS AND ATTRACTIONS ROUTES

are published weekly in the Night Clubs-Vaude Department. Approximately 500 listed weekly.



CIRCUS, CARNIVAL, REPERTOIRE, TENT AND MISCELLANEOUS ROUTES

are published weekly in General Outdoor Department. Approximately 400 listed weekly.

The Billboard

Vol. 52
No. 28

July 13,
1940

The World's Foremost Amusement Weekly

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

ROLLING ON DOWN TO RIO

AGVA Pickets L. A. Houses; Tom Kelly Still Philly Head

LOS ANGELES, July 6.—Showdown between American Guild of Variety Artists and local theaters was reached this week when picket lines were thrown in front of Million-Dollar and Hippodrome houses.

In its drive to make the Los Angeles area 100 per cent union so far as theaters and night spots are concerned, AGVA claims it has received the support of allied crafts, with the result that musicians, stagehands, projectionists, building service employees, waiters, bartenders and others have agreed to furnish their own pickets.

The reaction of managers of the two theaters could not be learned. AGVA controls majority of acts here.

PHILADELPHIA, July 6.—Efforts on the part of Hoyt Haddock, AGVA exec secretary, to oust Tom Kelly, head of the local performers' union, were stymied at a board of managers meeting this week. When Kelly produced documents to disprove allegations hurled at him, board retained him on a 9 to 2 vote.

Entertainment Managers' Association called a meeting for next week to drop its AGVA franchise. Ten-percenters are burning at contract forms AGVA has ordered them to use, claiming it only gives protection to the performer and

(See AGVA PICKETS on page 28)

Union Committees Pan Reis Report, Draw Up Own Plans

Claim survey is statistically valuable, but fails to offer workable plan for one big union—say it would give heavy advantage to SAG—kick at Coast autonomy

NEW YORK, July 6.—Committees studying the Bernard Reis report for one big union among the branches of the Associated Actors and Artistes of America are manifesting disappointment in the treatise, charging, even, that it is inadequate and incomplete. Report is highly statistical, but is lacking in specific recommendations for consolidations. Committees complain that, as submitted, Reis report could not be put into operation. Several are disposed toward drafting their own plans for the amalgamation, based on the statistical data gathered by Reis.

As in the past, financing and administrative power present political stumbling blocks. At is stands, the Reis report caters to the demands of SAG at the sacrifice of some of the wealthier unions, such as Actors' Equity, the Hebrew Actors' Union, and the up-and-coming American Federation of Radio Artists. Thruout the earlier plans to amalgamate the unions, SAG has insisted upon retaining supreme power on the West Coast, refusing to submit to any International board operating from the East. Similarly, the Reis report sets up two regional boards. Western board would be in the virtually single-handed control of SAG, and the other would be composed of all the eastern members of the Four A's.

It is considered unlikely that the unions will okeh that clause, for in effect it sets up two unions instead of one. Further, it is pointed out, power is thus lopsided from several angles. Altho SAG books list some 8,000 members, its voting

Police Apologize!

EDMONTON, Alta., Can., July 6.—Police nabbed Rollin Peak as he danced in a downtown hall the other night and took him to the police station. A report had been received from the cashier at the hall that "that man" had given her a counterfeit coin. She held up the coin to "prove" it.

After a talk with Peak, police released him.

He is an electrician and had a few drops of mercury in his pocket. The coins—real ones—became coated with the silvery metal which made them look phony.

Police apologized.

40 Texans Hurt in Boardwalk Cave-In

FORT WORTH, Tex., July 6.—A July Fourth fireworks display at Casino Park on Lake Worth near here was climaxed by a section of the boardwalk, which was jammed with thousands of spectators, caving in and injuring over 40 persons. Several were hurt seriously, mostly from being caught under other falling people. Others received only cuts and bruises. About 200 persons dropped 15 feet when the 30 by 20-foot section gave way.

The cave-in came at the conclusion of the display. Concessions along this part of the walk, about 300 feet from the ballroom, were not damaged.

The Casino had an extra large crowd so it was one of the few rainless days in over a week.

More and More South American Bookings, With Rio in the Lead; Miranda's \$3,500 Is Top Salary

NEW YORK, July 8.—Despite jittery economic, political and war conditions, more and more American acts are being booked into South America for night club, radio and stage dates. Local agents, as well as South American agents in town looking for talent, have been selling an increasing number of acts and bands to Rio de Janeiro in particular, with Buenos Aires second. Much of the talent is bought sight unseen by Casino owners in Rio, who depend on photos and their confidence in the agent submitting the talent. Rio's three big casinos (the Cobacapana, the Urca and the Atlantico) spend \$1,000 to \$2,000 a week each for talent, with the budgets often jumping as high as \$8,000 a week for each during the height of the season. Most American talent is bought during July, August and September.

The biggest salary now being drawn in South America goes to Carmen Miranda, who is getting \$500 a day at the Urca, compared to her \$150 a day salary before she left Brazil last year to click in the Shuberts' *Streets of Paris*. She left here Friday (21) to open at the Urca for four weeks. She's getting paid in American dollars, as do all American acts booked into Rio.

A stimulant for American talent in South America is Arturo Toscanini's tour with his NBC orchestra of 100 men and a girl harpist. He opened June 13 in Rio, the first of a string of 16 concerts in Brazil and Argentine. Essentially a good-will tour, the concerts will undoubtedly stimulate greater interest in American music and personalities.

Big Spots

Of the three big Rio casinos, the Urca, with its 3,500 capacity, has the best equipment for presenting talent. It has a stage, with contour curtains, elevator pit and other modern gadgets. The other two casinos spot the shows on the floor or on a small platform. The Urca has a tie-up with the Petropolis, mountain resort near Rio, and also with the Icarehi Casino in Niteroi, just across Rio harbor. Urca contracts contain a clause enabling it to sell its acts to either of its two affiliated clubs. Sometimes the Urca sells its American acts to spots in Buenos Aires.

The Urca is represented in New York by Francisco De Sousa, who is also managing the Brazilian Pavilion at the World's Fair. De Sousa is looking for acts getting \$300 to \$400 and also for names. He is booking thru Herman Fialkoff, local agent. De Sousa and Fialkoff have been negotiating for the Urca with

Billing Cartel

NEW YORK, July 6.—Uncle Sam has made no secret of the fact that he wants South America to remain his friendly neighbor, and alert acts who have just concluded engagements in that country are taking practical advantage of that desire.

Yola Galli, songstress who opened at the Rainbow Room here last Wednesday (26), played Rio de Janeiro recently and uses the billing "Songs From Brazil." Bernhardt and Graham, who opened recently at the Brazilian Pavilion at the World's Fair following a run at the Copacabana in Rio, changed their professional names to Grayce and Graham and now bill themselves as "Brazil's Favorite American Dancers."

Laurel and Hardy, offering them three more weeks in Buenos Aires; also with Loper and Barrett, dance team; Ben Dova, acrobatic novelty; Timmy and Freddie, dancers; Jerry Gray and Jean Frances, dancers now at Earl Carroll's in Hollywood. All acts get six-week contracts and round-trip tickets which cost the Urca \$365 per person.

De Sousa and Fialkoff have Jack Powell now working the Urca. He was held over. Lloyd and Willis, who went to Rio with Powell, are back and playing night clubs in the East. Yola Galli, singer now at the Radio City Rainbow Room, returned from an Urca engagement last month. Carlo Butti, singer, is set to open at the Urca next month. Marta Egger, booked direct, sailed June 14 to open at the Urca.

Current show at the Urca has Mills Brothers, 16 Howard Deighton Girls, a French singer and two Brazilian bands. According to De Sousa, the Urca usually has a girl troupe, one of Continental singers or dancers, three or four sight acts and occasionally an American band.

Meanwhile Hal Sands, veteran booker of American talent into South America, spotted Three Titans into the Urca, where they opened a six-week date June 28. Also the Gaudsmith Brothers, who open July 12 for six weeks. Sands had Stump and Stumpy booked, but they were can-

(See So. American Bookings on page 18)

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NEW BENEFIT PLAN UP

Suggested Reorganization of Theater Authority Is Fought

NEW YORK, July 6.—A four-cornered block in the Associated Actors and Artistes of America threatens to stymie a plan jointly submitted Monday by the American Guild of Variety Artists and the American Guild of Musical Artists for the reorganization of Theater Authority. Heated meeting at the Four A's lasted over four hours and failed to approve or reject the report.

Filibuster against the plan was waged by Mrs. Florence Marston, of Screen Actors' Guild; Paul Dullzell, of Actors' Equity Association; Frank Gillmore, president of the International, and Alan Corelli, whose job as executive secretary of TA would be reduced to a clerical post under the new proposals. Plan has to hurdle this group before it can be brought to the TA committee appointed to handle the matter. There, even more political talk stands to block the plan, which would cut from the TA picture a number of officers and organizations now getting healthy helpings of money from performers' unpaid benefit appearances.

Four-Point Plan

Four major points of the proposal for reorganization of benefit control are as follows:

1. Complete abolition of unpaid performances, with compensation set at performer's usual rate, which cannot be lower than the union's minimum.

2. Modification or waiver of this rule

can be granted only by Theater Authority.

3. Theater Authority itself cannot act upon any such application without direct instructors from the particular union to which the performer belongs.

4. Theater Authority shall be financed by nominal license fees collected from any benefit licensed and cleared by the Authority.

The last provision is a modification of the original plan submitted by AGVA and AGMA, and represents a compromise to alleviate financial burden on the unions. The license fee would pay the cost of TA operation. Plan had originally proposed that TA be financed by the Four A's branches, after investigation revealed that the present policy of deducting 15 per cent from benefit grosses worked at cross purposes with the protection of members, since the more money Theater Authority collected the more unpaid work was done by performers.

Until last year the charity membership held the upper hand in TA, but changes went into effect in April, 1939, when unions, for first time, received a greater proportion—78 per cent—of money divided. Charity groups were naturally sympathetic toward a policy which brought in more money via the percentages, with TA working on the theory that the greater the intake the better the job.

High Office Expenses

The report recommends that TA di-

REGINA, Sask., July 6.—Canada's leading female impersonator, the famed Marjorie of *The Dumbells*, Ross Hamilton, joined the army again the other day. He gave his occupation as "actress."

voice itself from the 15 per cent method, which has been publicly attacked, particularly since the TA financial statement shows that more than 38 per cent of collections have been used for administration expenses. Overhead figure is viewed as excessive. Corelli's report showed that TA in five years collected \$105,516, distributed \$65,000 for charity, and used up the balance in operating costs. The elimination of the money-collecting function of TA would naturally force out the charity organizations and the League of New York Theaters. Proposal calls for a union-operated agency in which non-union organizations would have no part.

As to structure of the Theater Authority, the report recommends that the Four A's organize the central regulation agency, which would be purely administrative, without autonomy or power to formulate policy. The policy end would be handled by the Four A's and its branches. Agency would operate on basic guiding principle of no free performances. Applications for deviations would come thru the TA, which in turn would take the matter up with the particular unions involved. If applications were filed on short notice they would automatically be denied. All performers would be required to report to their parent organizations all requests (See *New Benefit Plan Up* on page 15)

Thru Sugar's Domino
Hoyt Haddock's
Enemies Should
Be Great Asset

IT IS not an original thought, but it applies aptly to Hoyt Haddock that he should be proud of his enemies. His enemies are not managers or other buyers or purveyors of talent and not the rank and file of the American Guild of Variety Artists, of which he is the national executive secretary. Haddock's enemies are men who are feeling on their bare backs the sting of the broom he has been using ever since he got rid of his sea legs to clean out the dark corners of the actors' union movement and of related fields in the show business.

One faction accuses Haddock of being a Red. Another indicts him because he has no show business background. As far as we can see—and we have looked far and long—both of these criticisms are red herrings thrown across the trail, despite the half-twisted metaphor.

Haddock seems to be doing a good job. It would take more than rather casual observing to say whether his job is anywhere near perfect. But he has certainly been doing as good a job as most of his predecessors in the arena of performer organizing and better than most. He has denied emphatically that he is a Red. He deserves to be believed until somebody comes along and proves otherwise. But it must be proof and not slurring words whispered in the dark of night. So much for his social and political theories, which in less hysterical times would not be an issue at all.

As to Haddock's lack of show business background it might be observed that this is an advantage rather than a handicap. As one who comes fresh to the show business in his present connection Haddock finds it unnecessary to get rid of a lot of cockeyed ideas that many actors who become union executives find they have to do. Also, he is not faced with the onerous task of breaking loose from old loyalties that often hinder a man setting out to do a real job.

We are strongly in favor of show business being run by showmen. But we wonder whether this principle should apply to theatrical unions. At least in the fields covered by the AGVA jurisdiction. Unfortunately, the actor has proved himself to be quite unable to run his own affairs—in the night club and variety fields. He has done a good job of it in legit and we have always regarded Equity as a freak anyway. Maybe Equity succeeded because it was fortunate in having at the outset the counsel of men who were honest, wise and loyal. The variety field has not been so blessed. We do not hold that actors cannot run their own affairs, but on the other hand we deny that just because a man is or was an actor is proof that he would make a good union executive.

No, say we to the red-herring throwers, the AGVA is not to be condemned because it has found it necessary to employ laymen to help it achieve its objectives. The AGVA should do all within its power to promote employment in its jurisdiction and to raise the economic status of actors, but nobody with common sense and with the welfare of the actor in his heart ever regarded an actors' union administrative set-up as a medium to provide jobs for actors who can no longer find employment in their chosen profession.

We are not yet ready to pass judgment on the AGVA. The time is too short. One must remember that the AGVA did not carry on from where the AFA left off, but that the Four A's first slaughtered the AFA, and the AGVA had to build up from the ruins. We doubt whether the AGVA is finished with the job of clearing (See *SUGAR'S DOMINO* on page 15)

BING CROSBY

(This Week's Cover Subject)

BING CROSBY, master of ceremonies of the Thursday night Kraft Music Hall, has regularly been voted the most popular singer on the air since his spectacular rise to fame 10 years ago. But his climb up the ladder of success has been a long, hard pull.

Bing was born Harry Lillis Crosby in Tacoma, Wash., May 2, 1904, and picked up his nickname and his love of horses at the same time. Bing's folks thought he should be a lawyer and sent him to Gonzaga College for pre-law training. Singing with the college glee club, Bing thought he might make some money with his voice. Another chap, Al Rinker, had the same idea and they organized a seven-piece band. Bing played the traps and sang with Rinker. College party engagements followed, then a theater engagement. This led to a Pacific Coast vaudeville tour and a chance to play at the Metropolitan Theater, Los Angeles. Paul Whiteman dropped in for a bit of entertainment, liked their singing so well he signed them up.

Bing and Al toured East with Whiteman, picking up a third vocalist, Harry Barris, on the way and the trio became known as the Rhythm Boys. They sang with Whiteman for three years and in 1930 went to California to make the picture, "The King of Jazz." There the three decided to strike out on their own and secured an engagement at the Cocoanut Grove, Los Angeles. It was there that Bing began making a real name for himself as a soloist. He was engaged to make records, which became fast sellers. The movies took their cue and signed him to appear in nearly a dozen shorts. The next step was a radio contract—and from here on down the home stretch it was Crosby all the way.

For the past four years Bing has been head man on the popular Kraft Music Hall, which is heard every Thursday at 9 p.m. (EDST). His rippling patter and rare sense of humor have established him as one of the leading emcees in the business. Best known for his radio and movie work, Bing also has his finger in several other profitable enterprises, supervised by his business manager brothers, Larry and Everett. He likes nothing better than to be at home with just his wife, Dixie Lee, and his four young sons.

Bing is at present holding down the fort at KMH without the aid of Bob Burns, who is on a six-week vacation. When Bob returns Bing will saddle his racing stable and leave for a vacation of his own at the Bel Aire race track.

The Broadway Beat

By GEORGE SPELVIN

LOCAL press agents are having a tough time, what with war and political news crowding out everything of a feature nature. Interviews and other yarns on show angles are rarities nowadays. The amusement page is about the only spot left for the p. a.'s—except for World's Fair p. a.'s, many of whom have trouble even getting on the amusement page. . . . An American flag is now decorating the general offices of the American Guild of Variety Artists following much-publicized charges by an executive board member that the organization had communistic leanings. . . . The sudden closing of *Keep Off the Grass* (29) forced *Life* to pull out a big photo spread of the show, but the *Sunday Times* couldn't catch the news in time and ran a layout the day after the closing. Ditto the *Monday Mirror*, with a Durante ad layout. . . . Preparedness Sidelight: Intense bickering went on before the NBC sustainer, *Wings Over America*, was aired. The Army reps contributing to the program insisted that they be given the same amount of lineage as was given the Navy men—and from the tone of their demands they were ready to call out the militia to see that they got it. . . . There were plenty of fireworks in an agent's office the other day when a four-people adagio act, getting individual salaries of some \$75 apiece, learned that they were being sold for \$750.

THE town's tootlers are developing a new wee-hour meeting place in the American Bar of the Hotel Times Square, which, if it isn't careful, will become the Ralph's of the music men. One of the main attractions is the Clarence Profit trio, wherein Clarence's dead pan but very much alive fingers contribute more than a little to the classicism of swing. . . . Larry Adler, a great harmonica player, admits that he can't read music. So now he's studying music theory, and later he hopes to learn to read the stuff. . . . AGMA, in show business, may refer to the American Guild of Musical Artists, which includes in its membership the glamorous prima donnas and tenors of opera—but has anyone noticed that it also stands for the Associated Grocery Manufacturers of America? . . . Ben Marden's Riviera set what may be something of a record when it had three different singers on three successive nights. Gracie Barrie came in with the new show and was followed by Vera Niva, who was succeeded in turn by Ruth Petty. . . . Propaganda Note: Morris Gest, who put the names of 467 celebrities on the backs of benches at his Midget Village at the Fair, claims that the Roosevelt bench is the most popular of the lot.

WHY-Radio-Programs-Sound-That-Way Dept.: Bud Pearson, former vaude performer who is now a gag writer, says that radio comedians are for the most part afraid of new gags. Most of them, he says, want old gags freshened up a bit. He claims a typical comedian's reaction to a new gag is, "That one doesn't sound familiar; maybe we'd better not take a chance with it." . . . Edward E. Smith sent out a formal announcement on the engagement of the Colstons at the Astor Roof starting Tuesday (2). It looked like a wedding invitation. . . . George Choos is tinkering with a three-dimensional display picture idea and has even opened an office to exploit it. . . . Benny Fox, who dances on a 125-foot pole at the World's Fair, recently brought his 11-year-old son out to the expo—and the youngster did a headstand on the pole. . . . Latest wrinkle in the ever-increasing Conga fad was introduced last week at El Chico by Don Alberto's Latin American ork. It's called the Confidential Conga, no less, and the aim is to keep the same tempo but avoid some of the blare of the usual versions.

SPECIAL PRINTED ROLL or MACHINE	100,000 FOR \$20.00	TICKETS	RESERVED SEAT — PAD — STRIP COURON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	STOCK
				ROLL TICKETS ONE ROLL \$.50 TEN ROLLS 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH
ELLIOTT TICKET CO. 409 LAFAYETTE ST. N. Y. C. 82 W. WASHINGTON ST. Chicago. 615 CHESTNUT ST. Phila.				Double Coupons, Double Price No C. O. D. Orders Accepted

Nitery Has Museum, Info Booth; Takes Dept. Store Orders

ST. JOHN, N. B., July 8.—The Trading Post, a dine-and-dance fashioned after a pioneer trading center, has been acquired by Kenneth C. Grass from H. H. Richardson, who has moved to Hamilton, Ont.

Seward McDonald is new manager, and Grace Estey hostess. A museum of stuffed wild animals, fish and birds and old pictures is being continued, together with an information booth for tourists, the latter being financed by the local Junior Board of Trade. Grass has arranged with four of the largest local retail stores for exhibits of items sold in these stores, and orders for the merchandise are taken at the nitery. The club has a lookout for viewing the reversing falls at the mouth of the St. John River. Giant clocks point out the times of flood and ebb tides for each day.

Afternoon tea with dancing to an automatic music machine prevails daily and dining and dancing nightly to both automatic and live music. A soda fountain and lunch bar have been installed at the entrance.

Femme Ban Upheld

BRIDGEPORT, Conn., July 6.—Connecticut's law which prohibit the employment of women in restaurants, cafes, etc., after 10 o'clock at night was upheld this week in a Supreme Court opinion written by Chief Justice William M. Maltbie. The Supreme Court ruling, sustaining a decision by Superior Court Judge Kenneth Wynee, marked the end of a test case.

Plaintiffs challenged the law's constitutionality on the grounds that it is discriminatory and deprives women entertainers of the right to earn their livelihood. Hotels and theaters are exempted from the provisions of the law.

Ice Changes for Center

CHICAGO, July 6.—Sonart Productions, Inc., will spend \$100,000 remodeling the interior of the Center Theater, New York, and installing an ice-skating rink which will have a skating surface of 80x100 feet. Announcement was made by Arthur Wirtz, president, on the eve of his departure for California. He stated also that, contrary to original announcements, shows will not change weekly. William H. (Billy) Burke has been made vice-president of the corporation.

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

JOAN PERSONNETTE—costume designer who creates the costumes for the stage shows at the Roxy Theater, New York, and does an outstanding job. They are consistently tasteful, colorful and highly effective, and compare most favorably with even the best of costumes seen in legit musicals during the year. A real talent in designing that would be a terrific asset to any musical show.

GLORIA MANNERS—lovely blond singer and dancer now at Radio Frank's, New York night club. Sings romantic ditties in rich contralto, aided by poise and fine delivery. Also dances effectively (tap, acro and control) and, generally, makes a solid impression. Versatility combined with ability makes her a natural for a legit musical.

Propaganda?

REGINA, Sask., July 6.—To break the monotony of being held together during a murder trial at Shaunavon, Sask., a King's Bench Court jury was taken to the Plaza Theater under guard to see a picture show. Title of the picture was *The Man They Could Not Hang*.

P. S.: The accused man was acquitted.

Circus Idea Clicks In Des Moines Club

DES MOINES, July 6.—Dave Fidler came up with a novel circus week at his Club 100 as a farewell event for Frenchy Graffoller's band in concluding a 17-week engagement at the spot.

Fidler had the waiters dressed in clown suits and grease paint. Graffoller and his boys put on circus band suits and led the grand parade, followed by the waiters.

Otto, juggler, and Charles Ahrendt's dog and pony midget circus acts fitted nicely into the program. Countess Ariel and Duke the Python climaxed the show.

Fidler installed a hot dog stand and sold hot dogs and red lemonade, even using barkers. Several other acts, palm readers, weight guessers, etc., rounded out the color.

Graffoller and his band left for Kansas City to open at Mary's Place. Larry Kent's band, from St. Joseph, Mo., took Graffoller's place.

4A's Need Dough, So Re-Org Looms

NEW YORK, July 6.—Reorganization of the Associated Actors and Artistes of America loomed nearer last week when it was revealed that the org faces a financial crisis as a result of the prolonged war with the stagehands last summer.

The Four A's owes more than \$30,000 to its subsidiary branches, including \$10,250 to Actors' Equity and Chorus Equity and \$17,900 to the Screen Actors' Guild.

"Fifth Column" Injunction

NEW YORK, July 6.—Temporary injunction restraining the use of the expression "fifth column" for exploitation of a motion picture was handed down Wednesday (3) by Justice Felix C. Benvenga in Supreme Court, upon application of Ernest Hemingway, Benjamin F. Glazer and the Theater Guild—author, play adapter and producer respectively of the play, *The Fifth Column*. Restraining order affects English-produced picture, *Spies of the Air*, which local Rialto Theater was promoting as *Fifth Column Squad*, together with Film Alliance, distributor. Advertisements in local papers had already dropped the disputed title.

In granting temporary injunction court recognized commercial value of literary title, declaring use of the expression unfair competition to the play in its present throes of picture right sales and booking for road tour. Asking price for picture sales reported between \$100,000 and \$150,000.

"Ice-Capades" 10G in N. O.

NEW ORLEANS, July 6.—*Ice-Capades* grossed \$10,500 its first week at the Municipal Auditorium, with a general admission price at \$1. Second week, with general admission price dropped to 50 cents, grosses jumped to \$22,000. Show is being held a third week.

Upon leaving here tomorrow the show, produced by the Arena Managers' Association, will return to Philadelphia for 10 days' rehearsal before opening in Atlantic City, July 19, for a six-week run. Eight more girls will be added to the line for the Eastern show. Red McCarthy, "silver phantom" skater, is latest addition to the cast.

Drama Hurts Drinks in Club

HARTFORD, Conn., July 6.—After a three-week test the Chanticleer Inn has abandoned summer theater productions on its dance floor. The length of time of the presentation, coupled with the need for quiet during presentations, made an appreciable dent in the food and liquor business, according to William Pierce, manager.

Booker or Butler?—For Swank Club Dates You Have To Be Both

NEW YORK, July 6.—To break in on the lucrative club dates in so-called society you have to be a private secretary, as well as a booker, and do everything up to shining the silverware and washing the cocktail glasses. Survey of the cream of club booking field reveals that the salon trade is concentrated among four offices, all run by women. They are Miss Rockefeller King, of the NBC Artists' Bureau; Hostesses, Inc.; the Bureau of Entertainment at Saks Fifth Avenue and the Burden-Littell Entertainment Bureau at Bonwit Teller's department store.

In slack season the service bureaus manage to keep going on at least 50 dates a month. Even this, offices report, is worth hundreds of dollars in entertainment budgets.

Actual booking of talent is incidental to their compiling guest lists, acting as personal shoppers, addressing envelopes, wrapping up gifts, providing chaperons, having rugs mothproofed and acting as ticket takers at benefits or paid functions.

Hostess bureaus are nothing new. Hostesses, Inc., brags 15 years of activity; the Burden-Littell office dates back at least 10½ years, when it was run as the N. Y. Junior League Bureau; office in Saks is nine years old.

Big talent problem, deb bookers claim,

is devising novelty acts for parties. Another group of Park avenue clients prefers to ape programs staged by other social registerites and will pay heavily to have the same magician Mrs. Astorbilt used at her last tea.

Each of the offices has a favorite accordionist, pianist, band, musical trio, etc., to use in an emergency. Hostesses, Inc., reports most of its band business goes to three orchestras, Irving Rose, Alexander Haas and Charles Barber. Most used magician is Robert Renaldo, and musical ensemble is the Palm Beach Troubadours.

Prices paid the acts vary widely in the heavy-carpet trade. It's a field where acts can build up personal following and even book direct.

Women running the bureaus at present include Mrs. Chester Burden and Mrs. Robert Littell at Bonwit Teller's; Mrs. Anderson Dana and Mrs. J. Cheever Cowdin at Hostesses, Inc.; Mrs. Huntington Tappin, Mrs. William H. Tew and Camilla W. Moss at Saks.

STORM LAKE, Ia., July 6.—The new Cobblestone Inn Ballroom here, renovated at a cost of \$30,000, opened June 11, with Dick Jurgens on the stand. Spot is managed by Jake Figli.

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DEFEND TALENT POLICY

CBS, NBC Artist Bureaus Claim No Factual Basis in FCC Report

NEW YORK, July 6.—Artist bureaus of both the Columbia Broadcasting System and National Broadcasting Co. this week issued statements rebutting the Federal Communications Commission's recent charge that the networks had a monopoly of radio talent. The findings of the FCC, stated some of the bureau execs, were "ridiculous."

Herb Rosenthal, chief of Columbia Artists, Inc., said, "In reply to the charge of the Federal Communications Commission that the network artist bureaus enjoy a talent monopoly in radio, I can say little more than that the accusation has no basis in fact. Daytime broadcasting of commercial programs employs artists who are almost entirely in the control of outside talent and advertising agencies. While artists under the management of network artist bureaus are more in evidence in evening radio, their number is very small compared with the performers represented by independent agents."

Continued Rosenthal, "As was brought out in the evidence submitted at the hearings in Washington, less than 2 per cent of the artists appearing on CBS commercial programs were managed by Columbia Artists, Inc., and only about one-quarter of the artists appearing on CBS sustaining programs were under Columbia Artists, Inc., management."

George Engles, NBC Artists' Bureau exec, stated the FCC findings were "ridiculous," adding that it was impossible to get a monopoly on radio or any other kind of talent. "Talent is not that kind of business," said Engles, adding that good performers may spring up anywhere and can be grabbed by the smallest agent. By way of illustrating how tough it was to get a talent monopoly in radio, Engles pointed out that in a period of seven months NBC Artists' Bureau might audition some 7,000 performers, only one of whom would be considered satisfac-

tory for radio. Also pointed out the FCC analysis of band-booking activities of bureaus was rather pointless, owing to cessation of such activity since the American Federation of Musicians stepped in and put a clamp on bureaus' flyer in the band business. "The band business," he said, "is a very specialized game and is best handled by the large band offices."

FCC report, in addition to claiming NBC and CBS bureaus controlled the destinies of 800 top artists, stated that owing to monopoly the regional nets were not developing talent but depending on NBC and CBS; that artists were unable to obtain employment from other stations owing to NBC and CBS control, and that NBC and CBS controlled non-broadcast concert service thruout the country.

Sachs' Talent Layout

CHICAGO, July 6.—Purchase of an hour's time on WENR has been made by Wade Advertising Agency for Morris B. Sachs, South Side clothier. Hour, from 9 to 10 p.m. on August 2, will be used to celebrate the grand opening of remodeled store. Talent bought for the occasion will include Joe Sanders' Ork, the Dinning Sisters, Eddie Peabody, the Hoosier Hot Shots, Nancy Martin and Charles Lyon as emcee.

CHICAGO, July 6.—King Park will begin his duties as WBBM promotion manager Monday (8), replacing Wayne Grinstead. Park was formerly assistant manager of promotion for *The Des Moines Register and Tribune*.

Advertisers, Agencies, Stations

NEW YORK:

LESTER GOTTLIEB, publicity co-ordinator of the Mutual Broadcasting System, leaves New York Tuesday (9) for a visit to MBS stations and radio editors. Hits Buffalo Wednesday, then goes on to Cleveland and Detroit, with a stop at Chicago to take in the Democratic Convention. Itinerary also includes Minneapolis and St. Louis. . . . Herschel Hart, formerly radio editor of *The Detroit News*, is now the night club editor. . . . Arthur Kurlan, scripter, in town. . . . Dave Alber back from Detroit. . . . Larry Gentile, the Martin Block of Canada, has married Betty Joy Sparks. They are honeymooning in New York. . . . Leon Goldstein, WMCA's fisherman (no matter what the cost) is at it again. This time it's his vacation. . . . I. J. Fox has contracted for 7J participating spot announcements weekly over WHN, starting July 28. Contract, for 23 weeks, set by Kashuk Agency.

Ira Herbert, of WHN sales department, vacationing in Bar Harbor, Me. . . . Roland Hamel, of WHN, also vacationing. . . . Marjorie Duhan has joined the WOR program department, replacing Lucille Brophy, secretary to Mitchell Benson. . . . Robert Colby and Frank Dunne have been added to the WOR announcing staff. . . . Ralph Edwards' *Truth or Consequences* show has shifted to the new CBS studios. . . . Ben Grauer is now the only seven-nights-a-week newscaster on the networks, his spot being 11-11:15 p.m. on NBC.

HOLLYWOOD:

BILL GAY, who is day supervisor of KNX announcers, and Nancy MacKenna, Hollywood model, were married June 28. Edward Larkin, of KNX sales acted as best man. . . . Mark Finley, KHJ-Mutual praiser, who did a two-week stint for Uncle Sam at Fort MacArthur, spent his time writing publicity for army. . . . Charles Vanda, CBS West Coast program head, is reported sending working script used on Red Cross benefit show to Miami, where it will be auctioned off to the highest bidder. . . . Herb Wixson, account

Calling All the Irish

PHILADELPHIA, Pa., July 6.—The *Irish Magazine of the Air*, an Irish participating show on WDAS conducted by Pat Stanton, is giving away money, a free gift of cash merely for the writing in and asking.

The only "catch," if it could be termed that, is the fact that it's not the coin of the U. S., but a farthing from Ireland. Braving the submarine peril, a friend of Stanton's brought thousands of these farthings to these shores recently. Equal in U. S. lucre to one-fourth of a cent, the farthings are considered good-luck pieces.

Don Lee Tele Getting Set

HOLLYWOOD, July 6.—Actual construction work on Don Lee television station, W6XAO, at Mount Lee, will begin early in August, it was announced this week by station officials. It is expected that station will be ready for operation around the first of the year.

Reported that entire KHJ-Mutual headquarters, now located in downtown Los Angeles, will be moved in new buildings adjoining W6XAO headquarters. The newly developed frequency modulation will be used by the Don Lee Network, as plans are already under way for erection of FM antenna on the top of Mount Lee.

Gen'l Mills Buys "Jim"

CHICAGO, July 6.—General Mills has bought the *Lightning Jim Whippie* program, starring Francis X. Bushman, from Beatrice Creameries. Show will probably begin in July, placed thru Blackett-Sample-Hummert. About six months of transcriptions are on hand. They were made by Lord & Thomas when the show was running for Beatrice Creameries.

Arranger Staff Hypo at BMI; 30 Join; ET Plan

NEW YORK, July 6.—Broadcast Music, Inc., is adding about 30 arrangers to its staff and is making a drive to copyright new arrangements of public domain music. Beginning this week, some 50 arrangers in all will be working for the radio music interests, all of them under Arthur Gutman, formerly chief of the arranger division at Local 802, American Federation of Musicians.

Together with taking on a batch of arrangers, BMI is conducting a survey as to which public domain songs are most popular on the radio. Present plan is to get about 150 of these.

Earlier in the week, Merritt Tomkins, general manager of BMI, and board members Paul Morancy and John Elmer, met with representatives of transcription companies to work out a plan whereby stations will be furnished with more non-ASCAP music on wax. Wax companies represented were Standard, Associated Music Publishers, Thesaurus, H. P. McGregor, Davis & Schwieger and Langlois & Wentworth. On July 16 the BMI board is slated to meet to ratify plans of the meeting.

Wax companies have recently been sounding out stations as to the comparative amount of ASCAP, SESAC, BMI, PD and other music desired.

Quaker Oats on NBC-Red

CHICAGO, July 6.—Quaker Oats, thru Ruthrauff & Ryan, has contracted for Sunday afternoon time on NBC-Red. Agency, however, is still looking for a show to place in spot.

AFRA Talent Pact To Nix Commission On Scale Salaries

NEW YORK, July 6.—No commissions will be allowed on minimum scale contracts when American Federation of Radio Artists inaugurates a policy of licensing artist bureaus and agents, Mrs. Emily Holt, executive secretary, announced. Licensing plan is expected by late summer or early fall. Union has begun drafting license contract in preparation for negotiations for renewal of network contracts, which expire in August.

Mrs. Holt stated the no-commissions-on-minimums was the one subject on which there was complete agreement thruout the entire membership and board of directors, and that it was the only item which at this early stage in the drafting was definitely set for the licensing agreement.

Licensing had been delayed by clause in union's first contract with networks, but appears certain for incorporation in the renewal.

WWSW Announcer Set-Up

PITTSBURGH, July 6.—New announcers at WWSW are Aidan Fitzpatrick, formerly of KDKA; Robert Cochrane, of Steubenville, O., replacing Robert Merryman, who has shifted to KDKA, and Bill Cullen, formerly midnight-to-dawn announcer on *1500 Club*, replacing Ollie O'Toole, who has joined the Horace Heidt troupe as entertainer-announcer.

Script Library Celebrates

NEW YORK, July 6.—Script Library, division of Radio Events, Inc., will celebrate the 200,000th broadcast of one of its scripts Tuesday (9) with presentation of *San Juan City* on KGVO, Missoula, Mont. Library's first show came over the Yankee Network June 22, 1932. In the eight-year span library acquired 22,000 titles.

exec for KHJ, leaves for two weeks fishing in the Northwest. He will vacation with his brother, Harvey, manager of KHJ-KGA, NBC outlets in Spokane.

PHILADELPHIA:

ZOE BECKLEY starts a Sunday series of life stories about the greats and near greats on WDAS, billed as *People, Just People*. . . . John Falkner Arndt agency gets the Beacon Chemical Corp., Philadelphia, account to bally a new liquid bleach. . . . Rosiland Kharfen, newest WIP addition, doing reception duty in prexy Benedict Gimbel's office. . . . Curley Co. account, toilet requisites, goes to Carter-Thompson Co. . . . E. A. Clarke Co. gets the Calbar Paint and Varnish Co. account. . . . Helen M. Caskin, KYW *Story Lady*, signed to make an album of six RCA-Victor records, subject to be the story of Tchaikovsky's *Nutcracker Suite*. . . . The Hurley Store, Camden, N. J., sponsoring *Your Neighbor and Mine* on WCAM, saluting Southern New Jersey personalities and communities. . . . Willard Botts, WIP engineer; John Facenda, WIP announcer, and Walt Wilson, KYW engineer, all back from vacationings. . . . Mort Lawrence added to WFIL announcing staff while WCAU adds Bob Pollock from WSB, Atlanta, to the spikers. . . . ARNOLD NYGREN upped to WFIL's chief engineer.

FROM ALL AROUND:

PROMOTION departments at KGO-KPO, San Francisco, have prepared an exhibit for the media contest at the convention of the Pacific Advertising Clubs Association next week. Bob McAndrews and Milton Samuel got the stuff up. . . . Lloyd E. Yoder and James MacPherson, execs at KOA, Denver, attended sales conference of Chrysler Motors Corp. here recently and mounted the speakers' rostrum. . . . Simon Goldman, manager, and William Eckman, advertising man, of WJTN, Jamestown, N. Y., may be co-operating on the airwaves but are keen rivals when it comes to lake waves. Both are sailing snipes in the races of the Chautauqua Lake Yacht Club on nearby Chautauqua Lake. . . . Talent scouts for circuses are overlooking a good pos-

sibility in Marshall Schantz, new program director, for WJTN, Jamestown, N. Y. When Cole Bros' Circus played here Monday (1) the station moved its portable equipment to the circus lot and Schantz took over the mike. His attempt to climb upon an elephant's head to do some broadcasting failed when he and the bull got their signals mixed. . . . *Those Three Girls* of WCAE, Pittsburgh, rejected an offer from Horace Heidt to join his band, in Hollywood, for pictures and radio programs, because Henrietta Latterman, one of the trio, plans to be married July 14. The two other girls are already married. Heidt auditioned them last week in the WCAE Studio. . . . WWSW, Pittsburgh, presents 10 newscasts daily, all sponsored.

Dixie Dabbles: Jack Kelly, of WWL, New Orleans, was married late in June to Katherine Chester, nonpro, of Atlanta. WWL gets its biggest spot account in its history when Lake, Sprio & Cohn agency of Memphis book 800 spot announcements for a year period for a drug house. . . . Jack Simpson, executive of Stone-Stevens-Howcott-Halsey agency, New Orleans, married in June to Mary Alice Buist, Crescent City radio singer. . . . Dotty Meyers joins entertainment staff of KWKH, Shreveport, moving over from WMC, Memphis.

Gal Discovers Radio

PHILADELPHIA, July 6.—WDAS claims for one of its listeners the long-distance listening record. This fan, making her presence known the other week, has listened to the station 18,000 hours during the past six years. Facts bewildered station officials, who could not understand such perseverance.

Seems that seven years ago her son-in-law gave her a radio, which was accidentally tuned into the station. He showed her how to turn the set on, but neglected to explain one other item—how to dial the other stations. Result, it was tuned to WDAS all the time. Only last year, when neighbors mentioned programs not carried by WDAS, did she become curious. Calling in a service man, she finally learned the facts.

Radio Talent

New York

By JERRY LESSER

JULIAN NOA, who celebrated his 21st wedding anniversary last Friday, received a gift in the form of a new CBS five-time-a-weeker called *We All Sing*. **JULIAN** is emcee on the show. . . . **GLADYS THORNTON** has returned from Hartford, where she attended the wedding of her brother, John, to Miss Elizabeth Piper. . . . The **JAY JOSTYNS** have sent their two boys, John George and Jean Charles, to camp for the summer. . . . **WYNN MURRAY**, of *American Jubilee*, shoves off for St. Louis to fulfill a contracted engagement in the Municipal Opera Co. production, *Babes in Arms*. While she is there, **NELLIE DURKIN** will substitute in *Jubilee*. . . . The job of producing *Skyblazers* is having its effect on **KENNETH MACGREGOR**. He's now taking flying lessons.

RADIO cross talk: Don't look now, but *Court of Missing Heirs* turned up no less than three missing heirs this week. . . . *Information Please* is seeking information please as to the whereabouts of a new sponsor after November 18. . . . **FRANK PARKER** will be off for a public appearance in a Chi night club starting this week. . . . It is reported that **JEAN HERSHOLT'S** *Dr. Christian* series will be handed a straight deal (without summer layoffs) to January, 1942. . . . **JOAN BLAINE** says that a man "bent" on conquering the world is usually "broken." . . . **ARLENE FRANCIS**, seriously ill with laryngitis, did her *What's My Name* show with the aid of a medico and two throat sprays. She's now in bed resting up for next week's program. . . . Beginning this week, **PARKER FENNELLY** resumes his regular role on the *Valiant Lady* series. . . . **NOEL MILLS**, who gave up her role on the *Court O. M. H.* show to become **MRS. STANLEY WORTH**, is now in Hollywood being screen tested.

WITH television's rapid strides bringing visual radio closer and closer to the listener, the sponsor of *The Ad-*

Chicago

By NORMAN MODELL

IT'S all Hitler's fault that Professor Kaltenmeier got blue-pencilled from his own show. **BRUCE KAMMAN**, however, was consoled with the production job on a similar sustainer, which uses the same characters except the professor. . . . **ED WILDE** has snipped his ties to the Fizzdale office and is off hunting new connections in New York. . . . **JOHN GORDON**, former Ruthrauff & Ryan man, replaces him. . . . **MARION CLAIRE** and **CLIFTON UTLEY**, the U. of C. prof, were among the first to sign with the WGN Talent Bureau. . . . **SIR CEDRIC HARDWICK** and **FREDDY BARTHOLOMEW** arrive Thursday (11) to preview their new film, *Tom Brown's School Days*, on Mutual's new *Chicago Tonight* series. . . . **CLINT STANLEY** found there were as many colonels as hills in Kentucky when he went down there to direct the Stephen Foster show, which featured **DAVID BUTLER**, director of the motion picture, *Old Kentucky Home*; **BERNICE CLAIRE**, **GINNY SIMS**, **FRANK LUTHER** and **BING CROSBY**.

Hollywood

By DEAN OWEN

LUD GLUSKIN, KNX musical director, heads a new 30-minute musical show over CBS starting around July 9. Stint untitled at present. . . . Completion of **BOB HOPE** road show finds **BILL GOODWIN** back in announcing spot on the *Blondie* show. . . . **CECIL B. DeMILLE**

ventures of **Mr. Meek**, which starts Wednesday, July 10, over CBS, to be heard weekly thereafter, is making a departure in casting by picking actors who will look as well as sound their parts. This gesture toward the radio progress of tomorrow, it is believed, will not only safeguard the show's future, but the actor's future, too. If he looks the part, he can't lose out when television becomes a reality. Thus it becomes a sort of insurance for **FRANK READICK**, **ADELAIDE KLEIN**, **JACK SMART** and **DORIS DUDLEY**, the four persons involved.

IF YOU'VE got a Stradivarius stowed away in your attic against that rainy day, you might as well forget it and start saving your cash instead. The Strad won't bring as much in pawn as you think it will. **HARRY SALTER**, ork leader on *What's My Name*, explodes the myth that there are only half a dozen or so genuine Strad violins in existence by pointing out that Stradivarius lived to be a nonagenarian and that in the course of his 93 years on earth he made about 1,500 instruments, including guitars, cellos and violas as well as violins. "Of these 1,500 instruments," says Salter, "950 were violins, of which approximately 425 or 450 are still in existence. This debunks the idea that Strads are rare. The average Strad price is about \$30,000, but many fine Stradivarius violins can be bought for much less."

Roger White Artist Bureau will manage **TED STEELE** for pictures. Deal arranged by Kermit Schafer. Steele is currently giving 22 performances a week on radio. . . . **DINAH SHORE** taking drama lessons. . . . **CY MILLER** now accompanies **BENAY VENUTA** at the piano for the Ipana program. . . . **DAN TUTHILL**, of NBC artist bureau, left for a vacation this week. Ditto **Spencer McNary**. . . . **GLENN DARWIN** set for three guest shots on *Musical Americana*. . . . **BILL STERN** will have **LAWSON LITTLE** on his program July 14.

WAYNE SANDERS, pianist for the past four years of the *Musical Steel-makers* orchestra, is leaving the troupe to become program manager of **WING**, Dayton. . . . **LESLEY WOODS** drew the long straw in the *Midstream* auditions, the role of Midge being added to her laurels. . . . **WELCOME LEWIS** is writing and producing her new program, *Singing Bee*, in association with **HAZEL FLYNN**, former Chi newspaper columnist. . . . **CHARLEY GRIMM** threw a party for press, radio and baseball friends at the Char-Li-Gene Farm in Robertsville, Mo. . . . **CONNIE BOSWELL**, **RED FOLEY** and **BOB STRONG'S** ork will be on the new Russel M. Seed show for Brown & Williamson. . . . **JOHN FOSTER**, Broadway actor, planned in last week from New York, hoping to get into radio. . . . **PHILLIPS HOLMES** became so enthusiastic over his role in the new spy series on Mutual that he rushed to Fort Sheridan to join the Citizens' Military Training Camp.

is stocking up his yacht, Seaward, in preparation for a jaunt down the Coast to Panama and then thru the canal for a looksee at New Orleans and Key West. . . . **NORMAN NESBITT**, of KHJ, ready to take off for that private lake in Montana to do a little plain and fancy fly casting. . . . **ELVIA ALLMAN**, Cobina on the Bob Hope show, had to return here because of illness before the troupe finished its p. a. tour. Substitute had to be lined up. . . . Reports here are that **JESS PUGH**, radio's "Scattergood Baines," is ready to sign for screen version of series to be produced by **JERRY BRANDT** and **CHARLES FORD** for RKO. . . . **CLARENCE MUSE** reported shopping around for a new ether idea for the fall. He's looking for another *Paducah Plantation*. . . . **ARTHUR Q. BRYAN** steps into the flickers doing stint in Warners short featuring **Joe Reichman**.

ASCAP "Buyer Beware" Policy; Injunction Action Threatened; "We Don't Scare Easily," Mills

NEW YORK, July 6.—Stating that the radio interests thru Broadcast Music, Inc., were trying to "scare" the American Society of Composers, Authors and Publishers, and adding, "We don't scare," E. C. Mills, chairman of the society's administrative board, this week indicated the society's intention of taking out injunction proceedings to protect the society's performance rights in the event catalogs are sold to BMI and latter tries to control such rights. In the event catalogs are sold to BMI, Mills indicated ASCAP would still control performance rights of these catalogs thru membership contracts with writers, and that the society would take every necessary legal measure to enforce this control. In some quarters, statements were interpreted in the light of a "buyer beware" policy, trade pointing out that litigation on performing rights would be a long drawn-out affair.

Apropos of negotiations for the transfer of the Metro catalogs to BMI, Mills claimed the music firm could legally sell only with a reservation that the performance rights remain with ASCAP. Pointed out rights in question are assigned to society by scribblers for period of membership agreement. Membership expires December 31, 1940, but

all writer members and publishers, with the exception of a few, as Metro and E. B. Marks, have renewed for 10 years beginning January 1, 1941.

Therefore, according to Mills, control of exclusive right to license performance rights in Metro catalogs runs continuously with the society, only exceptions being such songs as were written before the writers became ASCAP members.

Contract Strategy

Society this week decided to be close-mouthed relative to the identity of stations taking, or signifying willingness to take, the new ASCAP contracts. Angle was said to be that of protecting the small station owner.

Mills stated, "Obviously, ASCAP is not going to disclose the identity of stations which definitely apply for licenses, because of the possibility of punitive actions by the proponents of the present movement seeking to consolidate broadcasters under the leadership of the networks in a position of opposition to ASCAP."

"The networks," he added, "are endeavoring to persuade the 'little fellows' that they should continue as catspaws in order to present what the National Association of Broadcasters chooses to call a 'united front.'"

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.

Tamara Geva's dramatic debut on American radio was typed and stymied by the stock spy role in *Lady Spy*, presented Friday on Mutual network's series of *Command Performances*. The actress has a husky voice but knows how to shade it. Her speech is smooth and clear. Undoubtedly she would fare well in a spot which afforded more leeway in acting. Similarly, **James Rennie** and **Kent Smith**, members of her supporting cast, were victims of stereotyped berths, and could do little with them. The show was a debut also for **Irving Strouse**, former press agent, as a producer. **Bob Green's** script is just anchorage for the grind performers, to be taken off the shelf and presented periodically as the war news flares up with secret agent stories. S. W.

The two-thirds of *Little Ol' Hollywood* which is musical is an unpretentious, light-weight cross section of song, pleasant enough, tho not captivating. **Gogo Delys** vocalizes and **Gordon Jenkins** wields the baton. His impression in music of the life of **Ida Lupino**, guester Monday night on NBC's Blue network show originating in Hollywood at 8 p.m., was novel and a lot easier to take than the dramatic form of presenting thumbnail biographies and success stories. Other than providing subject for the musical biog, **Miss Lupino's** guest performance was disposed of readily in a meager so-called interview by **Ben Alexander** to bring out her song-composing activities which, in turn, provided the opening for her declamatory rendition of her own work, *We Think We're Having Fun*. Impossible, tho, is the comedy serial, *Two Happy People*. It's balderdash, unadulterated. S. W.

Dr. I. Q. seems to hold on to an extensive audience draw both in the theater, point of origin, and on the radio Monday at 9 p.m. on NBC's Red network under the sponsorship of Mars, Inc. The show's coming from **Loew's Theater**, Louisville, Ky., gave the doctor better opportunity to keep enthusiasm alive by varying the money awards and by injecting a note of challenge in his questions. Noise of theater audience, stirred constantly by the doctor, carried thru to radio listener, who was as much entertained by the mob response as by the quiz itself. To this reviewer the doctor's voice was nerve-racking. S. W.

Cavalcade of America wound up its series Tuesday, 9-9:30 on WJZ with the NBC-Blue network, with a dignified, eloquent dramatization of **Dr. Walter Reed's** conquest of yellow fever. Program

comes back in the fall and will be patterned along similar lines. On Tuesday program title role was played by **JOHN MCINTYRE**, who, along with others of the cast, delivered a restrained balanced performance. Entire production of this show was in good taste, with final commercial spiel for Dupont maintaining a high level. No high-pressure business, but solid, institutional talk. P. A.

One of the *Finest*, on WJZ and the NBC-Blue network at 7:30-8 p.m. twice a week, for the **Gordon Baking Co.**, developed into a confused, noisy session Tuesday. Stuff shaped up as crime drama at its hokiest, impressing only as a gala occasion for the sound effects men. This session **Tom Quinn** and **Rocky Marshall**, two coppers, circumvented the villain's attempt to grab off a mysterious million-dollar treasure. Plot had all the regular cliches, including meetings in mysterious cottages, the perfect crime angle, etc. Villain, yclept "The Octopus," was a very vague gent who spoke in haunting tones. Production was sloppy, with sounds of hand-to-hand fighting between the forces of good and evil reaching a ludicrous pitch. The grunts and bellows were terrific. Program needs more careful production. P. A.

GABRIEL HEATTER, in his news period Monday over WOR, 9-9:15 p.m., threw his usual dash of schmaltz into his treatment of the international situation. Heatter's technique sometimes approached the theatrical, but it was undeniably persuasive. One of his more purple passages was an imaginary conversation between two Parisians taking stock of the current French debacle. Heatter detailed the questions and answers of each with dramatic effect. Plug for the Modern Industrial Bank sounded rather incongruous. P. A.

CAROL BRUCE, contralto who is currently gaining recognition for her work in *Louisiana Purchase*, guested on the **LANNY ROSS** quarter hour on CBS Thursday, 7:15 p.m. She was obviously nervous, particularly in her brief interview with **ROSS**, which she rattled off with uncommon speed. She was much better vocally, singing the title song of the show and pairing up with **Ross** in another tune, *Dance With Me*. **Miss Bruce** is at her best when seen, however, because she has a very striking personality. Her appearance was centered around a Louisiana Tour idea which afforded **ROSS** opportunity to pipe in his customarily pleasing way *Way Down in New Orleans* and *Neath*. (See COMMENT on next page)



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Comment

(Continued from preceding page)
the Southern Moon. In all, a nice enough quarter hour. S. H.

RAYMOND MASSEY, for whom legit audiences are a pushover, suffered a severe case of stage fright on Tuesday's *Information Please*. His nervous and hesitant delivery was too evident during his sparse contributions. However, he came thru with one or two savers which stymied the regular board, FPA, JOHN KIERAN and OSCAR LEVANT. Kieran as usual displayed the most erudition, while Levant contributed most of the laughs. Best laugh on the program came during the question on titles of plays which described the personality of the main character. Levant offered *DuBarry Was a Lady*. CLIFTON FADIMAN cleared his throat in a manner indicating he'd rather not discuss it. J. C.

The Career of Alice Blair was temporarily dispensed with on Tuesday's airing. Entire shot was devoted to her westward plane ride. The stewardess and a nice old lady monopolized most of the gab, while the heroine of the yarn had to content herself with a couple of short passages of dialog and two soliloquies. The listeners regularly following Miss Blair's plight would have liked it better if the entire plane ride episode had been telescoped to about a minute. Since Martha Scott's return to this program she is given billing as star of *Our Town*, while Joseph Cotton gets credit for his appearance in *The Philadelphia Story*. J. C.

Strings That Sing continues as a welcome mid-day musical interlude from KYW, Philadelphia. Caught Tuesday, 12:50-1:15 p.m., locally, stanza previously had NBC-Red and Canadian Broadcasting hearing. Features the stellar electric organology of Arthur Hinett in the popular jazz idiom, abetted by fiddlers three from the house band. Simplicity strikes the keynote of both the program and its offerings, musical selections providing the proper blend of violins and organ for popular ballad and rhythm songs of the day. M. H. O.

THE REVUERS, on NBC's Blue network Tuesday, 9:30-10 p.m., devoted their satiric talents to various phases of the film industry. Lyrical take-offs gave the needle to film stars, directors, stunt men and the fan club cult. The kids write and perform their own material, and are undoubtedly a talented group. Program material varies in value, ranging from bad to excellent; but when one of the numbers clicks it goes over in socko fashion. Example of this was the piece on Joan Crawford, a cleverly worded and biting satire, which is one of the act's standard numbers.

Revueurs are ADOLPH GREEN, JUDITH TUVIM, ALVIN HAMMER, BETTY COMDEN and JOHN FRANK. Guest this program was vocalist DINAH SHORE, who pleasantly warbled *Mood Indigo*. P. A.

Still by long odds the best of all air commentators, at least to this reporter, is FULTON LEWIS JR., on five nights a week over WOR and Mutual with news from Washington. LEWIS stands out as about the best reporter ever to take to the airwaves. He digs into his stories and gets and gives the facts, not satisfied, like so many others, to stop with the surface catchphrases. His background is terrific, and the listener emerges from the 15-minute broadcasts with a far better knowledge of the national political scene than he could possibly get from reading all the Washington coverage in the newspapers. In addition, LEWIS has swell radio delivery and outstanding air personality. E. B.

Fun in Print, Sunday at 6 p.m. over WABC and Columbia, is patterned closely after *Info Please*, using celebs in a quiz set-up. It doesn't shape up anywhere near the original, but it maintains a consistently entertaining pace, held week after week by the changing roster of celebs and by pace-setter SIGMUND SPAETH. Last time caught (23) the guests were RAYMOND GRAM SWING; JOHN TUNIS, novelist and tennis authority; ALICE HUGHES, columnist, and a lad who pushes one of the adult perambulators at the World's Fair. Unlike *Info*, show has the guests competing against each other, with SWING an easy winner on this one. Payoff to those sending in questions used is a year's subscription to *The Literary Guild*, with the question voted most popular by the studio audience getting a major bonus in merchandise of International Silver, the sponsor. E. B.

Program Reviews

EDST Unless Otherwise Indicated

Abbott and Costello

Reviewed Wednesday, 9-9:30 p.m. Style—Variety. Sponsor—Bristol-Myers Co. Agency—Young & Rubicam. Station—WEAF (NBC-Red).

Following Fred Allen can probably be ranked as one of the more spectacular ways of committing suicide. Abbott and Costello are one of the top comedy teams around, but they still have some adapting to do before they fit smoothly into an air groove, if you can judge by their first shot as summer replacements for Allen in the cause of Ipana and Sal-Hepatica. Bud Abbott is still an outstanding straight, on the air or anywhere else, but Lou Costello loses plenty when he loses the sight angles. In addition, their material on the first shot left plenty to be desired. It needs to be smoother and more directly aimed at ether appeal. There were one or two amusing cracks on the program caught, but for the most part the gags were about ready for husking.

Benay Venuta handles the song assignments with astounding energy and a go-getting song-salesmanship that is said to appeal to a lot of listeners. Peter Van Steeden and his band, holdovers from the Allen show, take care of the music in their usual topnotch fashion, and Van Steeden still makes a pleasant foil for sections of the comedy. Harry Von Zell handles the commercials as smoothly as always. As in the case of the Allen stint, the sales spiels are remarkably easy to take.

Maybe there'll be an improvement when the pattern gets set. Burr.

"Musical Americana"

Reviewed Tuesday, 9-9:30 p.m. Style—Musical. Sponsor—Westinghouse Electric. Agency—Fuller, Smith & Ross. Station—WJZ (NBC-Blue).

This Westinghouse institutional program is a smooth blend of swing and classics designed to get the family trade. Production is leisurely, with accent on class. With *Information Please* preceding this shot on the neighboring NBC-Red, this program should have no trouble in pulling part of that audience.

Emsee is Kenneth L. Watt, who also produces and directs in an okeh manner, with Milton Cross doing his usual neat commercials. Music by Raymond Paige is solid. Band uses tricky arrangements containing a swell assortment of counterpoint. His offerings, *Carioca* and *Poor Butterfly*, in both his own style and in the manner of the original 1916 arrangement, and the Dvorak *Humoresque*, rate attention.

Guest on the initial program was Jane Froman, who clicked with *Summertime* and *Begin the Beguine*. Another guest, Ardyth Walker, femme cellist, offered the colorful *Hungarian Rhapsody* by Popper.

Shot closed with a rendition of *The American Way* by the ork, with Lee Darwin tenoring. Cohen.

"Texaco Star Theater"

Reviewed Wednesday, 9:30-10 p.m. Style—Variety. Sponsor—Texaco Co. Agency—Buchanan. Station—WABC (New York, CBS network).

Texaco summer program is a 30-minute stanza, and is mostly musical. Caught Wednesday, show had some chatter, but nothing more than fill-in material for the vocals of Kenny Baker and Frances Langford and the orchestrations of Ted Broekman.

Musically, session was very pleasant, Baker and Miss Langford warbling with fine quality and warmth. Top tunes were Miss Langford's rendition of *Summertime* and Baker's *Sweet Leilani*, as well as *South Sea Island Magic* as a duet. Broekman Ork solid.

Plugs for Texaco products stressed vacation motoring angles.

Jimmy Wallington emceed okeh. Ackerman.

Burns and Allen

Reviewed Monday, 7:30-8 p.m. Sponsor—Hormel on behalf of Spam. Agency—BBDGO. Style—Variety. Station—WEAF (NBC-Red).

The Burns and Allen program, with a new sponsor and on a new network, looks like a click from the start. Grade A production, top-flight talent and smart

pacing makes this program one of the choice spots on Monday night's dial. Show is practically guaranteed to up the sales of Spam.

The B and A inanities are surefire laugh producers. The comedy is abetted by an unnamed sound-effects man bemoaning his lot every time he is called upon to slam a door, and a double-talking Latin from the ork, Senor Lee, who puts across some choice laughs.

Artie Shaw, making his initial appearance since his alleged retirement, returns with a new ork containing a large string section. The music, with Shaw's clarinet leads, is, as explained in a talkfest with announcer John Heistand, a swing and classic hybrid. The effect is singularly okeh. The arrangements are good and Shaw's licorice stick has lost none of its potency since his layoff. The Smoothies are also spotted on this shot, getting across some okeh vocalistics.

Commercials are smartly handled by Heistand and the others who join in ribbing the payrollee. Cohen.

"America Sings"

Reviewed Tuesday, 9:30-10 p.m. Style—Musical. Sponsor—S. C. Johnson & Son, Inc. Station—WEAF (NBC-Red).

As a summer substitute for *Fibber McGee and Molly* this musical show, supplemented by Cliff Nazzaro's double-talk, is only passing fair, lacking magnetism necessary to keep an audience from week to week.

For the first show in the two-month series, Meredith Willson and his orchestra presented a review of 25 popular and folk songs. Variety and arrangements achieved interesting effects. Vocals by Kay St. Germaine and Ray Hendricks were smooth and well paced in the lineup.

Nazzaro is the apt double talker, as usual, and at times funny, but nature of the stint is such that it wears easily and quickly.

There's little in the program to invite special attention after it has been heard once. Harlow Wilcox's commercials are the liveliest part of the show. Weiss.

"Column of the Air"

Reviewed Tuesday, 9-9:30 p.m. Style—Comment. Sustaining on WQXR (New York).

Experimenting with Lisa Sergio's program, station has spotted the broadcast for a series of three alternate Tuesday nights in addition to the daily 10 a.m. schedule. This places Miss Sergio in competition with dynamic columnists. To stay in the run the speaker will have to inject more spark both in treatment and selection of material.

Miss Sergio is still a most precise and cultured speaker. Her voice is unusually easy on the ear, particularly when compared with other women speakers, but there is something too cold in her treatment of background of current events. She presented no inside stuff nor dramatic copy when she talked about Rumania, Czechoslovakia, U. S. agricultural problems and China. She treated of less exploited angles. Had she carried her column to editorial interpretations she would have finished off her talks. As is, they seemed to remain dangling, and invited a So What? reaction. Weiss.

"On the Spot"

Reviewed Monday, 8:30-9 p.m. Style—Quiz. Sponsor—Vanti Pa-Pi-A. Agency—Erwin, Wasey. Station—WOR (Newark, N. J.).

Entire set-up of this program adds up to a good merchandising idea. Altho the shot is billed as a quiz, the question-and-answer period is almost negligible. Most of this half-hour stretch is taken up with the offerings of the guest band, leaving little time for gab.

The program is sent from the Manhattan Beach Ballroom, which is leased by the sponsor with price of admission set at three Pa-Pi-A bottle tops, thus assuring the sale of the beverage to some extent. Contestants are selected by being nearest a spot on the floor at the conclusion of a number, and are given five dollars which they can take with them or gamble on their ability to answer the question submitted. Six bottles of the drink are also carried off by the questionee. All of the contestants took

the five-dollar queries, which were fairly easy.

Emsee is Henry Morgan, who does an okeh job with slim material. Russ Morgan provided the music on the initial program. Charley Bernet, scheduled for next week, made a guest appearance. One of the contestants caught (or planted) was Sid Luckman, the footballer.

Under the current set-up the program is a hybrid of a straight band presentation and a quiz show. Emphasis on the latter would help appreciably, as would shorter dance numbers. Cohen.

"Pittsburgh Jamboree"

Reviewed Saturday, 10:45 p.m.-12 m. Style—Variety. Station—Sustaining over KQV (Pittsburgh).

Maybe the show's supposed to be corny. It is, certainly. Patterned evidently after the *WLW Jamboree*, but less polished, the program is broadcast from the Moose Temple as an audience participating show featuring hillbillies. The participation comes when announcer Herb Angell roams thru the auditorium asking answers to inept questions, such as "What's your name" and "How do you like the show," with little point except to bring the customers into the picture. For they are customers. In-the-flesh listeners pay cash at the door to see the broadcast. Four cash prizes are given the entertainers, appearing, ala amateur night, with decisions based on the volume of audience applause. Frank.

"Sid Walton Music"

Reviewed Sunday, 11:30-11:45 a.m. Style—Music. Sponsor—Air Conditioning Training Corp. Agency—National Classified Advertising Agency, Youngstown, O. Station—WJZ (NBC-Blue network).

Sid Walton, major-domoing this shot, does an okeh all-around job in announcing, leading the band and convincing the youth of the land that there is a career in air conditioning. A small band provides an acceptable brand of dansapation, while most of the sparkle is provided by the pipes of Gwen Williams.

Walton, however, is too eager in plugging the correspondence school sponsoring the program. Both commercials on airing caught were too long. The first spiel for the sponsor was not only verbose but had the added effect of antagonizing any prospective mail scholar. The talk charged that anyone without a job isn't trying, from which it led into the virtues of air conditioning. This approach, in the Elbert Hubbard style, isn't conducive to getting anyone to write for details. With the use of a different sales angle program should accomplish its purpose. Cohen.

"Quiz Kids"

Reviewed Friday, 9:30-10 p.m. CDST. Style—Quiz. Sponsor—Miles Laboratories' Alka-Seltzer. Agency—Wade, Chicago. Station—WMAQ (Chicago, NBC-Red network).

At last the quiz phobia has brought forth something valuable. Five kids, ages ranging from 7 to 14, stand up and trade mental blows with emsee Joe Kelly, answering questions tough enough to mow down the *Info Please* experts. If we did not have reliable assurance that the show was bona fide, we should imagine that the kids had stolen a peek at the puzzlers. This brings up main criticism—that questions will have to be made even tougher if public is not to feel, incorrectly, that the program is pre-staged. Kids are surprisingly fast and funny in extemporaneous wisecracks. The three winning contestants are held over for the next week's show, being awarded a \$100 U. S. gold bond apiece, while the two losers receive a \$50 gold bond apiece.

Program will appeal to the more intelligent audience, those interested in child education and those who just love children.

Guest speaker on first show was Harold A. Swenson, professor of psychology at the University of Chicago, who cited the kids participating as examples of the advantages of education in a democracy—which is a good, commercial gimmick to appeal to teachers and parent-teacher organizations. Joe Kelly's contribution of homely humor is a distinct asset to the show. Commercials were done briskly and well by Fort Pearson, tho there was little Alka-Seltzer speling, too much commercial credit was given Zenith for supplying the radios rewarded quiz-submitters. Modell.

Conducted by DANIEL RICHMAN—Communications to 1564 Broadway, New York City

BANDS' REMOTE NEEDLE

Philly Fight To Petrillo

PHILADELPHIA, July 6.—Heartened by the militance shown by James C. Petrillo, AFM prexy, in yanking off dance remotes to solve the radio strife problems of member locals, Philadelphia musicians gave the nod to Petrillo to start a blitz against the Warner Brothers' theaters here. Local 77 here is now in its eighth month of striking against the theater circuit, and no nearer a settlement today than it was last December, when the musicians first walked out.

At the monthly membership meeting this week, union passed a resolution turning the matter over to Petrillo, giving the AFM prexy full power to act for them in the impasse. Attempt of a minority group, consisting mostly of Earle Theater musicians, seeking to force a settlement regardless of final terms so that they can return to that house, came up against a stone wall when word reached the floor that Petrillo would carry the local torch if the union was willing.

At press time Petrillo was already meeting with Warner execs, and an early settlement was expected, in spite of the fact that he gave the union here \$2,500 last week to carry on the fight. Past administration contributed \$7,500 toward the local strike fund. If Petrillo is forced to use the same tactics on Warners as he is doing in the radio impasse, it would mean yanking out the music makers at the pic company's Hollywood yards. However, it is not expected that Petrillo will have to resort to such drastic measures, it being understood that he has other aces in the deck.

At the recent AFM convention in Indianapolis a resolution was introduced by A. A. Tomei and A. Rex Riccardi, prexy and secretary of Local 77, seeking to place the Warner theater chain on the AFM national unfair list. The proposal was killed, principally thru the arguments of ex-AFM head Joe Weber, who held that pulling all musicians out of every Warner house in the country would only cause that much more unemployment among AFM members, in this case to the extent of about 6,000.

Tucker Gross \$4,300 On Two Single Dates

NEW YORK, July 6.—Orrin Tucker played to some 4,300 dancers on two one-nighters this week, sandwiched between the ork's current theater tour. Band attracted 2,100 at the Danceland, Sylvia Beach, N. Y., Sunday (30), despite rain. Following night, 2,200 dancers turned out at the George F. Pavilion, Johnson City, N. Y., to get an earful of the Tucker music. On both stands, \$1 admission per person was in effect.

Tucker, following his current three-week engagement at the Paramount here, remains in town for an additional two weeks for *Hit Parade* program, then takes in theater dates in Baltimore and Boston before leaving for Hollywood and a Paramount picture September 1.

It Don't Mean a Thing If It Ain't Got That Sueying

NEW YORK, July 6.—There is something new under the Tin Pan Alley sun. Chou Lai, a waiter at Ruby Foo's, swank Chinese restaurant, is collaborating on a swing tune called *Chop Suey* with lyricist Art Franklin and band leader Spud Murphy.

It seems that along about now is the 50th anniversary of the birth of chop suey, or something, and the opus is being written to commemorate same. Chou is acting as technical adviser, consultant and supervisor on both words and music, and the result is sure to sound terrific on honorable moon-fiddle and sundry other Chinese instruments, even if it doesn't make the Hit Parade.

No Wonder They're Upset

PHILADELPHIA, July 6.—Station WIP has been conducting a contest among its radio listeners for an identifying tag to tack onto Joe Frassetto, studio maestro. And while the contest for the \$10 cash prize has pulled 2,510 pieces of mail, offerings thus far are such that neither Frassetto nor the station cares much about carrying on.

Classics from the mail bag include "Joe Frassetto and his Smart Style-ettos," "Let's Go Getto With Joe Frassetto" and "The Music That's Not Falsetto Played by Joe Frassetto," with most of the listeners displaying a singleness of purpose in proposing "Swing and Sweatto With Joe Frassetto."

Phonovision Lining Up Name Bands for New Movie Machines

NEW YORK, July 6.—According to the Phonovision Corp. of America, negotiations are now in progress with Tommy Rockwell, of General Amusement Corp.; Charles E. Green, of Consolidated Radio Artists; Willard Alexander, of William Morris Agency, and Moe Gale regarding contracts for bands to record for the new Phonovision automatic movie machine sets.

Sam Sax, in charge of film production, said that already under consideration are Duke Ellington, Ray Noble, Henry Busse, Vincent Lopez, George Olsen, Leo Reisman, Will Bradley, Del Courtney, George Hall and Bob Zurke from the Morris office; Jan Savitt, Charlie Barnet, Isham Jones, Little Jack Little, Blue Barron, Reggie Childs, Gray Gordon and Don Bestor from Consolidated, and Ella Fitzgerald, Erskine Hawkins and the Four Inkspots from Gale.

Abe Lyman, Ozzie Nelson and Clyde McCoy are also under consideration, according to Sax. Production will begin shortly at the 20th Century-Fox studios here instead of the old Edison studios as originally planned.

Lombardo for Ice Skate Dance in Philly Test

PHILADELPHIA, July 6.—Failing to find the right kind of ice show for his huge outdoor ice rink on the site of the old Phillies Ball Park, Promoter Ray Fabiani will couple skating with dancing to test a new sort of dance promotion. Opens his ice rink on Tuesday (9), with Guy Lombardo coming in for the night with the appeal either to dance or ice skate to the band's music.

Coupling the two diversions, if successful here, may mean the reopening of many one-night stands that have been converted into roller rinks and at the same time open up a new avenue for barnstorming names at the country's many ice-skating rinks.

All-Girl Orks Supplement Atlantic City Bathing Beauty Attractions

ATLANTIC CITY, July 6.—In spite of the fact that the bathing beach makes for a daytime full of fem appeal, it seems that no change of pace is desired by the resort-rounders here at night, and the call is out by many nitery ops for all-girl bands. Frank Palumbo, at the opening of his Renault Tavern last Saturday (29), was no little surprised at the queries from patrons about the appearance of Ina Ray Hutton, who, originally skeddled to open, gave way to Eddie LeBaron and comes in later in the month. Interest in the Hutton band here is so great that Palumbo is mulling the idea of keeping her at the spot for the bulk of the season instead of making fortnightly changes. Is also interested in Hutton for his near-by Club Avalon at Wildwood, N. J., where Jerry Delmar and her all-gal gang are striking the right chords with the resort

Names Suffering As Much As Networks Thru Air Time Loss

NEW YORK, July 6.—Ban imposed by the American Federation of Musicians on orchestra remotes over NBC and CBS networks had not been eased at press time, altho the situation was such that the negotiations might go any way, with the strike called off momentarily or with it being continued indefinitely until agreement between the musicians' union and the chains might be effected.

As of today (6), 41 bands in all were affected, according to James C. Petrillo, AFM prexy, out of whose first couple of weeks in office came this lightning thrust in an attempt to iron out employment conditions at KSTP, St. Paul, an NBC station, and WRVA, Richmond, Va., Columbia affiliate. Locals in those cities have been feuding with the stations to hire more musicians, matter finally being

brought to Petrillo's attention. Latter demanded that the nets cut the two stations out of remote broadcasts, which the chains refused to do, owing to contracts with the stations. Petrillo's answer was to ban all remotes from both networks.

Queried as to whether the union's strike might force the radio industry into signing a national agreement covering musicians' employment on stations, Petrillo replied that "Anything can happen." He indicated, however, that negotiations might soon bring a settlement.

Meanwhile, as the networks struggled to fill in hours normally given over to remotes, independent local stations over the week-end began jockeying to have bands playing in New York spots aired over local outlets. WMCA definitely made an attempt to do this, the station having wires placed in leading hotels, including the Waldorf-Astoria, where Xavier Cugat is current; the New Yorker, Larry Clinton on the stand; the Astor, with Tommy Dorsey, and the Biltmore, featuring Alvino Rey's music. WOV was also reported as attempting to set its wires on band stands around town.

As the deadlock continued it was the consensus of opinion that the name bands were getting just as much of a needle as the networks thru the loss of valuable air time, for which most names take location jobs at not too much more than scale. Squawking musicians swarmed around Local 802, AFM, and a similar situation was understood to prevail at other key locals, including Chicago and Los Angeles.

Music publishing industry mulled plans and possible action in the event that the strike continues over a long period. Song pluggers stated that they would concentrate on other outlets, particularly transcriptions. In other music sources it was felt that the strike's continuance would necessitate a change in the financial distribution of publisher money in the American Society of Composers, Authors and Publishers.

E. C. Mills, chairman of the Society's administrative board, said he thought the strike would be settled before ASCAP would find it necessary to effect changes in the distribution set-up. Formula currently is based on a 50-30-20 per cent set-up, the 50 per cent cut being determined on the number of plugs or uses of music over the air. Any change in method would be welcomed by standard publishers, who have long felt that the 30 per cent allocated to availability is not enough. Mills also expressed the sympathy of the Society for the cause of the AFM, and added that ASCAP was in full accord with the stand taken by the musicians' union.

Mutual Broadcasting Co. remained the only major network unaffected by the Petrillo blitzkrieg. Some orks had previously been pulled off Mutual, but late this week the chain reported its remote schedules intact.

DES MOINES, Ia., July 6.—Bernie Barnell Band moves into Club 100 here tonight (6) from a 14-week engagement at Martin's cocktail lounge in Kansas City, Mo. Barnell replaces Larry Kent.

Sea Story

VIRGINIA BEACH, Va., July 6.—Eddy Duchin, playing the Cavalier Beach Club here, got himself some unexpected local publicity last week when he was rescued from an inflated rubber raft drifting out to sea. Duchin was relaxing on the beach, and fell asleep on the raft. An offshore wind bore the raft and its slumbering passenger out into the Atlantic. A half-mile offshore, Eddy woke up, about which time he was sighted by a life guard, who terminated the ocean voyage and towed him back to terra firma.

Donahue Out \$250 On Washington Date

NEW YORK, July 6.—Al Donahue, thru Frank Walsh, the band's manager, has called upon the American Federation of Musicians to collect a \$250 balance for a date played at the Riverside Stadium, Washington, Thursday (27). According to Walsh, Eddie Reich, who signed the contract, at the conclusion of the engagement claimed he was only the publicity man and not responsible for the payoff. Reich claims that he himself has not yet been paid for his services.

When Donahue signed the contract he was given a \$250 deposit, with the balance to be collected during the engagement. Walsh said the box office was closed before the intermission and that the receipts were carried away by the treasurers.

The contract, signed by Reich, said that Dennis M. Landers was promoter of the affair, which included a show. Receipts were supposed to be turned over to a charitable organization. Attendance was slim.

Chester Gives Akron Spot Best Night With \$1,525

AKRON, July 6.—Bob Chester, new to this territory, jammed 2,421 paying customers into the Summit Beach Park Ballroom here June 27. Advance sale at 55 cents lured 1,450 early buyers, the remainder of the crowd shelling out 75 cents per the night of the dance, to make a gross total of \$1,525.75.

Band proved extremely popular and gave the ballroom its best one-night business of the summer thus far, according to Lew Platt, managing director of the spot.

crowds.

Current season really finds the all-girl orks getting a foothold for the first time here. Wagon Wheel gives top billing to the fact that it has music by Joyce Darling and her all-girl ork. Risley's makes much ado over the appearance of Dorothy La Maine and her "weaker" sex syncos, and it's all girls at Wyngate Tavern fronted by Louise Erskine. While the males toot the horns, it's Blanche Calloway, Cab's sister, waving a feminine wand at Club Harlem.

Before the season hits the mid-mark it is expected that at least half a dozen other spots will sprout but with skirted bands, at least that many ops already auditioning all-girl combos. Even for the lull and stroll music, the female of the species is the most in demand, altho the supply here hardly meets the growing need.

Miller Equals Turnpike's Top Take in Lincoln With \$2,415

LINCOLN, Neb., July 6.—Glenn Miller provides a test for ballroom operators on how much can be given away, while at the same time achieving a profit at the box office when it comes time to pay. On his Chesterfield CBS shots (three times weekly), he has his sponsor on the one hand squealing for the biggest stadiums in which the band tootles for free, and on the other hand he has worried ballroom managers with a guarantee in the \$1,500 nightly region to meet from dancing money.

When he did his broadcast here Tuesday (2), a matter of 8,000 free guests were jammed into the University of Nebraska Coliseum, after which he sailed out for the Turnpike Casino, R. H. Pauley's class spot. Pauley's prices, per

person, were \$1.10 up to three days in advance, \$1.25 to the opening and \$1.65 at the door.

No Door Sale

When all phases of the sale were totaled up, the Miller take amounted to \$2,415, a substantial black margin for the house. Oddity was that there was practically no door sale, everybody having evidently made up his mind to attend the dance whether the broadcast was seen or not, and bought in advance on the terp tickets.

Miller's take is in the same bracket with Paul Whiteman's showing here more than a year ago. This puts Miller in co-holder status on the Turnpike money record.

Music Items

Songs and Such

LEONARD FEATHER has signed an exclusive one-year contract with Advanced Music Corp., new subsidiary of the Warner music group affiliated with the Moe Gale office. First Feather number under the pact is *Scram*, to be introduced by Gene Krupa.

Jimmy Van Heusen arrived in Hollywood this week to go to work on the score of the impending Jack Benny-Fred Allen picture, *Love Thy Neighbor*. No lyricist has as yet been signed to put words to the Van Heusen tunes.

Edwin Buddy Morris is another Hollywood visitor of the moment. Still another Tin Pan Alley traveler is Sidney Mills, currently on a trip thru the Middle West.

Dreamin' Out Loud, title number from new RKO flicker, will be the first to be worked on by Frank Kelton as he gets back to New York from Hollywood on behalf of Coslow Music Co. ton last week joined Sam Coslow to d the Broadway office of the songwriter-publisher.

David and Charley McCarthy released *France Beautiful*, *Dry Your Tears* in the Bob Miller Music Co.

Kavelin, maestro at the Essex House, New York, momentarily turns tunesmith to knock out *Listen to the Rhythm of Waterfall*, in collaboration with Bert Maltin.

This column erroneously stated in a recent issue that Irwin Dash had returned from England to join Santly-Joy-Select as professional manager. Mr. Dash writes in that he is in this country solely to represent his English firm, the Irwin Dash Music Co., of which he is managing director, and that at no time was there ever an idea or thought of his joining Santly-Joy.

Publishers and People

LEW ENTIN, who had been song plugging for various pubs in New York and Philadelphia, is now turning to song playing. Changed his handle to Ray Lewis, and is organizing a band of his own in Philadelphia.

Considering the success of dentists as songwriters in Philadelphia, now comes an optometrist to try his hand as a tunesmith. Dr. A. D. Venouto, collaborating with Frank Capano, marks his debut with *Beauty on Parade*, Tin Pan Alley Music Co. in Philadelphia publishing.

Capano, incidentally, flew to Chicago to offer the Democratic convention his latest song, fashioned with maestro Billy Hays and Charles Mahoney, *We Need You Franklin D.*, as the political gathering's official ditty.

Sam Myrow, former West Coast song plugger, and brother of Joe (*Fable of the Rose*) Myrow with the Warner group, returned to Philadelphia to open the Guild Recording outfit, off-the-air wax-work.

Ray O'Day has placed his *I Fell and Broke My Heart* with BML. Maestro Dick Kuhn, at Atlantic City's Ritz-Carlton Hotel, collabbed with John Klemmer for *Blue Magnolia*.

Mellin Mercer-Morris G. M.

NEW YORK, July 6.—Bobby Mellin has been installed as general manager of Mercer-Morris Music Co. picking up his new duties Monday (8). Joe Santly succeeds him as professional manager of the firm.

Okeh Records' First Appearance July 15

NEW YORK, July 6.—First release of the resurrected Okeh label goes on sale July 15, starting off with 10 records due for release on that date as against the five or six which will be the normal weekly order of things. New label takes the place of Vocalion, for the past several years the 35-cent disk companion to the erstwhile 75-cent Brunswick platters and the present Columbia 50-cent pressings. Okeh tag was used before the switch to Vocalion, and returns as a replacement because it felt that Vocalion was too long and complicated to adorn pop priced disks.

In addition to Gene Krupa, already announced to drop down from the Columbia label to the cheaper Okeh platters, Count Basie leaves the 50-centers for the 35-cent disks. New label will also offer Jack Leonard's recording debut as a single, ex-Tommy Dorsey vocal star making his first appearance in the initial Okeh release. Red Nichols is another new attraction to be offered by Okeh, switching over from RCA-Victor and the Bluebird label.

Vermont Spot Leads Off With Ambitious Ork Plans

RUTLAND, Vt., July 6.—The Casino, formerly Gibson's, at Lake Bomoseen, is being operated this season by the Green Mountain Amusement Corp. and has a long string of bands lined up. Mal Hallett is booked for this week, following Al Donahue and Ray Hill. Other bands to come, according to Manager Joseph Pellerin, are Kay Kyser, Glenn Miller, Van Alexander, Louis Armstrong, Sammy Kaye and Tommy Dorsey. The place books thru Charlie Schribman. The dance floor, largest in this section, will accommodate 2,000.

\$490 for Bud Freeman

BRIDGEPORT, Conn., July 6.—In his first appearance in these parts Bud Freeman, on a one-nighter at Pleasure Beach Ballroom here Sunday (30), clicked the turnstiles for 892 paid admissions and, with tariff held down to 55 cents, made a fair gross of \$490.60. Crowd was enthusiastic about his music. Next name in is Dee Courtney tomorrow (7), with Ozzie Nelson on the 14th.

MELL WOLLIN and his New Yorkers opened at the Hotel Geneva, Lake Geneva, Wis., June 22.

Streamlined Prisoner's Song

NEW YORK, July 6.—Record wax-works from time to time dig down and come up with every kind of conceivable musical grouping in album form, ranging anywhere from Caucasian love songs to harpsichord solos, but Columbia is setting one for release in a few weeks that ought to take a prize for novelty.

It's to be a chain-gang album—a batch of songs, chants or what have you that prisoners on Southern chain gangs carol as they go about their fettered duties. Album is being supervised by Joshua White, colored musician who will lead a group of sepiu singers in the authentic chain-gang chirpings.

an Expression of Thanks

WEE

BONNIE BAKER

1ST PLACE WINNER • FEMALE VOCALIST DIVISION

THE BILLBOARD'S ANNUAL COLLEGE POLL

OH, JOHNNY!
MY RESISTANCE IS LOW — *
I wish I could visit every campus in America and thank personally those 400,000 collegians who voted me top honors in Billboard's third annual survey.

This great honor leaves me enervated (see * above) but in affectionate appreciation I gather strength to give you "the locomotive" —

T-H-A-N-K-S V-E-R-Y V-E-R-Y M-U-C-H

Bonnie Baker

WITH ORRIN TUCKER'S ORCHESTRA

Cocktail Combos in More Demand at A.C.

ATLANTIC CITY, July 6.—As the season goes into full swing at this resort, demand grows heavier for strolling musicians who can entertain and regular performers with a musical routine who can navigate around a room or a bar. Curfew doesn't ring here, and activity is centered at the bar or cocktail lounge after the band has played its last dance set. Acts which occupy too much of a patron's attention are not welcome, and in addition to the strolling musician, gal singers who don't have to hug a mike or who play their own accomps are greatest in demand.

Factor in the stroller demand is the lowering of entertainment license fees by the city commission in a move to increase employment for live musicians here. New ordinance, which became effective July 1, has spots employing one musician pay only \$25 a year, with a \$50 license fee for two or three musicians. License fee jumps for larger musical groups, with the result that strolling groups can't exceed three in number.

In addition to the many solo performers already set for bar duty, cocktail combos set this week include Jan Krupa, single at the organ, at McGee's Garden Inn; Strolling Trio, Hotel Chelsea Bar and Terrace; Billy Van and his Three Kings, at Herman's Music Bar; the Novelty Trio, at Hazel and Fred's Novelty Wonder Bar, and the Silver Star Trio at the Dutch Kitchen.

What—No "Stars And Stripes Forever"?

SHEBOYGAN, Wis., July 6.—Under an ordinance adopted Monday (1) by the common council here, city-hired bands are required to start all concerts with *America*, begin the second half of the concert with *God Bless America*, and close the first and second portions with *The Star-Spangled Banner*.

Saltair Starts Ork Season Profitably

SALT LAKE CITY, July 6.—Saltair, Utah's noted resort on the Great Salt Lake here, is ahead of business over a corresponding period last year, principally thru offering band attractions. Thomas M. Wheeler, spot's manager, has brought in traveling names for the past several years, with unusually good grosses chalked up so far this season.

Jimmy Grier opened the spot May 29, with 2,833 dancers turning out at 50 cents a head to gross \$1,166.50, regarded as exceptionally good. Sterling Young took over the regular music-making assignment May 30-June 12, followed by Billy MacDonald, current.

Shep Fields played a one-nighter at the place June 18 at a 75-cent admission and drew 1,424 terpssters, netting \$1,057. Eddy Duchin was in Monday (1), with Dick Jurgens set for the 11th and Phil Harris on the 15th.

SALT LAKE CITY, July 6.—Fats Waller's one-nighter June 24 at the Coconut Grove here pulled an attendance of about 1,000 at 60 cents for the men and half that for the gals. Manager Covey occasionally books name orks into this spot. Adolph Brox is the regular house band.

KC Club Going for Orks Exclusively

KANSAS CITY, Mo., July 6.—Buddy Fisher netted \$1,000 at Tootie's Mayfair Club here, operated and managed by Mathew (Tootie) Clarkin, for a week's stay. Band played on a percentage and guarantee arrangement, whereby the management guaranteed a salary per man considerably over scale and charged admission to the club, with the band also getting a cut of the box-office take over and above percentage.

The deal was set by Clarkin and Tom Drake, local booker, who intend to pursue a big-name band policy almost exclusively at the club, offering the touring orks a location and a local wire. Coincidental with the change of band policy, Mayfair abandoned floor shows, chiefly for lack of worth-while talent in this area and boredom of the customers. Clarkin and Drake now feel that entertaining orks are the money-making attractions.

Prior to Fisher, Blue Steele's ork was on the stand. Fisher is being held over indefinitely.

New Ballroom for Miami

DETROIT, July 6.—Joseph G. Portell, who owns two theaters here and a small ballroom in Miami, has taken an option on a new ballroom site in that Florida resort. Plans are being made to erect the new dansant this coming season, Portell said.

CINCINNATI MUSICIANS' ASSOCIATION tendered a testimonial dinner to its president, Oscar F. Hild, in the Pavilion Caprice of the Netherland Plaza Hotel, Cincinnati, Monday evening (8), in honor of his election to the International Executive Board of the American Federation of Musicians at the recent Indianapolis convention.

"Where Was I?" Hits Heights

NEW YORK, July 6.—The exceptionally beautiful ballad, *Where Was I?*, from the Warner pic, *Til We Meet Again*, this week jumps into the list of the top favorites on the nation's automatic phonographs. The Charlie Barnet and Jan Savitt records are the standard-bearers for the tune in the machines.

For further details on this number and others prominent on the phono network turn to Page 78 and the Record Buying Guide in this issue of *The Billboard*.

Jefferson Beach Ballroom Biz Better Than Year Ago

DETROIT, July 6.—Alvino Rey played to about 30,000 people in his recent four weeks at Jefferson Beach Ballroom here. The weekly average of 7,500 is 20 per cent over business done by this summer spot during 1939 and is considered a very good figure for this ballroom.


Baron Elliott, opening last week for a four-week stand, dropped off slightly to around 7,000. Loss was largely expected, however, according to the management, and was primarily due to the use of a smaller band. Elliott has 11 pieces to Rey's 20.

Three Detroit Bands Set


DETROIT, July 6.—Three orks have been booked for the season by the Bob-Lo Excursion Co., which operates Bob-Lo Island Amusement Park and the steamers Columbia and Ste. Claire, plying between Detroit and the island. Phil Skillman and George Smith are set for the boats and Matti Holli for the ballroom on the island.

Drummond Set for Summer

Drummond is set for summer at the Dutch Kitchen.



NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS



COMPREHENSIVE GUIDE TO SONG POPULARITY*
FOR WEEK ENDING FRIDAY, JULY 5

SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST		Position Last Wk.	This Wk.	Title	Publisher	Net	Plugs Indie
3	1. MAKE BELIEVE ISLAND	1	1. Make Believe Island	4	1. Playmates	6	1.	1. IMAGINATION	ABC	19	19
4	2. IMAGINATION	3	2. Playmates	1	2. Imagination	5	2.	2. SIERRA SUE	Shapiro, Bernstein	18	14
2	3. PLAYMATES	2	3. Imagination	9	3. Where Was I?	6	3.	3. MAKE BELIEVE ISLAND	Miller	17	13
1	4. THE WOODPECKER SONG	5	4. The Woodpecker Song	3	4. Make Believe Island	—	4.	4. HEAR MY SONG, VIOLETTA	Crawford	16	10
5	5. WHERE WAS I?	4	5. Where Was I?	2	5. The Woodpecker Song	1	5.	5. I'M STEPPING OUT WITH A MEMORY	Robbins	15	4
8	6. I CAN'T LOVE YOU ANY MORE THAN I DO	6	6. Blue Lovebird	7	6. Say It	9	6.	6. DEVIL MAY CARE	Witmark	14	30
10	7. GOD BLESS AMERICA	11	7. I Can't Love You Any More Than I Do	8	7. Shake Down the Stars	7	7.	7. I CAN'T LOVE YOU ANY MORE	Olman	14	20
11	8. THE BREEZE AND I	7	8. The Breeze and I	5	8. The Breeze and I	2	8.	8. YOU'RE LONELY AND I'M LONELY (M)	Berlin	13	19
6	9. THE SINGING HILLS	14	9. Fools Rush In	6	9. The Singing Hills	3	9.	9. I CAN'T RESIST YOU	Ager	13	15
9	10. BLUE LOVEBIRD	—	10. You're Lonely and I'm Lonely	11	10. Sierra Sue	3	10.	10. WOODPECKER SONG	Robbins	12	11
15	11. FOOLS RUSH IN	—	11. I'll Never Smile Again	10	11. Little Curly Hair in a High Chair	9	11.	11. SAY IT (F)	Famous	12	5
7	12. SAY IT	8	12. Say It	—	12. Wind and the Rain in Your Hair	—	12.	12. WHERE WAS I? (F)	Remick	11	11
13	13. SHAKE DOWN THE STARS	9	13. Shake Down the Stars	12	13. Blue Lovebird	9	13.	13. NEARNESS OF YOU	Famous	11	9
12	14. WIND AND THE RAIN IN YOUR HAIR	10	14. The Singing Hills	12	14. Fools Rush In	—	14.	14. MY, MY (F)	Famous	11	7
—	15. SIERRA SUE	12	15. God Bless America	13	15. Alice Blue Gown	—	15.	15. TENNESSEE FISH FRY (M)	Chappell	11	6
		MIDWEST		SOUTH							
		4	1. Make Believe Island	6	1. Make Believe Island						
		5	2. Imagination	1	2. The Woodpecker Song						
		2	3. Playmates	5	3. Imagination						
		6	4. Where Was I?	3	4. Playmates						
		3	5. I Can't Love You Any More Than I Do	10	5. God Bless America						
		11	6. God Bless America	12	6. Blue Lovebird						
		1	7. The Woodpecker Song	2	7. Say It						
		12	8. Blue Lovebird	13	8. Fools Rush In						
		—	9. Sierra Sue	7	9. I Can't Love You Any More Than I Do						
		14	10. The Singing Hills	9	10. The Breeze and I						
		7	11. The Breeze and I	—	11. Where Was I?						
		15	12. Little Curly Hair in a High Chair	4	12. The Singing Hills						
		8	13. Fools Rush In	11	13. Wind and the Rain in Your Hair						
		9	14. Say It	8	14. Shake Down the Stars						
		10	15. Shake Down the Stars	—	15. Sierra Sue						

Acknowledgment is made to Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co., and A. C. McClurg, of Chicago; St. Louis Music Supply Co., of St. Louis; Jenkins Music Co., of Kansas City, Mo.; Grinnell Brothers, of Detroit; Volkwein Brothers, Inc., of Pittsburgh; Southern Music Co., of San Antonio; Ault Music Co., of Fort Worth, Tex.; Dawson Music Co., of Phoenix, Ariz.; G. Schirmer of Louisiana, New Orleans; Cable Piano Co., of Atlanta; Pacific Coast Music Jobbers; Sherman, Clay & Co., of San Francisco; Morse M. Preamart, Inc., of Los Angeles; Capitol Music Co., of Seattle; Sklare Music Co., of Portland, Ore.

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

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

A
Abb, Vic (Stuyvesant) Buffalo, h.
Ainscoe, Jimmie: (Silver Slipper) Louisville, Ky., nc.

B
Bakay, George: (Wilson's) Phila. nc.
Barnet, Charlie: (Lincoln) NYC, h.

C
Caballeros, Gay: (Glen Island Casino) New Rochelle, N. Y., ro.

D
Davenport, Eddie: (Murray's Inn) Haddonfield, N. J., nc.

E
Eaton, Dick: (Red Hill) Pennsauken, N. J., nc.

F
Fantasia & Her Rhumbalers (Colony) Chi, nc.

G
Gagan, Frank: (Statler) Cleveland, h.

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

Fidler, Lew (Broadwater Beach) Biloxi, Miss., h.

Gabian, Teddy: (Bolton) Harrisburg, Pa., h.

H
Hale, Tige: New Boston, O., 8-13.

I
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J
Jack Jill: (Sky-Du Dinner Club) Dallas, b.

K
Kaahue, Johnny: (Roosevelt) Pittsburgh, h.

L
Ladd, Lew: (Essex) Boston, h.

Kirk, Andy: (Villegue's) Sheepshead Bay, L. I., re.

M
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., nc.

N
Naagra, Jimmy: (Viking) Phila, c.

O
Oman, Phil: (Trocadero) Hollywood, Calif., nc.

P
Palermo, William: (La Marquise) NYC, nc.

Q
Quartell, Frank: (Colosimo's) Chi, nc.

R
Ravazza, Carl: (Colony) Chi, nc.

Pantone, Mike: (Manor Inn) Albany, N. Y., nc.

R
Ravazza, Carl: (Colony) Chi, nc.

S
Sabin Paul: (Henry Grady) Atlanta, h.

T
Tan, Jimmie: (Kaufman's) Buffalo, nc.

U
Uhlen, Sam: (Martino's Grill) Asbury Park, N. J., nc.

V
Varell, Tommy: (Barrel of Fun) NYC, nc.

W
Wald, Jerry: (Ye Olde Tavern) West Brookfield, Mass., nc.

Bands on Tour

Advance Dates

GUY LOMBARDO: Boardwalk Cafe, Jones Beach, N. Y., July 11 week.

LITTLE JACK LITTLE: Castle Farm, Cincinnati, July 13; New Moon Theater, Vincennes, Ind., 14; Trocadero, Wichita, Kan., August 1-14; Brighton Beach, Brooklyn, N. Y., August 25-September 2.

MITCHELL AYRES: Brighton Beach, Brooklyn, N. Y., July 14-20; Palisades Amusement Park, Palisades, N. J., July 27-August 2; Steel Pier, Atlantic City, August 5-9.

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

TONY MARTIN (with Bob Zurke's Band): Westview Park, Pittsburgh, July 18; George F. Pavilion, 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., 23; 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.

REGGIE CHILDS: Enna Jettick Park, Auburn, N. Y., July 22-August 4; Brighton Beach, Brooklyn, N. Y., August 11-17.

BOB CROSBY: Capitol Theater, Washington, July 12 week; Eastwood Gardens, Detroit, 19 (week); Cedar Point, Sandusky, O., 26 (week).

JIMMY DORSEY: Steel Pier, Atlantic City, August 3-4; Cedar Point, Sandusky, O., 9 (week).

JOHNNY (SCAT) DAVIS: Tri-State Fair, Superior, Wis., August 12-18.

ISHAM JONES: Trocadero Club, Wichita, Kan., August 15-29.

CHARLIE BARNET: Cedar Point Ballroom, Sandusky, O., August 21 week.

TONY PASTOR: Surf Beach Club, Virginia Beach, Va., August 25-September 2.

Free Dance Result Of Hall A. W. O. L.

FORT DODGE, Ia., July 6.—The customers cashed in on the A. W. O. L. of George Hall and his band when operator Larry Geer, of the Expo here, turned the affair into a free dance.

Hall called up Geer afternoon of the dance and explained some of his boys were sick in St. Louis and couldn't make it.

Geer dug into his bag of tricks and came up with a nifty. Hiked over to the local radio station and bought nearly \$100 worth of air time to explain Hall couldn't play and instead he would give a free dance. Swede Hanson's Ork filled the spot and everybody went home happy except Geer.

Operator said he was going to check into the matter and see what he could do in the way of getting back some of the high-priced promotion paid out.

Poor Turnout for Satchmo

LAKE COMPOUNCE, Conn., July 6.—Louis Armstrong Band played here Sunday night (30) to a poor crowd. Raymond Scott's Band plays tomorrow night (7).

Foster Booking in Iowa

DES MOINES, July 6.—Frank Foster, who operates the Foster agency in Dallas, is opening a branch here. He will book bands in Iowa and Midwestern States, in addition to supervising Dallas agency.

SUGAR'S DOMINO

(Continued from page 4)

the ruins, let alone starting on its real task of building anew.

The AGVA need not worry about criticism being directed at it because of the political leanings of its leaders as long as these leaders are innocent of the charges. We hope and feel they are. Those who say otherwise must prove their calumnies or shut up. The AGVA need not worry about employing only actors to carry out its administrative tasks. Every actor who looks towards the AGVA to help him should concern himself only with what the AGVA is accomplishing. If it happens that the AGVA can accomplish its aims with the help of actors all well and good. If laymen represent the solution also well and good. After all, regardless of who carries out administrative policies in the AGVA these persons are responsible to its board—and we all agree actors should continue to occupy every place on the board and without exceptions.

It Must Have Been Two Other Places

ERIE, Pa., July 6.—Bob Crosby has resolved to make a more careful check on where his engagements are hereafter. Last week he found himself in Conneaut, O., while his band was in Conneaut Lake Park, Pa.

Crosby went to Conneaut, O., on Lake Erie, and thought that Conneaut Lake Park was near by. Entering a restaurant to eat, he accidentally discovered the mistake. After a long-distance call to the park he found that it was about 50 miles away, and that the time in the two places was different, so that he could not arrive there until the dance would be nearly over. Fortunately, the band had arrived at the park okeh and was playing.

Crosby gave the whole thing up and left for Elmira, N. Y., after obtaining ironclad directions for that place "just in case."

Wildwood Spot Cuts Former Name Policy

WILDWOOD, N. J., July 6.—Instead of bringing in names for full week stands, Hunt's Ocean Pier modified its policy on the reopening of its Starlit Ballroom here last Saturday (29). Semi and territorial names will be given the nod for weekly and fortnightly stands, with the top names making the spot a solo stand for Saturday nights. First of the one-nighters will be Al Donahue July 1, with follow-ups in Jimmy Dorsey, Woody Herman and Gene Krupa.

First two weeks go to Herby Woods, who brings in Mary Ann McCall, former Charlie Barnet canary, to handle the vocals for the band. Guy Hunt and Bill Gerst operate the stand, with Mike Nidorf, of General Amusement Corp., servicing the account. Woods gets three Mutual network airings weekly, with two local shots to be carried by WFIL in Philadelphia.

New Wichita Dansant Opens With Davis and MCA Tie-Up

WICHITA, Kan., July 6.—The new Blue Moon opened here last week, drawing a capacity crowd to the \$100,000 dance place.

The All-Star Amusement Co., operating the Blue Moon, is headed by C. G. Yankey; John I. Dodson, city commissioner; and J. W. Rickman. Spot accommodates 4,000.

Johnny (Scat) Davis opened the Moon, and All-Star announced an exclusive band tie-up with Music Corp. of America. Admission is 50 cents week days, 75 cents Saturdays.

Padula, Philly Band Spot Op, In \$3,000 SS and Tax Trouble

PHILADELPHIA, July 6.—A dozen U. S. tax agents Tuesday (2) descended on the Anchorage, classy outdoor band spot here, and herded all the employees from the premises and locked themselves in. The agents stayed over night, carefully making out detailed inventories of all equipment. Waiters, musicians, entertainers and sundry help reporting for work were not admitted, spot padlocked on the grounds that its operator, Arthur H. Padula, had been delinquent in paying his Social Security and personal taxes. About \$3,000 was involved.

However, the Anchorage was "open for business as usual" on Wednesday night. But not until the spot went into Federal Court under provisions of the Chandler bankruptcy act, and Judge Harry E. Kalodner appointed B. Joseph Kelly, former Deputy City Controller and an expert in management of night clubs and restaurants, as receiver. Padula agreed with the court and the federal prosecutor that he would not serve as receiver. Action of the court assured continued employment for approximately 60 employees, including Clem Williams' Ork, which is leading off in what Padula plans as a name band parade.

Other Spots Worried

Such seizures, explained Collector Wal-



Selling the Band

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

Puzzle Plugs

THE old nail trick, trying to separate the interlocking spikes, serves as an attention-getter for Joe Kayser, one-night booker for Frederick Bros.' Music Corp., selling Tiny Hill out of the agency's Chicago office. Nails are glued to a mailing card, which appropriately enough raises the question: "Does Band Buying Puzzle You? . . . End Your Confusion With Tiny Hill and His Orchestra."

Card carries a face-cut of the maestro, sales message elaborating the "puzzled" and "confused" theme.

Instead of the usual two-for-one admission enticement, which immediately stamps the dance night as a weakie, Trianon Ballroom in Chicago cloaks it neatly by selling the bargain night (Tuesdays) as "Sweetheart Night." Ballroom, in its bally, plays up the dance as a romantic interlude in the life of ladies and gentlemen, rather than as a cheapie. Invites each gentleman who purchases a duet to bring his lady as his guest. Also painlessly extracts the required government tax for the gal's cuffo admission.

Guest Columns

THIS being open season for guest columns of every sort and description, considering that it's the open season for by-liners' vacations, Jules Haber, in charge of the RCA Mfg. Co. press division, has organized a service to grab off the available newspaper space for the Victor-Bluebird recording artists.

Inquiries have been sent to all record reviewers and radio editors, offering exclusive by-lined columns among 11 disk names. Columns are personalized on varied subjects akin to the recording-radio-amusement field. Also provides portraits, candid pictures and mats of the artists, as required.

More record promotion from the Columbia Recording Corp. this time takes the shape of route sheets for the label's waxes. Gotten up by Virginia Clegg, handling local artist promotion for the disk company, it catalogs for the convenience of record distributors and music machine operators the itineraries of the Columbia, Vocalion and Columbia Masterworks recording artists.

Commercializing Remotes

GRAY GORDON has started a new trend in dance remotes on his Sunday dance shots emanating from New York's Hotel Edison. For this particular shot, the Tic Toc maestro uses a complete "commercialized" script, and several of the boys in the band play different comedy roles on the program. Reaction has been nothing short of sensational, considering the number of

requests from listeners desiring to watch the actual broadcast.

As a result, Gray and the hotel management decided to set chairs on the dance floor during that 6-6:30 p.m. airing, and listeners were granted duets to witness a dance remote, which not only adds to the "commercialized" setting but at the same time allows the maestro to make friends with listeners. Moreover, hotel's advertising department has had several thousand announcements printed, calling attention to the Sunday broadcast, distributing the cards thruout the hotel and to the hotel's guest lists. Thru these tie-ups, Gray is not only selling the air audience something new, but is also starting something new and different for hotel rooms.

A. J. Maso, operator of Rainbo Palace, Fennimore, Wis., dansant, promoted the June schedule of dances in a fashion applicable to any other month of the year. Throwaway, listing the bands and dates to be played during the month, called them "Golden Opportunity Dances." Ad copy played up the angle of June being "the Golden Opportunity Month, with Golden Opportunity Bands and Golden Opportunity Prices."

Song Revivals

THE quest on the part of the music makers for a new hit among yesterday's hits has made the public much alive to the tunes of earlier decades. As a result, a dance remote or dance program doesn't go by that doesn't find at least two or three oldies on the bill.

In view of such interest, which still shows no signs of waning, attention is called to a novel idea utilized by Horace Heidt at one time in having the songs of yesterday develop a full 30-minute broadcast. Instead of playing the oldies indiscriminately, air stanza was built entirely around the "10 best selling songs of all times" idea. Show represented plenty of intensive research as well as elaborate orchestrations to build up the older numbers.

Figures were added to give it the proper air of authenticity, at the same time heightening the interest of listeners in both the program and the band. "Best 10" included the all-time best seller, *Till We Meet Again*, credited with selling 6,500,000 copies of sheet music.

NEW BENEFIT PLAN UP

(Continued from page 4)

for benefit performances. Union would then turn case over to TA for negotiation, with definite instructions as to its disposition. The governing committee, consisting of representatives of the various Four A's branches, would have an executive employee, but only to handle office routine and prepare periodic reports.

Set License Fees

The license fees proposed would be specific and just enough to finance the administration. As a further concession along these lines, the original plan yielded to modification and now includes provision for drawing up a benefit budget covering all parts of the United States. Governing committee of the TA would list in a general way the types of charities to be helped by benefit performances, and would probably work with such agencies as the Red Cross, the Salvation Army and other national groups. This procedure would enable the TA to estimate in advance the approximate number of benefits to be handled for the year and the budget necessary for operating. License fee can then be determined ahead of time and varied yearly to be kept at a minimum.

TA officials objecting to the elimination of the charities offered arguments built primarily on theme of precedent. "They've always been in TA," summed up the adverse opinion.

In arguing for the plan's adoption, the committee noted that the number of benefits has been tripled during the past year. The number of non-paid benefit concert performances in New York this past season equaled the number of paid performances.

Committee charges that TA has failed in one of its prime and avowed purposes—to discourage unpaid performances. Almost any benefit promoter can now get a clearance, just so long as TA gets its 15 per cent take, it is claimed.

Summer Theater Reviews

"Poet's Corner"

(Lakewood Players)
SKOWHEGAN, ME.

A comedy-drama by Vincent Price, with Vincent Price, Ann Mason, Musa Williams, Rosalind Ivan, Margaret Callahan, Owen Davis Jr., Frank Wilcox and Louise Campbell. Directed by Melville Burke.

If *Poet's Corner* is a criterion of the five plays which Lakewood Theater has announced for tryouts this season, then Broadway may look hopefully to that outpost of the summer drama for new material. *Poet's Corner* is a thoroughly delightful, charming, gay and witty comedy of family life. Price, having established himself as a performer, seems definitely to have more than the usual "something" up his sleeve as a writer.

The first and third acts take place in the home of Jim and Lily Mortimer, Jim being a practical, understanding father who wanted to write but had to earn a living for his family. Lily is outwardly flighty, given to incongruous remarks, but actually a shrewd woman who manages her family pretty much as she wants to. Laura, the daughter, also missed her dreams by getting married, but in Peter, the son who is trying to find himself, both Jim and Laura see something of themselves and glory in his efforts.

Lily has called the children home by magnifying the illness of their father. Actually she wants to see her "baby boy" Peter, aged 28. Peter's arrival brings Judith Francis, to whom he has been engaged three times since childhood. Judith has waited patiently for Peter to find himself but is growing unhappy. Later, in an exceptionally poignant family scene, the occasion being a celebration of the publication of Peter's first book of poems, their good-natured banter turns into a discussion of life's motives and meanings that leaves Peter outside of it all, and he quietly slips away.

In the third act Peter comes home to report that he understands his family and himself better. Jim is stricken with another attack, but the last scene finds him well but under orders to take things easy. In doing so he has written and sold his first story.

Price has done an even piece of writing, and except to stud the cast with star names for commercial purposes it would be unnecessary, if not difficult, to improve upon the members of the Lakewood Players who took part.

Broadway ought to like this one.
Harold L. Cail.

"Mum's the Word"

(Ogunquit Playhouse)
OGUNQUIT, ME.

A one-man musical revue originated, written and prepared by Jimmy Savo, with Mr. Savo.

Jimmy Savo's one-man musical revue left this observer with the old saying in mind, "A little goes a long, long way." As a recognized master of pantomime Savo held fast to his reputation. But the success of his efforts as a full evening's entertainment is open to question.

As entertainment it depends first upon how well one likes straight pantomime, and second on how well one likes Mr. Savo's brand of pantomime, and third on whether one wishes to spend a full evening's time and the full price of a ticket for a one-man dumb show.

These are 12 numbers, plus a prolog and epilog. Among them are *Trouble in Paradise*; *Childhood* in three scenes; *Sun Bath*; *Old Man River* and *The Doctor Gets an Emergency Call*.

Mum's the Word would be good concert stuff, might go well in a small, intimate theater, but in competition with straight shows it's doubtful.

Harold L. Cail.

"Mr. and Mrs. North"

(Lakewood Players)
SKOWHEGAN, ME.

A comedy adapted by Owen Davis from a story and sketches by Richard and Frances Lockridge. Cast includes Joyce Arling, Albert Hackett, Louise Campbell, Allan Tower, Owen Davis Jr., Grant Mills, Margaret Callahan, Calvin Thomas, Frank Wilcox, Vincent Price, Don Terry, Virginia Dunning, Tom Tempest, Musa Williams and others. Staged by Melville Burke.

Owen Davis has once again prepared a production that should please Broadway audiences when it is presented this fall by William Harris Jr. Davis has accomplished this with the aid of Richard and Frances Lockridge, for the story and characters are the Lockridges' creation, the veteran playwright serving to transform them from their original medium to the stage.

Altho two murders and a suicide occur, the whole series of events is so nonchalantly treated that the seriousness of these things does not take hold of the audience. Instead, patrons are continuously amused at the distracted sufferings of Mr. North and his almost complete frustration by the innocuous Mrs. North. Of course it is Mrs. North, and not the two detectives, who really solves the crimes that start with the finding of the body of Stanley Brent in the Norths' living room closet. Brent is the estranged husband of Claire Brent, who is in love with Louis Berex. However, Ben Wilson suspects his wife, Jane, of an affair with Brent, making a third suspect. Add to them Clinton Edwards, who has business reasons for disliking Brent and for trying to cast the blame on Berex, and the situation becomes more complex.

The second murder comes toward the close of the second act, the victim being the mail man, who has come to report that he has been followed by a man whom he recognized as being in the hallway at about the time the murder is be-

lieved to have taken place.

In the third act a "party" is ordered by Lieut. Weigand, at which he sends home the guests as fast as he eliminates them from suspicion. In the process of elimination Wilson commits suicide, but this turns out to be an act of remorse over proof of his wife's infidelity, rather than connection with the murders. In the confusion resulting from the suicide, Mrs. North in her naive manner accuses the real culprit, and is bound, gagged and hidden, finally being found by her husband in the same closet in which Brent's body had been hidden.

On the opening night *Mr. and Mrs. North* ran about 15 minutes too long, but this can easily be fixed by the elimination of several characters and the shortening of several scenes designed to build up Mrs. North's characteristic vague reasoning.

The only real weakness of the play, and it, too, seems readily mendable, is the ending, which lacked punch. The whole last melodramatic scene needs pepping up.

Melville Burke's staging again proves his ability to whip new plays into remarkably fine shape in the short space of a week.
Harold L. Cail.

"Two Weeks With Pay"

(Ridgeway Theater)

WHITE PLAINS, N. Y.

A musical revue by Ted Fetter and Richard Lewine, with songs and sketches by Cole Porter, Rodgers and Hart, Ira Gershwin, Harold Arlen, Johnny Mercer, Johnny Green, Peter Barry, David Gregory, Baldwin Bergerson, William Borden, Charles Marvin, Charles Sherman, E. Y. Harburg, Herman Hupfeld, Will C. K. Irwin and Goets Van Eyck. Presented by The Olneys. Production supervision by Felix Jacoves, assisted by Rose Bogdanoff. Dances by Gene Kelly. Scenery by Lawrence L. Goldwasser. Costumes by Marion Herwood.

Cast included Hiram Sherman, Marie Nash, Earl Oxford, Florence Lake, Pat Harrington, Maurice Kelly, Virginia Bolen, Dawn Roland, Melissa Mason, Bill Johnson, Ruth Mata and Eugene Hari, Lawrence Weber, Peter Barry,

FROM OUT FRONT

(Continued from opposite page)

accommodated House of Entertainment, they will fix a lasting obligation upon me by going to hers, which she opened last Thursday, the 20th Instant, in *Fullwood's-Rent*, near *Gray's-Inn*: Where they will be certain of Flesh, Fish and Poultry, dressed in an elegant Manner, at reasonable Rates."

MOST important, of course, are her pictures of stage life in the minor and strolling companies. It was a life hardly to be desired, and one wonders at the courage, pertinacity and blind faith of the ancient troupers. Instances such as this abound:

"With a solitary Shilling I went to London, and took a Lodging in about two Hours afterwards at a private House, in *Little Turnstile, Holborn*; but being soon enquired after by another Manager, set out from London for *Dartford*, about Three o'Clock in the Afternoon on Foot, in a dreadful Shower of Rain, and reached the Town by Eight in the Evening. I play'd that Night; but my Pumps being thin, and the Rain extream heavy, I contracted such a Hoarseness I was the Day following turn'd off with Half a Crown, and rendered incapable. An excellent Demonstration"—says Charlotte in understandable indignation—"of the Humanity of those low-lived Wretches! who have no farther Regard to the Persons they employ, but while they are immediately serving 'em; and look upon Players like Pack-Horses, though they live by 'em."

The strolling players, destitute, often starving, fighting feverishly for a chance in London or the price of the next day's bread, were an uneasy lot to live with, far removed from the ale-and-meat-pie jollity of romances that purport to concern them. "If a Person is but a lame Hand," says Charlotte, "he or she is despised for that. The least Glimmering or Shade of Acting, in Man or Woman, is a sure Motive of Envy in the rest; and, if their Malice can't persuade the Town's-People into a Dislike of their Performance, they'll cruelly endeavor to taint their Characters; so that I think going a Strolling is engaging in a little, dirty Kind of War, in which I have been obliged to fight so many Battles, I have resolutely determined to throw down my Commission."

SOME of Charlotte's observations are acute and excellent, and still hold good today. Witness her reaction to amateurs who, even then, were flooding the theater, a situation painful to experienced troupers even now: "Tis a Pity that so many, who have good Trades, should idly quit them, to become despicable Actors; which rendered them useless to themselves, and very often Nuisances to others. Those who were bred up in the Profession, have the best Right to make it their Calling; but their Rights are horribly invaded by Barbers, 'Prentices, Taylors and Journeymen Weavers. . . . How such Sort of People, without the Help of at least a little Education, can presume to pick the Pockets of an Audience, is to me astonishing, though they have the Vanity and Assurance to say they please, but 'tis only themselves; and were the Spirits of departed Poets to see their Works mangled and butchered, as I have too often been a melancholly Witness of, they would certainly kick the depreeding Heroes out of this World into the next.

"I have had the Mortification of hearing the Characters of *Hamlet*, *Varanes*, *Othello*, and many more Capitals, rent in Pieces by a Figure no higher than two Six-Penny Loaves, and a Dissonancy of Voice, which conveyed to me a strong Idea of a Cat in Labour; all which, conjoined with an injudicious Utterance, made up a compleat tragical Emetic, for a Person of the smallest Degree of Judgment: And yet these Wretches very impudently stile themselves Players; a Name, let me tell them, when properly applied, is an Honour to an Undertaking, for none can deserve that Title, who labour under the Want of a very considerable Share of Sense."

Bravo, Charlotte! Bravo!

IN 1755, when the *Narrative* appeared, Charlotte was living in a hovel, hopefully planning her *History of Henry Dumont, Esq.*, which she was writing on a broken bellows placed on her lap in lieu of a desk, and grandiloquently commanding a menage that consisted of a monkey, a sad tabby cat, an emaciated dog named Fidele, a magpie and a gaunt, tattered, middle-aged handmaiden. Five years later she was dead, free at last from the financial worries that hounded her all her adult life.

Thesplis rest her troubled soul!

Marilyn Hale, Eileen Morrow, Lucille Rich, Doris Stuart, Key Talor, Natalie Wynn, Charles Kraft, Frederic Nay, Sid Salzer, Julian Olney Jr., Robert McKelvey and Remo Bufano's puppets.

A fresh, gay and bouncing revue, framed in 23 brief scenes, was tested out by The Olneys in this classy summer theater for a two-week period. Designed for Broadway this fall, it has a few potential song hits and several strong comedy skits. In addition, it boasts a youthful, talented cast.

The dead pan work of Hiram Sherman and Pat Harrington was the highlight in most of the comedy routines. Regardless of the lines or situations given them, their unusually refreshing delivery managed to sell them.

Marie Nash, an attractive blonde with a sweet personality, handled the major songs with the personable Earl Oxford. She was handicapped by a cold on the night the show was caught. Oxford displays strong possibilities, handling lines and songs equally well. Their catchy tunes included *Will You Love Me Monday Morning?*, penned by Ira Gershwin, E. Y. Harburg and Harold Arlen, and *Now That I Know You*, by Hart and Rodgers. Miss Nash also did a creditable job leading the first act finale, *Praised Be Moses*, which is a clever piece of satire on the work of New York's park commissioner.

Best laughs are secured by Oxford, Sherman and Harrington in their *Noises in the Street*, which is hilarious. *Five-Cent Piece*, bringing to light the prominence of the music box, serves as a novel finish which can be augmented on a better equipped stage.

Cole Porter's contribution is the rhythmic *Just Another Page in Your Diary*, sung pleasantly by Virginia Bolen and Bill Johnson, No. 2 song team, participating in several contributions. There is a freshness about their appearance and delivery which is easy on both the eyes and ears.

A number of the less important comedy skits can stand revision or elimination, and such action will no doubt be taken. Six girls and two boys who double in the skits are featured in the ensemble numbers arranged with originality by Gene Kelley. Ruth Mata and Eugene Hari, dance team, appear in two interpretative numbers, executed with taste and polish.

Melissa Mason, comedy acrobat who has been around the vaude stages for the last few years, makes a fine impression with her clever and freakish kicks. Florence Lake, the talkative movie wife of Edgar Kennedy, makes an entertaining femme lead.
Sam Honigberg.

\$418,000 FOR PITTSBURGH

(Continued from opposite page)

out, plus bad show, killed star's personal draw.

February 19, Earl Carroll's *Vanities*; \$3.30 top; \$14,500. Picked up toward end of week.

February 26, *No Time for Comedy*, with Katharine Cornell and Francis Lederer; \$3.30 top; \$18,500. Strong matinees.

March 4, Cornelia Otis Skinner repertory; \$2.20 top; \$2,500. Her poorest Pittsburgh gross.

March 11, *Streets of Paris*; \$3.30 top; \$17,400. In red, less than anticipated.

March 18, *Key Largo*, with Paul Muni; \$3.30 top; \$12,000. Big advance sale, Holy Week, high gate for straight play.

March 25, *Hot Mikado* return engagement, with Bill Robinson; \$2.75 top; \$10,500. Less than half of first gross.

April 1, *Heavenly Express*, with John Garfield; \$2.75 top; \$5,500. New play.

April 8, *The Philadelphia Story*, with Katharine Hepburn; \$3.30 top; \$30,000. ATS backing, plus box-office sellout.

April 22, *Margin for Error*, second road company; \$2 top; \$6,800.

May 6, *Return of the Vagabond*, with George M. Cohan; \$2.75 top; \$9,500. ATS show, but mild notices and poor gate sale.

Jolson's Detroit Holdover

CHICAGO, July 6.—Al Jolson and his show, *Hold On to Your Hats*, will open at the Grand Opera House July 15 instead of July 8 as originally planned. Reason for delay is a week's holdover in Detroit, where show had an advance mail order sale of \$20,000.

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FALL TERM BEGINS OCT. 26TH.

Catalog from Secretary, Rm. 145

CARNEGIE HALL, NEW YORK

BROADWAY RUNS		Performances to July 6, Inclusive.	
Dramatic		Opened Perf.	
Ladies in Retirement (Mill-ers)	Mar. 26	119	
Life With Father (Empire)	Nov. 8	278	
Male Animal, The (Cort)	Jan. 9	207	
Man Who Came to Dinner, The (Music Box)	Oct. 16	304	
Separate Rooms (Plymouth)	Mar. 23	121	
There Shall Be No Night (Alvin)	Apr. 29	80	
Tobacco Road (Forrest)	Dec. 4	2797	
Musical Comedy			
DuBarry Was a Lady (46th St.)	Dec. 6	248	
Louisiana Purchase (Imperial)	Dec. 28	47	
New Hellzapoppin (Winter Garden)	Dec. 11	240	
Walk With Music (Ethel Barrymore)	June 4	30	

So. American Bookings Up; \$300-\$400 Acts in Demand; Rio, Buenos Best Markets

(Continued from page 3)
celed and he is looking for a replacement. Sands, who also booked the Mills Brothers, says they are following their six-week run at the Urca with a four-week run at the Guaruya in Santos, Brazil. Then they go to Buenos Aires to start on a radio commercial July 16 on the Bele Grand station.

James Schure, who says he represents Rio's Casino Atlantico here, has arranged for Simone Simone to open there later this month. Also booked DeAngelo and Porter, ballroom team, for the Atlantico for six weeks. They sailed June 28.

"Circuit" Idea

Charles Allen has also been active. He spotted Max and his Gang into the Cobacabana in Rio. He has been working on a four-city "circuit" idea since last year, claiming he has lined up casinos and theaters in Caracas, Venezuela; Santiago, Chile; Rio de Janeiro and Buenos Aires.

The Cobacabana in Rio has currently an American unit booked by Howard Deighton and including Bert Lown's Band, Gall-Gall, Vic Hyde, a 12-girl line and Frank Paris. It sailed from New York June 14 and opened July 1 for six weeks. Ned McGurn, producer, accompanied the show and expects to be in Rio for a year staging the shows at the Copacabana and the Urca for Deighton. De Sousa, however, says he is only American rep for the Urca and insists McGurn has nothing to do with the Urca shows.

Deighton says he will put on a new show at the Coca every six weeks. The Golden Pair (True and Trudy Wilkins) open there July 26.

Bernhardt and Graham, ballroom team now at the Brazilian Pavilion Restaurant at the World's Fair, spent one year out of the last two years working in and around Rio and say they have booked themselves direct to return next year to the Coca. Betty and Freddy Roberts, another ballroom team which recently returned from Rio, say they will return next year to the Coca. Roberts says his contract guarantees a four-month engagement, to be followed by a job as a manager of the spot.

Mary Dees, film player billed as the late Jean Harlow's double, last month returned from Rio, where she made several film shorts and played the casinos. She plans to return to Brazil next year.

Six-Week Guarantees

All local agents have been working on the circuit idea, but none can offer American acts more than a six-week guarantee and the possibility they may click and be given further dates. Altho the Urca, the Atlantico and the Coca are the biggest spots in Rio, there are a few others in and around that city, such as the Balneario Casino, that take

American acts. Lloyd and Willis played five weeks at the Balneario recently.

Buenos Aires does not take as much American talent as Rio does. A few BA hotels, such as the Alvir Palace and City Hotel, use occasional American-style native bands, and the Embassy Club and the Richmond Bar also use American-style bands, but apparently cannot afford to import American bands. The Taberis Club, tourist hangout, occasionally uses American talent. An occasional name, such as Mills Brothers or Molly Picon, plays Buenos Aires, often doubling on radio and at theaters, since no night club apparently can afford big acts.

Rafael Barish is producing a six-girl singing act, Ladies in Silver, with Charles Berton doing special arrangements, and has booked it into the National, Buenos Aires, for four months beginning October. Rosalie Miller, soprano, left last month for a concert tour, to include Rio, BA and Santiago.

Other local agents who have been active spotting talent into South America, Cuba and Mexico are Mary L. Shank, Fally Markus and Ben Shanin.

Heavy Shows for Cal-Neva Nitery

SAN FRANCISCO, July 6.—Cal-Neva Lodge, on the State line, reopened June 29. Floor show, booked by Sam Rosey Agency, consisted of Eddie Garr, Everett West, Chaney and Fox and the Mayris Chaney Dancers (8). Archie Loveland's orchestra on the band stand.

State Line Country Club, near Lake Tahoe, was another opener this week. Spot is managed by the Reno combine of Bert Riddick, Steve Pavlovich and Nick Ableman, with Bill Roberts' orchestra set for the season.

Vic Meyers, Rodeo Man Open Dude Ranch Nitery

SEATTLE, July 6.—Opened with fanfare recently was the new Dude Ranch of Vic Meyers, lieutenant-governor of Washington. In with Meyers in the operation of the dude and dance spot is Larry Doneen, who has operated rodeos in the past, and claims always to have lost money on them. He expects to make the dude ranch outstanding in Washington. Meyers will handle the dance and entertainment end.

The "Big D Dude Ranch" is located on Park Lake in the Grand Coulee dam district. Dances Saturday night include prizes for the best dressed cowgirl and cowboy.

Music is by the Rhythm Rangers.

Madrid Cafe Stays Open; Rochester Spot Opening

BUFFALO, July 6.—Kaufman's Cafe Madrid is to stay open this season.

Instead of regular floor shows with a line and standard acts, Kaufman's will feature continental-style entertainment. Current are Merrill Sevier and Frieda West, instrumental act. Eight individual acts will be added week-ends. Heads Adams' colored band is staying during the summer.

Martin's Terrace Gardens, Rochester, N. Y., will open the season July 6. Will feature a girl line and several acts. Both niteries booked by Walter J. Gluck here.

Director Sues Price Sisters

NEW YORK, July 6.—A suit for \$1,000 has been filed against Doris Lehman, Gloria Jean Babcock and Margie Barnes, known as the Price Sisters or Price Trio, by Joe Price, dance director. The suit, filed in the Manhattan Municipal Court, claims that the femmes reneged on their promises to compensate Price for directing and teaching them the dance routines which they performed on a tour of New England which lasted from March to early June.

The girls, thru their attorney, Herman W. Bernstein, counterfiled with a general denial. Harry W. Rappaport is representing Price.

Paris to Times Square

CHICAGO, July 6.—Harry's New Yorker, Charley Hepp's night spot, despite its New York tag has maintained a Montmartre atmosphere both in decorations and settings since its opening the year following A Century of Progress.

But it's due for a change to the American scene. Along about mid-summer the New Yorker will be re-decorated and styled to fit its name. Walls will be decorated with murals depicting Time Square, Coney Island, the Statue of Liberty and other Manhattan landmarks.

Night Club Biz Still on Chute; Fall Looks Okeh

NEW YORK, July 6.—Le Ruban Bleu shuttered for the summer Saturday (29). Herbert Jacoby, operator of the spot, however, may reopen the club at another site in the fall. The spot had been doing okeh business until the heat moved in.

Pedro Valli's Club Gaucho in the Village closes Saturday (13) and reopens September 5.

Indications that the closing of the Famous Door is permanent is given by the for rent sign on the premises. The spot closed June 15 after Teddy Powell's Band walked out because of nonpayment of salaries the preceding Tuesday (11). According to Jack Rosenberg, Local 802 president, the spot will be placed on the unfair list. Jerry Brooks and Al Felshin operated. A music machine provided music after the band exited.

The Club 18 took advantage of the Fourth by closing until Monday.

The floor show at the Wakefield Cabaret has been transferred to Jiggs. The Wakefield dispensed with entertainment.

The Pierre Hotel, now operating a cocktail lounge under Felix Ferry management, will open a supper room in the fall with a name policy. Richard Himer Band is planned for the opening.

2 New Niteries For Kansas City

KANSAS CITY, Mo., July 6.—Manhattan Gardens, downtown spot, opened last week with Doc G. Graham emceeing the floor show. Three shows nightly. Amateur nights Wednesdays.

The White House Open-Air Gardens, outside the city limits, opened with Eddie Spitz, former manager of the Club Continental, as manager. Harlan Leonard's Ork features drummer Jessie Price.

Youngstown Spot Has Best Seasonal Debut in Decade

YOUNGSTOWN, O., July 6.—Yankee Lake Pavilion here, revamped and re-decorated, opened June 22 in the greatest summer debut for the spot since 1929 heydays. Fourteen hundred and eighty admissions (at 35 cents per) were chalked up for the spot, which normally seats 1,200. Tommy Flynn Ork made the music for the opener, plan being to use semi-name and territorial outfits.

Paul Jurko, managing director, says improvements for the place cost in the neighborhood of \$8,000. Bands will be set by the Lew Platt Artists Agency, Akron.

Belloni Detroit Manager

DETROIT, July 6.—Main Street Cafe, one of the principal night spots along Woodward avenue, had a celebration recently, marking the appointment of Sam Belloni as manager of the spot. Jake McKevech remains owner. Enlarged show policy is being used, with acts booked by Mabel Duggan, of the Gus Sun Office.

Names for Lookout House

CINCINNATI, July 6.—The Lookout House, second largest night club hereabouts, will use names this summer. Already booked is Estelle Taylor for week of July 11, with Harry Richman following July 19. Paul Small, of the William Morris office, set the deal.

N. Y. Agents Set Up Board to Hear Smith Vs. Small

NEW YORK, July 6.—Artists' Representatives' Association is appointing a permanent arbitration board, which will meet Tuesday (9) to air charges of "unethical" conduct filed by Eddie Smith against Paul Small, head of the William Morris Agency night club department.

Already named by William Kent, ARA president, to serve on the board are Charlie Miller, MCA; William Morris Jr.; Sam Shayon, Fanchon & Marco; Herman Citron, Lester Laydon, Jack Davies and Roger Murrell. Other appointees will be named soon. No more than three will serve on the board to hear any particular case. Personnel shifts will be made so that no board member will help decide a case where he or his agency is involved. Miller, Shayon and Citron will probably constitute the board when the Small case is being aired. Layden will probably be the alternate.

The naming of this committee has been on the ARA agenda for some time. However, no appointments were made until last week.

At Tuesday's meeting the arbitration board will meet in conjunction with the ARA board of governors.

The Small case is expected to be a test for the newly organized ARA. It is the first serious inter-agent squabble to confront the association. Precedent for future squawks will be established at this case.

Smith charges that Small, despite an agreement, entered negotiations with the bookers of the Bowery, Detroit; Gray Wolf Tavern, Sharon, Pa., and Ohio Villa, Cleveland, thereby eliminating Smith in several bookings.

New Clubs Open In Pittsburgh

PITTSBURGH, July 6.—Two new clubs opened last week and four changed bands.

Newcomers are the Villa Madrid, opened downtown by the operator of the razed Old Shay Gardens on the site of the old Music Box, and Freddy Pace's on the North Side. Both have local orchestras and a floor show.

Band changes include Max Adkins' Stanley Orchestra, opening at the Riviera after an eight-month stand in the theater, and Maurice Spitalny's KDKA Band at the Mission Inn near suburban Latrobe.

Freddy Castle has opened at the Ritz Hotel's Club Petite, Piccolo Pete at the Lazy Hour Ranch, "Honey Boy and his Bees" at Al Mercur's Nut House, and Sid Dickler returns July 8 to the Anchorage.

Surprise of the summer has been the Willows, playing to big houses with a no-liquor policy after several years of red-ink business under various managements.

Battle Creek Club Spends

BATTLE CREEK, Mich., July 6.—The 76 Club, using a feature act for a two-week run on each show, has Francis Renault, femme impersonator, currently topping the bill. Previous features include Marna, dancer, and Jack Ulmer, comic. The Beatrice Gardner girls are the house line. Pete Pescalinis operates the spot.

Boston Lounge Opens

BOSTON, July 6.—New Melody Lounge at the Coconut Grove opened last night, finished in bamboo and with a South Sea atmosphere. Holds about 200 persons, with at least 65 accommodated around the circular bar.

A singer and one or two instrumentalists will be used.

Eagle River Spot Opens

EAGLE RIVER, Wis., July 6.—Jack o'Lantern Lodge here has been remodeled and will open its season July 2 booked by Phil Tyrrell of Chicago. Initial show will include Woods and Bray; Helene, "Girl With the Radio Mind"; Tommy LaRose, several dancing singles and Danny Demerty's Orchestra.

Sally Rand First Big Show at Park Central in Months

NEW YORK, July 6.—The first floor show of its current season opens at the Coconut Grove of the Park Central Hotel with the booking of Sally Rand and a 20-girl unit July 17. Four weeks, with options for another four.

The Park Central, until this engagement, has been on a straight band policy, with lull entertainment moving up from the downstairs cocktail lounge. This is the first show at that spot in about a year and a half.

Miss Rand played three weeks at the Bowery, Detroit, at \$4,000 weekly last month. Set by Miles Ingalls thru the Columbia Entertainment Bureau.

Another night club stand for early October has been booked for the Rand show, the Club Bali in Philadelphia, set thru Music Corp. of America.

NEW YORK, July 8.—Options on the contract for the Sally Rand unit were taken up and the engagement at the Park Central Hotel has been extended to September 30. The deal calls for a guarantee and percentage.

Hank the Mule To Entertain the Dems

CHICAGO, July 6.—Ray Lite, who used to dope out some highly original dance routines when he was a hooper, continues to use the ol' bean now that he's on the other side of the fence.

Mike Potson, operator of Colosimo's, was looking for an act that would attract some of the hundreds who will attend the Democratic National Convention. Ray did some quick thinking. "I've got just the act for you," he told Mike. "The mule is the Democratic emblem. Hank the Mule is made to order for you."

"You're right," said Mike, "okeh."

So Hank the Mule opens at Colosimo's July 11.

New Orleans Spots Do Good Business

NEW ORLEANS, July 6.—The usual midsummer slump in night club business has failed to materialize despite the war hysteria and the paralyzing of the port here by shortage of boats. Heavier travel of vacationists to Gulf area is credited with the city's best summer influx of visitors. All hotels are filled.

George V. Riley, manager of the Hawaiian Blue Room of the Roosevelt, credits name bands for club's best patronage. Riley expects continued good patronage with booking of two favorites here for rest of July and August, Phil Harris and Hal Kemp.

Saskatoon Dances Spread

SASKATOON, Sask., July 6.—Popularity of the Saturday evening supper dances with Ken Peaker's Band at the Rainbow Room, only local night spot, has warranted their extension to an additional night. The Rainbow Room Orchestra, with Jack Taylor emceeing, is now open Fridays.

Little Rock Club Opens

LITTLE ROCK, Ark., July 6.—Club Forrest, formerly the Southern Supply Club, has reopened on the Conway highway, under management of Wiley Cavin and Gip Christensen. Bill Louis and ork, with Kay Carroll, booked opening weeks. Club gave away cash awards for best submitted names for the spot.

Henderson Pt. Club Opens

HENDERSON POINT, Miss., July 6.—Newest night spot is Bennie French's Tavern, with floor shows and dancing Wednesday and Saturday nights and Sunday matinees.

George Rich's Rhythm Makers, with Glori Tucker, singer, and two floor acts are included.

K. C. Plantation Burned

KANSAS CITY, Mo., July 6.—Fire recently destroyed the Plantation night club, located outside of town in Jackson County. Both contents and building were total losses. Tony Scarprille was listed as the operator of the club.

Boston Spot Adds Act

BOSTON, July 6.—Hum and Strum, instrumentalists, opened an indefinite stay at Ada Bullock's English Hunt Room this week, apparently heralding a live-talent policy.

Spot had been using wired music exclusively up to now.

3,000 Banquet Guests a Week

PHILADELPHIA, July 6. — Just to what extent banquet business means in keeping a nitery room crowded is further demonstrated by Frank Palumbo, operating the local nitery by that name. Taking inventory this week, Palumbo reported that in the past six months he has entertained 52,000 banquet guests at the rate of 3,000 a week.

The affairs were held both in a private banquet room on the first floor and in the nitery proper upstairs, which he has outfitted with sliding soundproof walls for privacy.

A. C. Spots In Full Swing

ATLANTIC CITY, July 6.—The town's two leading spots, Charlie Schwartz's Bath and Turf Club and Phil Barr's 500 Club, opened last week-end with increased budgets. Bath and Turf opened with Gracie Barrie in the lead and Belle Baker set to take over as soon as she gets over a throat ailment. Phil Barr's spot started with Bert Frohman and the Williams Brothers and Marie Bartell adagio team.

At the hotels, Ritz-Carlton started its Merry-Go-Round riding with Nat Brandwynne's Ork and show. Johnny Hamp's Band returned to the Round-the-World Room of the President, floor show featuring Buddy Clark and Jean Mona. Gateway Casino switched policy, augmenting Bobby Sanford's *Show Boat Revue* with name bands for one-night stands, week bringing in Tony Martin (5) and Ina Ray Hutton (6).

Leading colored clubs also lit up, with heavy casts the rule. Sam Singer unshuttered his Club Harlem. Bennie Caldwell and Jack Farrell opened Little Belmont. Paradise Club lighted up for its 26th season, and T. K. 9 Rendezvous, top spot for fem impersonators, opened with the entire show from the Ha Ha Club, Hollywood.

Other openings included Jock Hyett's Jockey's Derby Club, Risley's, Elephant Cafe, Wyndgale Tavern, Show Place Bar, Paddock International, Cliquot Club and George and Rose Price's Log Cabin.

They're All Doing It

PHILADELPHIA, July 6. — Dick McClain, operator of the 20th Century Tavern and Spread Eagle Inn, dropping in at the office of a local booking agent, looked again when Sleepy Winston walked in and seated himself at a desk. Sleepy serves the nitery op in the men's room, so Dick was curious and asked him why, what and how come? Said Sleepy, "Ah manages two acts."

2 Bowes Unit To Remain on Road

NEW YORK, July 6.—Two Major Bowes units will remain on the road this summer, with a third to be added in October, according to Lou Goldberg, director of the unit department. Judging by bookings and grosses, the major's name is still a draw at the box office. The *Sixth Anniversary Revue* is set until September 23 thru Central West and Eastern theaters, while the *Prize Winners of 1940* show, playing thru the Northwest and West Coast, is booked solid thru September 12.

Elaine Dowling, singer and acrobat, has been added to the *Prize Winners* show in Kansas City and will also emcee. Ted Mack, a Bowes veteran, joins the *Anniversary* unit as emcee, succeeding Stubby Kaye.

Club Talent

New York:

PAT ROONEY declined a party at the Diamond Horseshoe, where he is now appearing, because of his wife's illness.

Philadelphia:

MAZZONE-ABBOTT DANCERS, prior to their opening at the Open Door Cafe, gave a farewell party for JEANETTE CRISCONI, who left the troupe for Puerto Rico. . . . RUTH PHILLIPS, singer, left for Panama on a six-month contract. . . . VIVIEN VANCE, who not so long ago was featured in programs for which she wrote the continuity, in addition to singing on NBC and Mutual, plays the lulls at Evergreen Casino. . . . FRANCES LESLIE, at the same Casino, and also a Mutual luminary, set for guest shots with Joe Frasetto's Ork on WIP here. . . . BOBBY EVANS, closing at the Cotton Club, where he doubled as emcee and band leader, makes his first jaunt to the West Coast.

Atlantic City:

GEORGE RAFT did the town the other night for the first time since he was a hooper at Evelyn Nesbit's Sliver Slipper Club 15 years ago. . . . LARRY PINE, of the Three Stooges, is celebrating his 14th wedding anniversary here. . . . BELLE BAKER nursing an ailing throat at the Ritz-Carlton Hotel. . . . Three former vocalists with Joe Frasetto's Ork at WIP, Philadelphia, are JEAN STEWART at the Dude Ranch, JACK RANDALL at the Bath and Turf and ARMAND CAMP at the 500 Club. . . . LEONARD HARPER will produce the Paradise show. . . . TED and LINDA BRUCE, standard dance duo, starting a dance studio here.

Here and There:

LOIS STATELY, former member of Donn Arden's Artists' Models at Jimmy Brink's Lookout House, Covington, Ky., rejoins to replace Kay Hovell, who leaves to become a bride. Gail Page also is leaving the line soon to be a bride. . . . RUDY BERNICE, yodeler, has teamed up with Art Frenzel, accordionist, at the Fountain Square Hotel's Alpine Tavern, Cincinnati. . . . TONY WALBERG has taken his squeeze box into the Fox and Crow, Cincinnati, his place in the Gardner Benedict Ork at the Netherland Plaza Hotel there being taken by Bill McInerney.

BILL RUSSELL, after an eight-week engagement at the Panther Room at the Sherman Hotel, Chicago, left for the Bowery, Detroit, to emcee the Sally Rand show there. . . . RAY WENCIL is making a career of his date at the Town and Country Club, Milwaukee. He is now in his 27th week. The show there includes Ann Howard, Three Smart Girls, Gale Parker, Jackie Rogan, Mary Lou

Mann, Dorothy Barnes, Irene Burke and Bob Haven. . . . BEN YOST VARSITY SINGERS opened June 29 at the Steel Pier, Atlantic City, for their fifth consecutive season. Another Ben Yost group, the Vikings, opened June 17 at the Chez Maurice, Montreal.

CLARENCE LEVERENZ is using audience participation stunts during his stand at the Hotel Broad Lincoln, Columbus, O. . . . BRANTLEY AND LINDA opened at the Cocanut Grove, Boston, June 24. Eddie Riley handles the act. . . . VALLEY AND LYNNE wound up a two-week stand at Chateau Grill, Val D'Or, Que., June 21 and on the 24th opened at the Gatineau Country Club, Ottawa. . . . THE WINNIE HOVELLER line will come to New York at the conclusion of its contract with Harry's New Yorker, Chicago, in October.

SOPHIE TUCKER has two week-end dates at the Bath and Turf Club, Atlantic City. Bookings are by Paul Small. . . . CASS FRANKLIN is the new emcee at the Walton Roof, Philadelphia. . . . BOBBY MAY has started at the Roosevelt Hotel, New Orleans. . . . MANOR AND MIGNON opened June 26 at the Ohio Villa, Cleveland. . . . LILLIAN CARMEN is on the same bill.

GARRON AND BENNETT, in their fifth week at the Tic Toc Club, Milwaukee, have been held over another fortnight. Their date at the Meadowbrook, St. Louis, has been pushed back as a result. . . . BILLY GRAY, working without his long-time partner, Jerry Bergen, is emceeing the spot. Bergen dropped in to see Gray while on his way to Los Angeles to open at Slapsie Maxie's.

THE SHYRETTOS start at the Shoreham Hotel, Washington, July 1. Booking by the William Morris office. . . . DE CARLOS AND GRANADA, now in their sixth week at the Chez Ami, Buffalo, where they teach the conga, draw another two-week holdover.

FRAZEE SISTERS started at the Hollywood Club, Galveston, Tex., Saturday (29). . . . CAPPELLA AND BEATRICE are on the same bill. . . . HIBBERT, BYRD AND LARUE, after a run at the Hotel Astor, New York, opened at the Roosevelt Hotel, New Orleans, Thursday (27).

DEANNA AND DEL CAMPO are being held another four weeks at the Belmont Club, Miami, Fla. . . . DIXIE DUNBAR drew a holdover at the Bali Club, Philadelphia. Gerardo's Conga Dancers (6) opened there June 24. . . . DORSAY AND DIANE opened July 3 for 10 weeks at the Fairmount Hotel, Kiamesha Lake, N. Y. . . . MAURICE AND CORDOBA opened at Pepe D'Albrow's spot in Seabright, N. J., June 28.

MURRAY ROSS will emcee the Fox River Country Club, Batavia, Ill., for the third consecutive summer. . . . ANNE BRADLEY is staying indefinitely at the (See CLUB TALENT on page 26)

Morris To Stage Ft. Worth Casa; 75G for Talent

FORT WORTH, Tex., July 6.—The directors of Casa Manana Association signed with the William Morris Agency July 1 to produce the Casa Manana Revue in the open-air cafe-theater for the second year. Show starts August 2, running for 30 days.

Revue will be similar to those presented last year for 30 days by the Morris agency, with a name band, five acts, a line of dancers and a name. Show will change every 10 days. The Morris proposal calls for a \$75,000 show, with a director's guarantee of \$16,000. Because of the short time for preparation, choice of attractions has been left to the Morris office. A list of available acts will be submitted to directors before the final agreement is reached, however. Lou Wolfson, who was show producer last year, will be executive director of the show this year; Francis A. Mangan will be producer.

The association directors agreed on the Morris proposal at the last minute because it contained a more favorable financial arrangement than that offered by Clark Robinson, representing Charles Freeman, New York booker. The Freeman offer had been approved by the contract committee of the association and had been the favored one until the Morris agency reappeared with a proposal. The Freeman offer called for a \$50,000, four-week revue, with the money going for entertainment rather than for personalities.

Everett Crosby, of Hollywood, also submitted a plan at the meeting. Previously the directors had turned down a proposal of J. J. Shubert to present light operas for a six-week season.

It was believed Casa Manana might remain dark this summer for the first time in five years when the first agreement with Music Corp. of America fell thru early in June.

Three Philly Spots Fold; 2 Reopening

PHILADELPHIA, July 6.—Three spots folded this week, two of them scheduled to reopen in the fall. Frank Palumbo's and Harvey Lockman's Cotton Club are summer closings, but Frankie Bradley's Roumanian Inn, which went into bankruptcy, apparently folded for good.

Jack Lynch's Walton Roof, Club Ball and Little Rathskeller will stick it out thru the warm weather, banking on mercury breaks to keep the crowds from deserting the city for the seashore spots.

Jewish Guild Elects

NEW YORK, July 6.—Eddie Cantor was elected president of the Jewish Theatrical Guild of America at a meeting held Thursday (27). Vice-presidents named are George Jessel, Fred Block, Sam H. Harris, William Morris Jr., Ben Bernie and A. A. Jaller. Abe Lastfogel was elected treasurer with Nat Lefkowitz assistant treasurer.

Sam Forrest is financial secretary; William Degan Weinberger, chairman of the board of trustees; Dr. Leo Michel, chairman of Relief, and Dave Ferguson, executive secretary.

The officers will serve for one year.

Mark Linders' New Play

NEW YORK, July 6.—Mark Linder, playwright and brother of Jack Linder, agent, is in from Hollywood to produce his new play, *Fourteenth Street*, which has Huber's Museum of 1905 for its locale. Many of vaude's headliners started their careers there.

More Dates for Miller

NEW YORK, July 6.—Glenn Miller has set two theater dates in September, the RKO Boston, week of September 5, and the Hippodrome, Baltimore, September 13.

Book-Cad Adding Shows

DETROIT, July 6.—The Book-Cadillac Hotel here will again use floor shows in the fall. Plans call for a line of girls and several acts.

Last season this hotel used an Iceolite revue.

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

Talent policy: Two dance bands; floor show at 10 and 12. **Management:** Meyer Davis and Ralph Maurice; Rosetti, maitre d'hotel; Ted Hartman and Harry Sobol, press agents. **Prices:** Dinner from \$2; minimum week days and Sundays, \$1.50; Saturdays and holidays, \$3; no cover.

This "carriage trade" summer night spot, operating the past 30 years, opened June 29 following a heavily budgeted beauty treatment which makes it one of the most picturesque rooms in the East. Motif is modern and focuses around sizable circular dance floor. Outdoor terrace overlooking Deal Lake has also been added.

Opening bill was headed by Joe E. Lewis, emcee and perennial favorite among patrons to which this spot caters. Co-starred with Lewis on the night caught (July 3) was Terry Lawlor, titian-thatched thrush.

Eddie Oliver, a Meyer Davis protege, fronts the nine-piece dance orchestra in pleasing manner. Fernando Canay shakes with the maracas in authentic fashion with his seven-piece Cuban band for the rumbas and congas. Canay's vocals, all done in excellent voice, should prove a strong draw, especially on moonlit nights.

Lewis' dynamic routine scored solidly, especially his tear-down of current song lyrics and his take-off on radio commercials. Miss Lawlor, well supported by Oliver's band, did five numbers, being called back for two encores and an additional request for *Ole Man Mose*, which stamped her as still being among the tops in her field.

Oliver's dance arrangements promise to be noteworthy, once the word gets round. Outstanding feature of his group, which includes three saxes, guitar, drums, bass, trumpet, fiddle, with Oliver at the piano, is interpolation of string arrangements in the old Viennese manner, with sax section doubling on fiddles.

Talent policy for this spot undoubtedly will be strengthened this season with the advent of Davis as co-operator with Maurice, who enjoys strong following from the local summer colony.

GEORGE ZUCKERMAN.

St. Regis Hotel, New York

Talent policy: Dance and show band; Latin relief band; divertissement. **Management:** Vincent Astor, owner; Gaston Lauryszen, managing director; Barbara Semple, press agent.

This luxury hotel's roof dining room has dropped its elaborate and beautiful floor show staged by James Mitchell Leisen and has adjusted itself to summer conditions by playing safe with a piano team, a dance band and a Latin relief combo.

This means an all-music evening, and, altho not unusual in any way, it should satisfy. Livingston Gearhart and Virginia Morley, pianists, are presented at twin grand pianos that emerge from the lower

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floor atop a rising platform. The young and good-looking pianists offer classical pieces in sure, thoroly pleasing style, making a winning impression. They come here after a year at the Brevoort and Le Reuban Blue.

Hal Saunders (violin) and orchestra, here since May 1, handle the dance music, sticking to what the middle-aged, lorgnette and monocle crowd likes best—Viennese waltzes. The style is sweet, smooth, subdued rhythm played meticulously. Saunders makes a gracious front. Good relief rhythms are provided by Waldo Spino, maracas shaker and singer, backed by sax, bass, piano and accordion. Spino plays mostly quiet rumbas, with occasional waltzes and fox-trots thrown in.

Jules Lande's concert ensemble plays for the luncheon crowd. *Paul Denis.*

Palmer House, Empire Room, Chicago

Talent policy: Dance and show band; relief band; floor show 8:15, 10 and 12:15. **Management:** Edward T. Lawless, general manager; Merriel Abbott, producer; Albert C. Fuller, publicity; Victor (Fritz) Hagner, headwaiter. **Prices:** Dinner, \$3; supper, \$2.50, except Saturdays and holidays, when 50 cents is added; drinks from 50 cents; minimum, daily, \$3 (10 p.m. supper, \$2.50); Saturdays and holidays, \$3.50 (10:30 supper, \$3).

Merriel Abbott always can be depended upon for clever ideas and in her new *Dude Ranch Revue* she has given Empire Room patrons a show that, with Ray Noble's Orchestra, provides sock summertime entertainment. Opening night, July 4, was a sellout (capacity 770) and the band and show were given a rousing reception. Noble, the dance team and the girl vocalist being showered with bouquets and baskets of flowers by admirers.

Noble, famed for his many song hits, has played only two cafe engagements since coming to the United States—six months at the Palace Hotel, San Francisco, and 21 weeks at the Beverly Wilshire Hotel, Hollywood, but is well-known thru his work on the Burns and Allen radio show during the last three years and thru his many recordings. He plays a sweet swing, using effective arrangements, and his music proved immensely popular with the Palmer House clientele. Janalee, his soloist, sings beautifully and has a vivacious personality that wins her audience. Larry Stewart, soloist, also has a splendid voice and sells his stuff nicely. In the 10 o'clock "Little Show" Noble and his orchestra offered a concert of Noble's own compositions and late recordings, winning a tremendous hand.

Show opened with an acrobatic novelty by the *Dude Ranch Girls* in cowgirl costumes. Lively, picturesque routines featuring clever acrobatics. The Four Texas Ramblers offered half a dozen songs of the range, pleasingly varied in style and theme.

Tenner and Swift, a couple of good-looking young fellows in cowboy costume, are expert rope manipulators and put on a fast and entertaining exhibition of trick rope-spinning.

Valerie Thon, attractive dance soloist, won plaudits for her graceful and original routines.

Making their first appearance in Chicago and also first appearance together are Grace Poggie and Ygor, ballroom dancers, both of whom have won acclaim as solo dancers in musical comedy and pictures. They have a style of their own and present a varied and pleasing series of difficult routines, including amazing spins with the girl held aloft. The audience called them back repeatedly.

Show closed with the Merriel Abbott Dancers and Dick Barstow in a colorful dance spectacle labeled *Roundup*. Cary Stone was a pleasant master of ceremonies.

Costumes were designed by Merriel

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COMEDY

Night Club Reviews

Abbott and the music was written and orchestrated by HESSIE SMITH.

Nat Green.

Bowery Cafe, Detroit

Talent policy: Dance and show band; floor shows at 9:15 p.m., 10:30 and 12:30 a.m. **Management:** Frank Barbaro, manager; Peter J. Iodice, booker. **Prices:** Dinner from 85 cents; drinks from 35 cents; 25-cent admission charge.

Show is of a more integrated revue type than usual for this spot, due to the Sally Rand Revue. Costumes are extravagant and delightful. Two entire lines, normally broken into 10 and 8 girls each, are used, alternating routines, and always distinctively costumed. Latter feature makes this show a genuine treat for the femmes, who like to stay for a second look. Some of the numbers are locally angled, like the period costume styles, tied in with historic automobiles.

Sally Rand herself has a variety of routines, besides the famed fan dance numbers. She has a semi-control pony number, using this to follow the well-produced *Whispering Flower Ballet*. She works mostly in dim, often colored lighting, effects are genuinely artistic and the act goes over big. Other numbers feature a peacock routine and a dog number, with 12 girls, each with a dog, in national costumes to match the type of dog.

Benny Fields, co-starred, has a plaintive, top-hatted style that is good vaudeville. His vocals have a wide range, from comedy to ballads, and he is effective in all. His best hit was *Melancholy Baby* and he got the crowd singing and crying with him. On the early show the night caught, the crowd kept him on for an hour.

Gabriel Padney directs Benny Resh's Band, with Benny playing the fiddle himself for this show. Morelli Sisters and Billy have a clever, fast skating act, working on a restricted floor mat and showing about every variety of hold, including several novelty holds while the two girls support their male partner. Harger and Maye, dance team, have a too brief bit with the double line of the ballet. Dot Moss, a Junoesque blonde, has some good numbers, distinctly in the Sophie Tucker tradition. *H. F. Reves.*

Paddock Club, Miami Beach

Talent policy: Dance and show band; relief band. **Floor shows at 12, 2, 4.** **Management:** Tom Williams. **Prices:** No cover or minimum; drinks from 50 cents. **Capacity, 200.**

The Paddock is open after a five-week shuttering for remodeling and the boss' vacation. Boss is Tom Williams, who went to New York to handpick his show. Williams returned with the Three Ex-Gentlemen, Virginia Gibson, the Avon Sisters and the Lenora Debs chorus.

The Ex-Gentlemen, a clowning and singing trio, fan dance and serve up some clever and risque numbers. All sing well and have fine floor personalities. Barry (they're Barry, Prince and Clark) emcees and does unusually well considering that's not his forte. The boys get away with doing *She Had To Go and Lose It at the Astor* only because they wrote it. Tune has really been frazzled down this neck of the woods.

Virginia Gibson is a class singer and is a surprising fit into this late club—which has usually specialized in rowdy acts.

Avon Sisters flit about in graceful dance routines and do a number in each show with the Debs chorus.

Excellent show job is handled by Tony Lopez Orchestra, five men, who sound like 10 good musicians. Paddock Rumbos are relief outfit. *Lee Simmonds.*

Showboat, Riverside Park, Indianapolis

Talent policy: Floor show and show and dance band. **Management:** George Golding. **Prices:** no cover.

Altho the floor show is presented by only three acts, one gets the impression of a rather sizable show.

This is because the entertainers are versatile and so, when they appear for the second time, one does not feel as if he had seen them before.

Sam Gore, who came for a week last summer and has been here since, is still amusing the customers with quips, gags and imitations. His stunts this week include an apt impersonation of Stepin Fetchit; an impression of an Indianapolis Speedway Race broadcast and, for his

best offerings, imitations of a little boy singing *Margie* and of a Buddy Ebsen dance routine. The latter is especially well done.

Janice Collins, who likewise came to the Showboat for a week last summer and has stayed on since, sings *Woodpecker Song* and *Ain't You Ashamed*. She has a good voice and knows how to sell her songs. June and Jerry, this week's added act, offered smooth ballroom dancing, returning to close the show with a peppy jitterbug routine. Both youngsters have a lot of personality and seem to have what it takes to please an audience.

An improvement this season is the enlargement of the dance floor. The club has also been using Auction Night Mondays, Blackout Night Tuesdays and other stunts to hypo business.

H. Kenney Jr.

Maurice's Casa Nova Supper Club, Austin, Tex.

Talent policy: Continuous entertainment with dance band. **Management:** Maurice. **Prices:** 35 cents admission week nights, 55 cents Saturday nights.

Newest local night spot, the Casa Nova also has an open-air garden for use during summer.

Joe Cappel and orchestra, featuring his accordion, hold down the rhythm job, which was interrupted Wednesday night (26) for Shep Fields' Orchestra, which drew one of the largest night club crowds Austin has ever seen; 1,700 the management said.

Cappel's Orchestra maintains continuity almost entirely with dance music. Maurice is trying to build up to the point of being able to bring in name bands, an almost unheard of thing while the University of Texas is in summer session and when most of the jitterbugs are back home. Maurice says he is dicker with the Casa Loma Band.

Austinites did show an appreciation of Fields, his eye-ful, Dorothy Allen, who can turn in a throaty job well, and his bandsmen. He had trouble avoiding autograph hounds and ogles long enough to put on a "concert" and introductory numbers for the members of the band, but succeeded in a pleasing manner. Dancers crowded the floor.

Truman McMahan.

Cafe Society, New York

Talent policy: Dance and show band. **Floor shows at 10, 12 and 2.** **Management:** Owner, Barney Josephson; maitre d'hotel, Joe Ballard; press agent, Ivan Black. **Prices:** Dinners from \$1.50, drinks from 55 cents; minimum after 10 p.m., \$1 weekdays, \$1.50 Saturdays and holidays.

For the swing aficionado, Cafe Society is still one of the premiere spots in the Village. The boogie woogie exponents, who constitute the major portion of the show, are making this spot one of the last strongholds of the jitterbug.

Teddy Wilson's Band, with an instrumentation of piano, bass, drum, clarinet, trumpet and trombone, produces a brand of swing satisfactory to the sports togged customers.

The outfit is obviously new and has not yet developed a style of its own. But with such capable bandsmen this is only a matter of a short time. The outfit shows possibilities of developing into a sock swing and novelty band. Besides Wilson's pianology, another standout is the drum work of Yank Porter, formerly with Fats Waller and Joe Sullivan, who preceded Wilson at this stand.

Husky voiced Hazel Scott, emceeing the

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show, scores her usual show-stops with her blues numbers and ivory tickling, while Big Joe Turner gets a terrific response with his scat numbers.

Still wowing them is the two-piano team of Albert Ammons and Pete Johnson. Their technical skill and digital dexterity are nothing short of amazing. They shine both as soloists and at duets. Their boogie woogie antics earned big hands for them, forcing them to stay overtime.

The Golden Gate Quartet, on the bill, was excused from activity on the show caught.

Business was plenty good.

Joe Cohen.

LaConga, New York

Talent policy: Floor show at 8, 12 and 2:30; two Latin dance bands. **Management:** Milt Rubin and Irving Zussman, operators and press agents. **Prices:** Dinner from \$1.25; supper minimum \$2 except Saturday and holidays, \$2.50.

Whereas most other big spots are cutting their talent budget for the summer, this Cuban-Spanish club still features a long and talented floor show and two first-rate Latin bands, along with Ciro Rimac as emcee.

On Monday, when caught, Nano Rodrigo's Band was off and Rimac's own band was substituting. Rimac's combo also subs for Eliseo Grenet's Band when it's off Tuesdays. The rest of the week Rimac works without his band but keeps with him Charley Boy, Chiquita and Aida, dancers. Charley Boy's fast stepping is still sock stuff, and when Rimac joins his son for zippy father-son fancy dancing it's a treat. Aida is a refreshing, bright dancer who works with Charley Boy and also does a nifty castanet solo. Chiquita is a tiny charmer whose dancing of a twisting and swaying samba is peachy. Rimac himself emcees, sings and dances, proving again his showmanship and versatility.

Juanita Jaurez, given heavy billing here, is a vivid brunet who starts off singing sultry Spanish tunes in deliberate, teasing style and then breaks out into a rash of hotcha stepping, fancy bellyrolling and hip swaying. Grenet's Band, accompanying the show, was too loud for her voice, but her personality hotcha stuff put her over solidly. George Negrette, who is closing a 16-week run here, is a handsome young tenor who uses his voice well in Spanish tunes.

Rosita Rios, much improved in appearance and delivery, put over three Latin tunes in her confidential, caressing contralto. Pashy stuff and very commercial.

Show as a whole is long but never dull. It has pace, color and, set against a background of exciting Latin music, socks across.

Rodrigo's Band plays the show, with Grenet subbing Mondays. Grenet's seven-man combo provides lifting, toe-tingling dance music, with Rimac's Band also coming thru with the right kind of tempos. Rumbas are still the most popular dances here, with congas second, sambas third and a few other fast Afro-Cuban rhythms thrown in for variety.

Paul Denis.

Bath and Turf Club, Atlantic City

Talent policy: Rumba dance and show band. Floor show at 12 and 2. **Management:** Charlie Schwartz, owner; Herbie Franks, manager; Al Lackay, show director. **Prices:** Food a la carte; drinks from 75 cents; \$3 minimum, no cover.

Quartered in the money part of town, this club is strictly for the money crowds. Prices are high, mostly to keep out the excursion crowds. Faithful Bath and Turfers can stand the gaff. Appointments still echo the plush and lush days. The rumba and conga mood permeates the atmosphere, this being the first resort spot to go south of the border for floor-show inspiration. Goings-on are in the upstairs room and there's plenty going on in the right, tight La-Conga revue whipped together by Al Lackay (Sophie Tucker's husband). Acts and band booked by Manie Sachs, of Music Corp. of America. Show runs 30 minutes and it's surprising how much show it packs in.

Gets off to a fast start with Juanita Rios, billed as "The Mexican Oomph

Girl," but more of a spitfire of the Lupe Velez variety in her singing of native naughties. Gerado and his Conga Dancers are three mixed teams. Troupe's terps are along the smarter lines.

Tana, a blond lovey in both form and looks, heightens her potency in singing sensuous and exotic Spanish songs to the strums of her own guitar accomps. Pupy Campillo steps out of the line to give the show comedy moments and stops it at the same time. Is a Ray Bolger in Cuban pants.

An American name will top each bill. Grace Barrie was a last-minute filler for Belle Baker, who had to bow out because of a throat ailment. However, Miss Baker was among the ringsiders and will fill her engagement here as soon as she recovers.

Miss Barrie, never in better voice and looking lovelier than ever, made the notes fall like balm on the ears for her singing of *Do I Love You, Imagination, You're In God's Country* and, on the call-back, *I've Got To Get Hot*. Sold her songs like a million.

The Gerado dancers wind it up with a conga, which calls for a conga chain after the lights go up. Music for show and dance is in the keeping of Don Devodi and his Spanish Dons (5), who offer smart syncos. For the current pops Jack Randall adds voice to the wordage.

Conga dancers turn terp tutors for the daily rumba matinees, invitation to "come in your slacks and relax." Captained by Gerado, troupe includes Mike Mercada, Pupy Campillo, Dona Wilson, Aleida Johannson and Helen Sekac.

M. H. Orodender.

Leon and Eddie's, New York

Talent policy: Floor show at 8, 10, 12 and 2; dance and show band, Latin relief band. **Management:** Leon Enken and Eddie Davis, operators; Bobby Sanford, show producer; Dorothy Gulman, press agent. **Prices:** Dinner from \$1.50, no cover, no minimum.

Current show has been altered a bit and it's still strong stuff. Eddie Davis, of course, is still the attraction, but was off to see a show the night caught (July 1).

Yvette Dare has featured spot in the show proper and is still doing okeh with her novelty dance strip. A large macaw strips her of brassiere and sarong, revealing a neat body in Balinese color that glows under a dark spot. Jerri Vance, tall shapely brunet, is still holding attention with her personality contortion work. Mildred Craig, who opened July 1, is the show's only girl singer and reveals a good voice and okeh delivery on rhythm numbers.

Jack Hilliard, handsome as ever, emcees and sings a few tunes in pleasing tenor. Norman and McKay, mixed dance team, drew fair laughs with their lone hoke ballroom number. They mug well, but they haven't enough originality to really sock across. Sanford's girls (9) are good lookers who wear neat, revealing costumes and prance thru lively

They're Safe Now!

PHILADELPHIA, July 6.—When the comedy team of Van and Allan signed for Jack Lynch's Walton Roof there was an unusual clause in their contract forbidding them to as much as touch any of the driving apparatus of the hotel's elevators.

It seems that when Van (Van Kirk) was appearing with the Music Hall Boys for Jack Lynch at his Cafe Marguery in Hotel Adelphia here some years ago, he "stole" an elevator and had the place in an uproar while he rode up and down for nearly an hour.

routines. They work in the show's finale, demonstrating the audience-participation dance, Booms-a-Daisy.

Lou Martin (sax and xylophone) is still on the job leading his combo thru good show and dance music. Felipe Brookanaz's conga-rumba band takes care of the Latin steppers nicely.

Paul Denis.

German-American Rathskeller, New York

Talent policy: Two musicians. **Management:** Joe King and Jack Lichtenberg; Bill King, host; George McMurray, press agent. **Prices:** A la carte.

This 61-year-old beer-drinking spot just off Union Square is a real landmark of old New York. It is composed of a 125-capacity basement, a 150-capacity street-level restaurant and a smaller upper floor restaurant. It attracts mostly students, who guzzle beer from 88-ounce loving cups (at \$1), eat German-American food and sing themselves hoarse with and without the accompaniment of a piano-violin combo that's been here 12 consecutive years.

George Rach, pianist, and Richard Ziel, violinist, play every college tune imaginable and also pops and old-time tunes conducive to loud singing. Sometimes they lead the singing, but more often the kid customers sing so loudly that the musicians can't do anything but follow that particular song.

The club's walls are covered completely with memorabilia—mostly old-time programs, theatrical photos and newspaper clippings. Food and beer are excellent.

Paul Denis.

New Burlington Club

BURLINGTON, Vt., July 6.—Lake Champlain Club reopened Monday (1) under management of Harry M. Brown. Spot is one of the swankiest in Vermont and for the past 20 years had been operated by the late Tom Russell Brown.

EDDIE LIEBERMAN and Charlie Marano, Philadelphia, again managing Stamp and Stumpy, getting their release from Nat Nazarro.

Check-Up on Unemployment Tax Due State by Club Owners

CHICAGO, July 6.—Recent claims against night clubs and bars, placed with the Division of Placement and Unemployment Compensation, the Illinois Department of Labor, have resulted in a serious check-up of spots failing to make their "contribution." Altho some of the clubs and taverns, especially the smaller ones, are intentionally dodging the tax, labor department officials expressed the opinion that most of them failed to come across because of ignorance of the law. Many penny-ante talent buyers believe that because their pay rollers are temporary employees, they do not come under the act.

Dance bands, entertainers, "26" girls, bartenders, all come under the compensation law, the labor department states, provided the club they work for hires at least six (in Illinois) employees for 20 weeks in a year. Most entertainers are unaware they are entitled to this compensation. For this reason more than any other club operators escape the attention of the labor board. But if an employee were to make application for unemployment compensation, the club owner would find himself liable to the following penalties:

1. Instead of paying 3 per cent of his pay roll to the federal government as excise tax for unemployment compensation, 2.7 per cent of which is kicked back to the State for disbursement to the unemployed, he would have to pay both the federal government and the State,

or 5.7 per cent.

2. Liable for the 1 per cent contributed by the employee to the old-age insurance fund, he would have to shoulder this as well.

3. He would have to pay an interest charge of 1 per cent a month added to all amounts unpaid at the end of a prescribed period.

4. If found to have avoided his contribution intentionally, he would be penalized by an additional 50 per cent of the amount he already owed.

Furthermore, it was pointed out, it is not necessary for an employee to have worked 20 weeks during a year. If the club owner hired six different people six nights in a week, perhaps to wash dishes at 50 cents a night, and did the same thing 20 weeks in a year, he would be liable to make the unemployment compensation contribution.

"Dance bands," said State Director of Labor Martin P. Durkin, "are held to be working for the tavern at which they play." The status of traveling bands, however, has not as yet been settled. Considered to be "individual contractors," band leaders themselves might be placed in the category of labor employers, and hence liable for the excise tax on the wages of their crews. But since few traveling bands play 20 weeks in one State the question of which State would have jurisdiction would arise as a stumbling block between the unemployed sidemen and compensation.

T. and J. Dorsey Doing All Right At Astor, Pennsy

HOTEL ASTOR, NEW YORK.—A new three-act bill opened at the Astor Roof to augment the show specialties furnished by Tommy Dorsey's Band, which is in for the entire summer. Floria Vestoff, blond tapper, dances with good rhythm, high-lighting each of her two numbers with fast circles of turns. The Colstons, entertaining comedy dancers, were well received. Their satires are broad and peppered with laughs. Arlene Colston, the femme partner, has a domineering personality. The Del Rios, acro trio, do a series of amazing balancing tricks with grace and comparative ease. Appearance above par.

Dorsey's Band lacks the punch and the showmanship of old. It still has good danceable rhythm and, perhaps better than average arrangements, but more is expected of his band. Featured in the show are Connie Haines, cute brunet with a striking voice, who sells *Woodpecker Song* and *Boog It*; Frank Sinatra, good ballad singer who is nil on showmanship; the Pied Pipers, novelty vocal quartet who were particularly good with their deep West Virginian dialects in *Friendship* (a tune featured on Dorsey's commercial radio show), and Buddy Rich, energetic swing drummer.

Sam Honigberg.

HOTEL PENNSYLVANIA, NEW YORK.—After its first season—and an exceedingly profitable season, too—as a dinner and supper room featuring name bands, the Pennsylvania's Cafe Rouge closed to allow the hotel's Roof the spotlight for the hot months. Cafe Rouge, one of the town's most beautifully lush bistros, will be relighted by Glenn Miller October 7. Miller is set for six months, management hoping to repeat the excellent business done by the band during its three months the past winter and early spring.

Jimmy Dorsey followed Miller in the room last April and moved upstairs June 24 to open the Roof, putting him on the same stand where his brother Tommy did so well last summer. Band had been doing well in the Cafe Rouge, and there seems no reason for any slackening now that it's delivering its sock rhythms 18 floors higher.

Pennsylvania has made no physical changes in its Roof, place still remaining one of the more attractive hot weather refuges hereabouts. As in the case of the downstairs room, no floor show is offered, relief rhythms alone (by Ralph Rotgers' Latin-American ork) sharing the attention with Dorsey. Latter has an ever-growing draw, particularly among the younger set, and that, plus the band's fine swing and sweet-swing, makes a floor show non-essential here. Bob Eberly and Helen O'Connell, band's vocalists, are no little part of its appeal.

Daniel Richman.

Showboat, Ft. Worth, Opens

FORT WORTH, Tex., July 6.—The Show Boat, open-air spot on the Jacksboro highway, which closed last summer, has been purchased by Joe P. Bowlin and reopened June 28 for the summer. This is the first night club venture for Bowlin, who is district sales manager for Toledo Scale Co. in this section.

Jack Amlung's Orchestra, drinks at pop prices, free parking space, steaks and pretty waitresses in sailor suits are featured. Admission prices are 75 cents Saturday nights and 40 cents other nights.

The Show Boat was bought for \$16,000.

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A

Aarmand & Juliana (Westminster Roof) Boston, h.
Aces, The Two (Morrison) Chi, h.
Allen, Betty (Park Central) NYC, h.

B

Bailey, Bill (Cotton Club) Phila, nc.
Baker, Muriel (Chateau Moderne) NYC, nc.
Baldwin & Bristol (Riverview Beach) Pennsville, N. J., p.

C

Benita, Francis (Gayety) Portland, Ore., 7-21.
Benito (Nassau) Long Beach, L. I., h.
Bennett, Ethel (Old Rumanian) NYC, nc.

D

Dare, Yvette (Leon & Eddie's) NYC, nc.
Datasko, Yascha (Celebrity) NYC, nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.

E

Dare, Yvette (Leon & Eddie's) NYC, nc.
Datasko, Yascha (Celebrity) NYC, nc.

(For Orchestra Routes, Turn to Music Department)
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a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Day, Barry (Gamecock) NYC, nc.
DeCarlos & Granada (Chez Ami) Buffalo, nc.
Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc.

Eames, Wally (Gay '90s) NYC, nc.
Earl & Josephine (Lexington Casino) Phila, nc.

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

Easterman, Freddy (Curley's Hi-Light) Atlantic City, c.
Ellis, Bill (Erin's Isle) Atlantic City, c.
Eltzinger, Julian (Diamond Horseshoe) NYC, nc.

Gale Sextet (Colosimo's) Chi, nc.
Galente & Leonarda (Roosevelt) New Orleans, h.

Gray, Gilda (Diamond Horseshoe) NYC, nc.
Green, Bennett (Mother Kelly's) Miami, Fla., nc.

Hadley, Jane, Dancers (Bismarck) Chi, h.
Hadreas, Jimmy (Roxy) NYC, t.
Hall, Cliff (Embassy Club) Phila, nc.

UNCLE DAN'S HILLBILLY CIRCUS featuring POLLY JENKINS AND HER MUSICAL PLOWBOYS

Johnson, Myra (Cotton Club) Phila, nc.
Johnson, Dorothy (Harry's New Yorker) Chi, nc.

Karen & Crockett (The Oasis) Seattle, nc.
Karson, Madeline Buddy (Music Hall) NYC, t.

Lackey, Jim, & Petit Dancers (Stevens) Chi, h.
Lamberti, Prof. (Diamond Horseshoe) NYC, nc.

Lawrence, Lucille (Paddock) Atlantic City, nc.
Lazier, Frieda (Blue Lantern) Detroit, nc.

Lee, Cecelia (Coq Rouge) NYC, nc.
Lehr, Raynor (Hofbrau) Lawrence, Mass., nc.
Leon & Mace (Walton) Phila, nc.

McCormick, Mary (Old Heidelberg) Chi, re.
McDonough, Tom (Erin's Isle) Atlantic City, c.

McColl, Jimmy (La Martinique) NYC, nc.
McCormick, Mary (Old Heidelberg) Chi, re.

Marshall, Jack (Club Royale) Detroit, nc.
Mathis, Kitty (Studio) Detroit, nc.

Murray, Arthur, Dancers (Essex House) NYC, h.
Murray, Charley (Mammy's Chicken Farm) NYC, nc.

Nanago, El (Beachcomber) NYC, nc.
Nellor, Bob (Mt. Royal) Montreal, Que., h.

Newell & Steger (Warwick) NYC, h.
Nichols, Howard (Villa Moderne) Chi, nc.

Repertoire-Tent Shows
Blythe, Billy, Players: North Troy, Vt., 8-13.
Choate's Comedians: Flora, Ill., 8-10.

"Scandals," Calloway Okeh at Chicago and S-L; Rochester Good for 50G at Chicago

CHICAGO.—Even tho the July 4 holiday exodus cut theater attendance, the two B. & K. vaudefilers had a very good week, but the Oriental suffered, as was expected. The tab edition of *George White's Scandals* attracted plenty of people to the box office, giving the Chicago Theater a strong 45G. Across the street Cab Calloway and his jivin' crew drew them into the State-Lake for an excellent \$16,000. Oriental has reduced its prices to 25 cents until 6:30 and 40 cents after 6:30, but a weak bill held the gross to a poor 15G.

This week should give all three houses satisfactory business. Many conven-

tioners and vacationers are in town. The Chicago is in for a very big week with Rochester, Jack Benny's Man Friday, as the chief attraction. On the screen *Brother Orchid* is a fair offering. House should roll up a gross of considerably more than 50G. *Funzafire*, at the Oriental, is passably good entertainment with Benny Meroff and his orchestra, and on the screen *Sandy Is a Lady*, a comedy picture, and the house should do a satisfactory \$18,000. State-Lake, with Warren Hymer and Co. and Estelle Taylor on the stage and *Dark Command* on the screen, should hit around 16G.

Spokane Grosses Hit by Weather

SPOKANE, Wash.—The second hottest June on record here played havoc with the Post Street's vaudefilm receipts. Business was several hundred dollars under average of \$1,750 the last two week-ends, according to Manager Bill Evans.

An extra good bill June 21 to 23, including Marie and Pals, Ray Vaughn, Gillette and Richards, Billy Farrell and Co. and Jordan and Grace, plus *Bullet Code* and *Danger Flight* on screen, didn't help. Neither did strongest film support of the season, *Forty Mothers*, June 28 to 30, shown in support of Lionel Kay and Co., Bruce Patterson, Crane and Wright, Dick and Dot Remy and Baron and Baroness Emerson.

Rain Ups "Fourth" Takes in Capital

WASHINGTON, July 6.—Free fireworks cut into first day's biz for local theaters on current week ending July 11. Regular municipal attraction on Independence Day rained out on night of Fourth, sending droves into downtown houses and pushing the weekly take up a few notches. This week at the Warner's Earle, showing *Untamed* on screen, is expected to pull \$16,000. The stage show combined co-operation with local department store for supplying apple blossom scent thru ventilating system. Stage revue includes Buster West and Lucille Page, Murtah Sisters, Nick Lucas and the Roxyettes in an apple blossom routine. Previous week showing, *Men Who Talked Too Much* dropped 4G off expectations for gross of \$12,000.

Loew's Capitol this week, showing *Safari*, has hopes of doing \$17,000, with stage including Olive and George Bradna, with Buster Shaver, Weldon Barr, Lynn Allison, Ed Ford and Whitey, and the Rhythm Rockets. *Susan and God* shot over expectations by 4G and pulled in a neat \$23,000 for Capitol's previous week.

Tucker Band Big Pittsburgh 27G

PITTSBURGH.—Orrin Tucker and band, with Bonnie Baker, grossed \$27,000 at the Stanley here week of June 21, which is one of the strongest grosses house has had this year. Screen had *The Biscuit Eater*, which is given little credit for the box-office figure.

Tucker, now at the Paramount, New York, filled six weeks of theaters on the road, playing Chicago, Milwaukee, St. Louis, Detroit and Washington. Band broke the all-time record at the Riverside, Milwaukee, week ended May 30, by pulling in \$18,800, at a 55-cent admission top.

Hope Hits Boston With Record 50G

BOSTON.—Bob Hope's unit broke records in a one-week stand at the 4,300-seat M&P flash house, the Metropolitan, ended July 4. House officials refused to comment on the show, but it is estimated Hope grossed over \$50,000 for the seven days.

Unit played six a day week-days. Pic was *Ghostbreakers*, starring Hope and Paulette Goddard. Admission scale was 35, 55 and 75 cents.

The previous week, with a double feature, the house grossed \$12,000. Hope's 50G was the biggest local theater gross of the week.

Buffalo Looks for 13½G; Little Set For Solid \$10,000

BUFFALO, July 6.—With a renewed wave of warm weather box offices are cooling off, but takes during the past week were considered good generally. July 4 crowds were fine and helped the week's grosses considerably. This week looks also favorable.

The Buffalo opened well week of July 5 and expects to do above average with Mickey Rooney pic, *Andy Hardy Meets Debutante*. Stage layout has been cut down, with headliners retained. Show, entitled *Trip to the Tropics*, has Bob Hannon and Nina Allen, in second week; the Three Hansonettes, in third week, and D'Artega and the house ensemble. Gross expected to reach \$13,500. House average is \$12,500.

For week ended July 4, the Buffalo scored pleasingly with a strong picture attraction, coupled with extra lavish stage presentation. *The Mortal Storm* was well received by public and critics alike, and the week was good for \$14,400, almost \$2,000 above average. *Melodie Melange*, flesh bill, included Bob Hannon and Nina Allen, Al Coulthurst, the Hansonettes, Charles Newman, Eddie Manguso plus D'Artega and the house orchestra, and Meyer Balsom, staff singer, heading a comedy sextet.

The Century had good crowds on hand for opening July 5. Little Jack Little and his band and a vaude layout is expected to go \$10,000. Revue talent includes Fifi D'Orsay, Lee Dixon, Wally Brown and Annette Ames, Nathane Brothers and Kathleen Quinn. Picture is *You Can't Fool Your Wife*. Average week here is \$8,000.

For nine days, ended July 4, the Century filled in with a straight double-picture bill, which went over very weakly. Gross was only \$5,000, one of the poorest in the Century's fiscal year.

Philly Carman 76C Terrif Summer Take

PHILADELPHIA.—Carman Theater, still the town's only flesh showplace, clicked merrily to one of the season's best grosses for the week ended Thursday (4), and considering the season of the year, take of \$7,600 was of record-breaking proportions. Five-act bill, headed by Jimmy Edmundson, included the Christianis, Milton Douglas, Lewis and Van, Ming and Toy, with Louis Basil's house band. Swell screen support as well from *Too Many Husbands*. Gross was upped considerably by the sensational July 4 biz, the rainy holiday keeping townfolks away from parks and resorts.

Milwaukee Gives Bowes Dandy 88C

MILWAUKEE.—Major Bowes' *Sixth Anniversary Revue* connected for a comfortable \$8,800 at the Riverside Theater for the week ended July 4. The National Education Association Convention, with more than 6,000 delegates, helped boost business for the week.

Show included Five Jersey Farmhands, Bridgeport Foursome, George Grant, Paul Jones, Bill Boadway, Williams Sisters, Frances Gibby, Three Flashes, Mr. and Mrs. Fred Sparks, Betsy Lou and Stubby Kaye. Pic, *You're Not So Tough* (Univ.). House has tacked on defense tax making admissions 28, 33 and 44 cents. Average biz is \$7,000.

Vaudefilm Grosses

Holiday Crowds Help Biz; Crosby Okeh 34G; Tucker Around 50G; State Better

NEW YORK.—Broadway business continued on the downgrade, with the Roxy reporting the lowest gross in six years, while others registered from fair to n.g. However the b.-o. scene showed signs of improvement when the holiday crowds turned out in full force. The current b.-o. weaknesses is being laid to lack of strong films.

The Paramount, for week ended Tuesday (2), with the second week of Rochester, Red Skelton, McFarland Twins Ork and Judy Starr tallied a mediocre \$26,000. The first week did \$36,000. Screen attraction was *Safari*. New bill came in Wednesday (3), headed by Orrin Tucker and Bonnie Baker on stage. Looks like a gross of \$45,000 or over. First three days of the layout picked up around \$27,700. Bob Hope's pic, *Ghostbreakers*, is a b.-o. aid. (Previously, two weeks of Hattie McDaniel, Ebsens and Harry James Band together with film, *The Way of All Flesh*, did an awful \$43,000.)

The State made a nice recovery for week ended Wednesday (3) to tally a not bad \$24,000. Bill included Ray Kinney's Ork and George Givot, along with pic *My Son, My Son*. Previous two weeks with Horace Heidt grossed a miserable total of \$35,000. New bill started Thursday (4) with Jay C. Flippen and Betty Hutton, and film *Waterloo Bridge*. Gross should be around \$23,000.

A weak picture at the Music Hall brought the gross down to \$68,000 for

week ended Wednesday (3). *Tom Brown's School Days* was on screen and Jan Peerce, The Mulcays and Top Hatters on stage. (Prior bill, with two weeks of *Our Town*, totaled \$152,400.) New layout moved in Independence Day and should gross in the super brackets. The first day of bill consisting of *All This and Heaven Too* with Jan Peerce on stage took in a heavy \$19,000. Total for week is expected to be around \$100,000. The current layout will probably get more than one holdover week.

The first week, ended Thursday (4), of Bob Crosby's Band at the Strand did an okeh \$34,000, along with pic *The Man Who Talked Too Much*. The holiday business is expected to keep this figure up to \$29,000 for the second week. (Prior bill, with three weeks of Jimmy Dorsey's Band and Maxie Rosenbloom, registered a total of \$92,000. Pic was *Brother Orchid*.)

The Roxy, with its worst week in six years, pulled the bill out at the end of six days for a new show which started Thursday (4). Layout for week ended Wednesday, with a stage bill including Moke and Poke, Del Rios and Gil and Bernie Maison, floundered with \$15,500. The screen had *Sailor's Lady*. (Prior layout had Nick Lucas and Raul and Eva Reyes and did \$29,000.) New show Thursday includes Lynn, Royce and Vanya, Jimmy Hadreas, Corinna Mura and the Antaleks, with film, *Private Affairs*, should pull about \$30,000.

Springfield Okeh

SPRINGFIELD, Mass.—Rain and the circus failed to cut heavily into the Court Square Theater, which enjoyed "very good business" for three days ended June 29, according to House Manager Don Barhydt. *Saturday's Children* on the screen.

Four Olympic Aces, acrobatic tumbling, drew best audience response. Others on the bill included Artee Brooks and Margie, the Brewsters and Fran Lewis, Mary Senna, Bruce Morgan, Grandma Perkins and Anthony Decaro.

Indianapolis Pays 75C for B'way Unit

INDIANAPOLIS.—The Lyric business slipped for week ended June 28 to a below par figure. The unit, *Broadway Passing Show*, grossed \$7,500. House average is around \$8,000.

Pic was *La Conga Nights* (U).

Steel Pier After More Movie Names

ATLANTIC CITY, July 6.—Encouraged by the recent success scored by Bob Hope for a Saturday and Sunday stand, Steel Pier plans to bring in Hollywood names week-ends the remainder of the summer. All bookings, it is understood, will be on a percentage plus a guarantee. Mae West, it is said, is asking for a \$12,500 guarantee, against a 50-50 percentage.

Prior to Hope's stand (June 22-23), Amos 'n' Andy and Kay Kyser were the only previous attractions to play Steel Pier on a percentage. Hope, bringing along Jerry Colonna, Brenda and Cobina, took half from the first dollar, clocking \$6,000 on Saturday and \$8,800 on Sunday for a total of \$14,800.

ETHEL SHUTTA is booked at the State-Lake, Chicago, week of July 26. . . . GERTRUDE NIESSEN will be at the Orpheum, Minneapolis, week of July 19.

Vaudeville Notes

CARL ROSINI lost his temporary injunction plea against Paul Rosini in the New York Supreme Court last week. A regular suit filed by the claimant's attorney, Samuel Flaum, is now pending.

THE GAUDSMITH BROTHERS are sailing for South America bookings shortly. . . . *Funzafire* unit will play the Fox, Detroit, July 26, and is penciled in for a date at the Orpheum, Omaha, for week of August 9 or 16. . . . RED SKELTON is signed for a two-week date at the Earle, Washington, beginning August 2, preceded by a week at the Michigan, Detroit.

MARIAN BENT (Mrs. Pat Rooney) has been seriously ill the past few weeks in New York. . . . THE FOUR COPELANDS, skating act, who recently returned from a two-year tour of Europe and South America, will leave in the fall for bookings in either Hawaii or South America.

HENRI THERRIEN has returned to the Rainbow Room of the George Washington Hotel, Jacksonville, Fla., after a run of theater dates. . . . CLARA ESTEVES, Argentine soprano, arrives in New York on the Manhattan for a tour of theaters. She appeared previously in Rome and Argentina. . . . PATRICIA TRENT is included in a new unit, *Streamlined Minstrels*. Others in the outfit are Dorothy Davis, Joe Hamilton, Onalee Pratt, Frank Baker and Bill Reynolds. The troupe plans a tour thru Wisconsin.

. . . RITZ BROTHERS have been signed for the Chicago, Chicago, for a July date. . . . BOBBY MORRIS has returned from a 19-month tour of Australia, where he played in musicals and toured the Tivoli Circuit for the Charles Allen agency.

AL TRAHAN lost his claim for \$15,000 damages recently before the Supreme Court, Brooklyn, for injuries sustained as a result of a fall on December 3, 1937, at his home, 128 W. 72d street, New York. He claims the injuries kept him confined to his bed and caused him to give up a contract to play RKO houses.

. . . TOM MIX and his horse, Tony, and a band of cowboy entertainers are on a series of one-nighters. Martin Wagner, of William Morris Agency, is booking. . . . TONY MARTIN, after a series of one-nighters fronting Bob Zurke's Band, will resume vaude dates at the Chicago, Chicago, August 9.

JACK HUNT, manager of the Oriental Theater, Chicago, has left for the East for a three-week vacation. Hunt visited his daughters, Gloria and Bonnie, of the Ringling-Barnum circus, at Nashua, N. H., and is now on a motor trip thru New England.

CONDOS BROTHERS (Steve and Nick) have returned to New York after a year in England playing vaude and revues. Steve brought with him his (See VAUDEVILLE NOTES on page 25)

Paramount, New York

(Reviewed Friday Evening, July 5)

The Orrin Tucker Band unit with Bonnet Baker, Les Ghezzi and Wally and Verdyn Stapleton and Paramount's *Ghostbreakers* with Bob Hope, in for three weeks, comprise one of the strongest combination bills here this year, both on entertainment and box-office value.

Tucker has an entertaining band, equipped with an assortment of novelties that have an abundance of audience appeal. The boys open with a medley of pop tunes, singling out the leader with a sax solo of *Wind and the Rain*.

The Stapletons, novelty tap team, rate a high score on appearance and delivery. Technically, their work is light, but it is more than overshadowed by their extremely appealing personalities.

The band follows with its familiar lighted notes number, using tricky light effects to designate various instruments. Tucker next puts his improved voice to work, giving out with *Little Girl, Imagination* and *I Need Lovin'*.

The boys, in glee club formation, impress with trained choral work, offering a beer mug number and winding up with a nonsensical leg kicking bit.

Paul and Nino Ghezzi stopped the show cold, as they always do, with their expert hand balancing treat. The tricks, each above the average, are executed with snap and polish. As an encore their upside down jitterbug dance is still a wow.

Bonnie Baker, looking better than ever, scored with a long list of cute tunes, most of them popularized by her at one time or another. Starts off with *Pinch Me*, bringing in bits from a few of her earlier hits, and proceeds with *You'd Be Surprised*, *What Are Little Girls Made Of* (supported by the Bodyguards, male quartet), *Not Yet*, *My Resistance Is Low*, *Playmates*, *Billy*, *Johnny* and finally, as the bill's wind-up, *Ma, He's Making Eyes at Me*. Clean show stop.

Capacity business at last show.

Sam Honigberg.

Chicago, Chicago

(Reviewed Friday Afternoon, July 5)

With the De Marcos, dancers, and Rochester, of the Jack Benny air show, this week's stage bill can't miss. House was packed and there was a lobby stand-out before the first show was half thru. On the screen Warner's *Brother Orchid* is only fair. Baer-Galento fight pictures also are shown.

Lester Oman leads off with one of the best one-man puppet shows seen here in a long time. Manipulates the little figures with remarkable dexterity and gets a lot of entertainment out of them. Among his numbers were two darkies dancing, seals juggling, an ice skater, a little old lady, and an old man dancing, and all were depicted with amazing fidelity.

Don Rice appears next and intermittently thruout the bill as emcee. Patter is only fair, but does an excellent drunk bit that gets the laughs.

Gloria Blake not only is pretty but also has a splendid operatic voice, and her singing of *Blue Danube*, *Ciribiribin* and other numbers got her a good hand. Sells her stuff expertly.

The De Marcos readily demonstrated that they are among the top-flight dance teams of the country. Their ballroom routines are the acme of grace and brought repeated salvos of applause. Audience called them back several times and they were near show-stoppers.

Rochester was a positive riot. Even

Vaudeville Reviews

without his air build-up he would be funny. Has a keen sense of comedy values and some excellent patter, and his singing and clowning with a stooge called Stone Age garnered roars of laughter. A young colored girl, Jenny Carlin, did a pleasing "Juba" number and an unnamed fat girl proved almost as big a riot as Rochester himself with her burlesque dancing. She and Rochester put on a hilarious dancing finale that stopped the show cold. Nat Green.

Loew's State, New York

(Reviewed Friday Evening, July 5)

A good, but not outstanding vaude bill is paired this week with the Taylor-Leigh film, *Waterloo Bridge*, a depressing drama.

Jay C. Flippen, sharing top billing with Betty Hutton, emsees and ties the show together in a quiet way. His gags are okeh, generally, and a few are really peaches. As usual, he sang his *Small Fry* special, building it up to its laugh punch and then had a session with Eddie Hanley. Hanley stooged in messy get-up and had his solo ining when he did a satire of a women dressing, drawing a good hand. Both of them returned to stooge for Miss Hutton in closing spot. First act, after Flippen's coming on to a cute introduction, is Ray and Geraldine Hudson, a couple of young, lively acrobatic dancers. The girls do flips, somersaults, kicks and a lot of extra fancy acrobatics with speed and dexterity. Drew a solid hand.

The Oxford Boys, three singers, one using a guitar, harmonize to achieve amazing imitations of band and singers' theme songs and styles, their best being Bing Crosby, Vallee, Clyde McCoy and Busse. Drew a solid hand, encored and built up to a show-stop and then had to beg off. A sock novelty.

Luis Gomez and Hope Minor socked across their ballroom dancing in sure, veteran style. Blond and svelte Miss Minor, in glittering blue gown, arrested attention, with Gomez working mostly in the background and handling the trick lifts and spins. Pair works smoothly and showmanly. Opened with a suave number that includes a break in the music, followed with a slinky bolero featuring an airplane spin, and closed with a lively fox-trot to *Tea for Two*.

Miss Hutton, recently in *Two for the Show*, closes the bill with her personality screwball singing. Hasn't got a real singing voice, but punches across by sing-shouting novelty tunes and letting her arms and legs fly around like a windmill. Opens with a loud *Rumba Jump*, followed by a ballad novelty, *Not for Me*, which is her best number. Then Flippen and Hanley joined her for *Who Stole the Jam*, another screwball ditty. Encored with a satire of *Oh, Johnny*, using Flippen as the object of her murderous affections, getting a lot of laughs.

Ruby Zwerling, on stage this week, backs the show nicely enough. Next week brings in Teddy Powell's Band, Henny Youngman and Beverly Roberts. Paul Denis.

Capitol, Washington, D. C.

(Reviewed Friday, July 5)

This is almost homespun entertainment that Manager Gene Ford has staged. He has attempted to work out a Gallagher-Shee routine for the house ork leader, Sam Jack Kaufman, and organist Art Brown. That they didn't register more heavily seemed due to make-shift lines and gags. However, their efforts were tolerated with the patience characteristically shown to local lads.

Capitol band is on stage to supply visible and musical background for average entertainment. A slow start is made while Kaufman and Brown exchange nifties, and a few minutes elapse before Ed Ford and his dog, Whitey, come out for their turn. The toy fox terrier is the canine counterpart of the india rubber man. Ford has done a wonderful job of training the pup, but the situation seems dragged out. Whitey's forte seems to be an inability to sit up and a dance routine on his hind legs. A smaller pup, Dolly, is used for stands on the fore-paws.

More local talent in the form of Lynn Allison follows. A sweet soprano, Miss Allison, who is featured over WRC here, renders a medley of Viennese numbers and *Begin the Beguine*. Draws a good hand.

The show picks up with appearance of Weldon Barr, eccentric tap dancer of no mean ability. He is terrific and registered solidly. A rather clever turn was

taken when the theater's Rhythm Rockets split into quartets, which duplicated (almost) Weldon's four imitations—Bill Robinson, Hal LeRoy, Eleanor Powell and Fred Astaire. Good contrasting costumes helped to put the number over.

Buster Shaver and Olive George, a pint-size miss, offer a real novelty. They vocalize one number and then glide into a swing minuet, which has grace and charm to captivate the audience. Another song, which is succeeded by a ballroom number, and later by a rumba completes their turn. The tiny blonde is a personality who left the crowd applauding for more.

Finale is given over to jam session for ork members, but all members of cast come out for their bows. Before curtain closes the Rhythm Rockets are revealed on towering steps behind the band, each chorine picking away at banjos to help the ork close with *Hold That Tiger*.

Grade B *Safari* on screen.

Edgar Jones.

Roxy, New York

(Reviewed Friday Evening, July 5)

Passable layout this week, class of the bill being Corinna Mura, singer of Latin-American songs. Pic, a weak one, is *Private Affairs*.

Miss Mura, well known to hotel spots, twangs a Spanish guitar and warbles with warmth, passion and solid technique. Turn was given the benefit of some production, a half-dozen Gae Foster girls being grouped around Miss Mura for opening part of the act. Best tune was *Agua, Agua*, and the standard *Siboney*, latter done in an unusual arrangement.

Lynn, Royce and Vanya, one girl and two men, do ballroom satire. Open with waltz routines, in very proper fashion, the men doing a lot of fancy passing and lifting before falling into the comedy work. Strength of the satiric routines lies in fact the trio's not descending into routines of questionable taste, as is often the case with turns of this type. Strong comedy during close of the act.

Paul Regan, impersonator, did standard take-offs on personalities, such as Kay Kyser, Jack Benny, Rochester, Gable, Boyer, E. G. Robinson, a drunk Ronald Colman, Peter Lorre and Roosevelt and many others. Lorre was the best. Regan ties his impersonations together with chatter, script letting him glide from one to the other. Standard stuff.

Jimmy Hadreas, dancer, opened hoofing in front of the Foster line, routine calling for running gab between him and line girls. Illustrated different types of hoofing, including acro, Russian and Irish jig. Closed with his learning-to-dance routine, in which is incorporated some smart acro. Hadreas a very dexterous hooper.

Antaleks, perch act with four girls and two men, do dangerous balancing and posing turns atop the high poles. Turn uses both men and women as understanders, one member balancing the pole on shoulders while others do stunts on top. Most difficult stunt has man balancing pole with three femmes draped on top, one gal doing a handstand.

Business fair when caught.

Paul Ackerman.

State-Lake, Chicago

(Reviewed Friday Afternoon, July 5)

A first-rate stage bill, with one exception, and an excellent blood and thunder picture presage a good week. Business very good opening day.

Due to a last-minute change in booking Lester Oman and his puppets were switched to the Chicago Theater and Bob Whalen and Co. substituted. Whalen, comedy bike rider, does all of the standard tricks and some of his own, being assisted by a comely lass. Best is his high unicycle number in which he carries the girl on his shoulders. Excellent comedy garnered a good hand.

Helen Honan referred to impersonators as Public Enemy No. 1 and proceeded to prove it. Imitations of Lionel Barrymore, Bonnie Baker, Baby Snooks, Brenda and Cobina and others were poor. Take-offs were good for some laughs and applause, however.

Noll and Nolan pleased with graceful ballroom dances and were especially good in their impression of the *Castle Walk*, which won them a neat hand.

Estelle Taylor was handicapped for a short time by a dead mike but smiled thru it and delivered nicely with *Begin the Beguine*, a medley and other numbers to generous applause.

Ward and Van are always sure-fire and

their clowning with harp and violin and falling trousers was good for laughs and a big hand. Harp solo and a straight violin number were very good and won applause.

Warren Hymer and Co., with Hymer, Helen Warren (Mrs. Hymer) and Guy Renee, closed the show with an entertaining underworld skit nicely done.

Al Zemmy made an excellent emcee, sticking strictly to announcing the acts instead of trying to be funny.

Picture is *The Dark Command*.

Nat Green.

Music Hall, New York

(Reviewed Thursday Afternoon, July 4)

A 30-minute show, against a pretentious country club setting, has been pieced together to accompany Warner's *All This, and Heaven Too* on its glory road to profitable box-office rewards. Pic should remain at least four weeks.

Only two outside acts, however, are fortunate enough to profit by this obviously healthy run. The strangers are Capt. John Tiebor and his three performing seals and the diving trio of Madeline Buddy Karson, professional champion, and Bill Marquette and Myron Steffin, who plunge into the set's pool for comedy effects.

Chief honors for this presentation belong to Bruno Maine, who devised an extremely beautiful setting which looks as real as any of the better country clubs in this vicinity. It is fully equipped with swimming pool, terraced cafe, balcony and other standard club features. Presentation opens with a golf scene, featuring Jan Pearce, tenor, and the Glee Club, honoring *Donkey Serenade*.

Diving spec is next, the champ diver exhibiting fancy stunts. The 36 Rockettes in sailor outfits appear in one of their famed precision tap numbers, still a dazzling sight for any pair of eyes. Captain Tiebor brings on his seals, marvelous performers who seemingly enjoy every minute of their work, and garner laughs with unusual tricks. One balances on a single fin, another balances a ball while walking up a ladder and two of them execute a terrific fin-to-fin balancing feat.

The Corps de Ballet closes the bill with a red, white and blue rubber ball number, forming the American flag and the letters U. S. A. in the wind-up.

Business overflowing second show opening day.

Sam Honigberg.

Music Hall, Steel Pier, Atlantic City

(Reviewed Tuesday Evening, July 2)

Marking the formal season opening and the 43d that Steel Pier is dishing out stellar entertainment values for the single six-bit admission, the full compliment of summer attractions are in full running order. In the Music Hall, one of the pier's five theaters, it's a star-headed vaude show supplemented with modern minstrelsy sharing the showing with a first-run feature flicker, *Lucky Cisco Kid*.

Stage portion, topped by Dennis Day, puts in 65 minutes of playing time. And while the crowd on this trip was light, show was heavy in entertainment qualities.

Curtain splits on a minstrel setting, Jimmy Jones and his Musical Shipmates (8) making the musical backdrop, with Ben Yost and his Varsity Singers, eight males, uncorked but with tambourines, getting it off to a rousing start with their singing of *It's a Hap, Hap, Happy Day*. Charlie Boyden, in full minstrel make-up, singles in the same mood, singing *I'm Gwan to Alabama With a Banjo on My Knee*. Brings on end men George Haggerty and Pinky Lee, with Dick Dana the interlocutor foil, for the homey gags.

Keeping the pace, first vaude specialty, mixed tap team of Toy and Wing, have an easy time of it beating out two rhythmic tap turns in one.

Portly Charlie Kemper, minstrel hit several seasons ago, is back again and still a smash hit with the folks in his good-natured caperings. Works in front of the curtain, giving the musicians a chance to get back in the pit, and then gives a parody on *Begin the Beguine* that hovers over the blue margin. Toy and Wing back for a series of challenges and clinch the original impression.

Minstrel boys revive a burly blackout that's had a bath, and the Yost yodelers return in military dress for a stirring *Where Else But Here?* and *God Bless America*. Group's full-voiced harmonizing is socko all the way. Minstrels back for another blackout sketch. And they must have run short of cleanser when they took this one out of the burly archives.

Next on is Larry Best, youthful mimic with an engaging personality and easily the hit of the show. Teases 'em with an

JUST OUT!

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WM. McNALLY

81 East 125th Street, New York

Abbott-Costello take-off, starts warming with Billy Gilbert's sneeze olio and then smashes thru with *Oh, Johnny, Oh* as might be sung by Joe Penner, Ned Sparks, Lionel Barrymore and Henry Armetta. On the call-back impresses with his impression of a gum-chewing gal on the crowded subway train and of the youngster who loses to the same train in a race to the next relief station.

Minstrel group goes on again, this time giving Pinky Lee a chance to get a well-earned round of applause with his eccentric hoofing.

Dennis Day, singer of the Jack Benny air show, next on. There's no quibbling about his voice, those top tenor pipes making the notes purr. But his lack of stage presence is apparent, especially during his song announcements. Also errs in singing three slow ballads in order, *Say It, Tonight and You're in My Heart Alone*, making his best impression on the call-back with *Phil the Fluter's Ball* in the Irish reel tempo.

Closing turn is the Six Honeys, three males and as many females, teeing off with pleasing tapping. One of the girls and two males impress with acrobatic embellishments to their tapistics. Group finishes strong with tumbling antics which overshadow their footwork.

Vaude specialties change weekly, Saturday the opener, while Yost singers and the minstrel lads, directed by Frank Elliott, do house duty for the incomers.

M. H. Orodender.

VAUDEVILLE NOTES

(Continued from page 23)

bride, a former London model.

MARTY WHITE, emcee, is spending most of his time pushing a new song, *My New York Town*. And he points out that last week's issue mentioned him as Mary White. Typo error. We apologize.

PAUL REGAN, mimic, who closed a four-week engagement at the Club Royal, Detroit, and opened at the Roxy, New York, July 4, will play the Million-Dollar Pier, Atlantic City, starting July 12.

CHARLES TIMBERLAKE, who played vaude around Boston for many years with his magic and juggling, has a puppet show playing Maine resort towns.

BOGASH AND BARDINE, who played the Tower, Kansas City, Mo., week of July 5, begin their fair dates for the George A. Hamid office August 6.

BUSTER SHAVER did not dance during his Loew's State, New York, engagement last week, due to a leg injury, sustained after the second show opening day. He accompanied his partners, Olive and George, at the piano, however.

DIXIE DUNBAR goes to Loew's State, New York, week of July 25. . . . TEX HALL and a cowboy troupe are on a vaude tour thru North Dakota, Montana and Washington. Hall starts production on a serial August 20. . . . CARROLL SISTERS are at the Trout House Casino, Hague, N. Y.

Malneck for Palmer House

CHICAGO, July 6. — Contract was signed today for Matty Malneck to follow Ray Noble in the Empire Room of the Palmer House September 4.

Ashland Club Burns

ASHLAND, O., July 6.—Mifflin Inn, at near-by Mifflin, and two adjacent buildings were destroyed by fire Monday (24) with loss estimated at \$35,000. The Inn recently had added bands and floor shows.

Break for Wheeling Clubs

WHEELING, W. Va., July 6.—The lid on night clubs has been lifted by city council. Night clubs can now be located in any part of the city. The license for clubs also was reduced from \$500 to \$100 a year.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE White DOC. M. IRVING- SENSATION" 4313 Roosevelt Blvd., Phila. Pa.

THE 4 COPELANDS
Premier Roller Skaters
Again playing Bert Levy Time after 2 successful years in Europe and South America.

Trolley Car Hostesses

ATLANTIC CITY, July 6.—Any day now it is expected to find a nitery on wheels blossoming forth at this resort.

The month's experiment of two pretty uniformed hostesses on the Shore Fast Line, trolley system extended to the sister Ocean City resort, was pronounced a success. Company officials said four more gals would start riding the trolley rails this week.

Hostesses help elderly passengers on and off the cars, answer all questions, ranging from the weather to where to go after dark. Reps of three large Middle Western street car systems have come here to watch the scheme in operation.

Miller Packs Panther Room

CHICAGO, July 6.—Glenn Miller and his orchestra opened to a packed house in the Panther Room of the Hotel Sherman last night. He is in for two weeks, then goes into the Chicago Theater. Miller presented his audience with a galaxy of old and new tunes identified with the Miller Band. Marion Hutton, swing singer, featured *Boog-It and Rhumba Jumps*, the latter with Tex Beneke, novelty vocalist. Ray Eberle, baritone, sang *Say It, Too Romantic and Polka Dots and Moonbeams*, and Maurice Purtill was featured on the drum in *Bugle Call Rag*. Band made a tremendous hit.

Lincoln, Phila., Maybe

PHILADELPHIA, July 6.—Lincoln Theater, one of the first colored vaude houses in the city and long dark, is expected to relight this fall, again featuring Harlem names. Lease, held by Morris Wax, expires next month. Philadelphia Transit Co., property owner, is dickering with Harry Slatko.

Morgan Opens K. C. Club

KANSAS CITY, Mo., July 6.—Eddie Morgan has opened a new club a block south of the city limits in Jackson County. The club, Tower Tavern, has been decorated and enlarged. Bus Moten Band, sepiá swing, on the band stand. Morgan also operates the White Horse Inn here.

New Club Near Hazleton

HAZLETON, Pa., July 6.—Peter Zalutko has purchased Evergreen Park in near-by St. Johns, on which he will construct a new night club. Zalutko formerly operated the Evergreen Park Hotel. The club is expected to open in a few weeks.

New Mobile Club

MOBILE, Ala., July 6.—William J. Potter, former national turfman, has opened a new night club at Prichard on the Jackson highway, Mobile's largest suburb. Potter is using the latest Rock-Ola and also has the dance team Essie and Hessie Grimes.

Neil House Slows Up

COLUMBUS, O., July 6.—Century Room at the Neil House shuttered Saturday (29) for the summer, reopening only for Saturday luncheon-dances, with local bands mostly.

The Romany Three have returned to the cocktail bar.

New Detroit Club

DETROIT, July 6.—Club Mar-Jo, on the Lake St. Clair waterfront, under management of John Murth, opened last week.

Opening bill headlines Frankie Connors, tenor, and Hal and May Raymond, dance team, with Ray Carlin's orchestra.

Harry Davis Leaves 411G

PITTSBURGH, July 6.—Harry Davis, long-time vaude promoter who at one time controlled most of the theaters here and was a member of the original Harris Amusement Enterprises, left an estate of \$11,000 to be divided among six former employees and insurance of about \$400,000 for his wife.

New Elkhart Club

ELKHART LAKE, Wis., July 6.—Fun-spot Club opened June 28 with Jack Rael's Ork and Vivian, songstress.

Des Moines' Only 1940 Vaude Is Hope's 1-Dayer

OMAHA, July 6.—Bob Hope and his radio show have been booked for the Orpheum Theater for one-day appearance July 14 for what may be city's only flesh during 1940.

Deal calls for five to six performances. Scale will be boosted to 55 cents matinee and 75 cents evening.

Orpheum previously played one week of vaude per month, but this idea was discontinued after January, 1940. Theater now is straight double feature.

Six More for Kaye

NEW YORK, July 6.—Six weeks of vaude dates have been set for Sammy Kaye. The tour will begin at the Lyric, Indianapolis, July 19, with the Missouri, St. Louis, following July 26; Oriental, Chicago, August 2; Orpheum, Omaha, August 9; Orpheum, Minneapolis, August 16, and the Riverside, Milwaukee, August 23. The week of August 30 will be taken up with one-night stands.

Music Corp. of America, handling the band, is lining up four weeks of dates in the East following this tour.

The Three Nonchalants, Criss Cross and Three Dancing Debs will travel with the band.

Bowery Goes 3-a-Night

DETROIT, July 6.—The Bowery Cafe, which has long been setting top records for crowds among local night spots, is shifting to three shows nightly instead of two. Former policy was one at about 9:30 and lasting till nearly midnight, followed by a show at 12:30.

New policy being tried out by Frank Barbaro is for three a night, 9:20, 10:30 and 12:30, with the second showing running longest.

New Pittsburgh Club

PITTSBURGH, July 6.—Carlo Pugliese, owner of the downtown "21" Restaurant, has taken over management of the Riviera and installed Max Adkins' orchestra.

The Riviera has had four managements in the past four years.

Acts Set for Australia

HOLLYWOOD, July 6.—Acts booked for Australia by Sam Kramer, rep for Tivoli Theater chain, include Ade Duval and Company, Germain and Joe and Kenny Brennan.

Rand Vs. "Scandals"

MILWAUKEE, July 6.—Heavy promotion has marked the appearance of two rival girl shows which opened yesterday, Sally Rand unit at the Riverside and George White's *Scandals* at Fox's Wisconsin.

The Scandals is the first stage show at the Wisconsin in five years.

Bridgeport Vaude Cut

BRIDGEPORT, Conn., July 6.—Bathing beauty contests have been inaugurated at Loew's Globe on Monday nights thru-out the summer. Vaude on those nights will be cut down to three acts.

Ben Lyon Champ Golfer

LONDON, June 29.—Ben Lyon is shining at golf as member of Vaudeville Golfing Society. He beat Donald Peers 3 to 2 for the Gillespie Cup and Michael Arnaud 2 and 1 to win Tom Arnold Bowl.

Detroit Restaurant Stunt

DETROIT, July 6.—Clever tie-up with names playing the town is drawing plenty of attention to Lester Gruber's London Chop House. Gruber's style is to head about a three-inch ad on the amusement page of the newspapers "personal" and follow with the name of the attraction in smaller type.

The rest is in personal letter style, congratulating the act or attraction and mentioning the nitery in small type at the end. Typical letter is this week's to Sammy Kaye:

"What a show! The way the crowds rock to your 'swing and sway' music is enough to shake the foundations of the Fox Theater. 'I'm no baton waver, and I'd be no good in your band-leading contest. But I can put rhythm in your knife and fork. Won't you drop in and ask our chef for his Sammy Kaye special? Cordially,

"LESTER GRUBER.
"P. S. You know . . . from the London Chop House."

Carman, Philly, Receivership

PHILADELPHIA, July 6.—Carman Theater, only film-flesh house in town, has gone into receivership, Federal Judge Welsh appointing Jay Emanuel, local exhibitor; George McHugh, attorney, and Norman P. Fernon, stockbroker, as receivers in a friendly suit brought by bondholders.

Judge also gave receivers authority to continue operation of the 2,500-seat theater with present policy pending foreclosure of a \$400,000 mortgage.

Judge Welsh's action was consented to by George T. Graves, who owns the property, and William C. Carman, of Ventnor, N. J., his father-in-law.

New Spots in Vermont

BURLINGTON, Vt., July 6.—Despite unseasonable cold weather thru-out Northern Vermont, there have been several new night spots opened the past two weeks. They include Barker's, St. Albans, Bay; Segrist's Georgia; Iodine Springs Restaurant, South Hero; Walnut Ledge, Milton; Silver Ledge, Middlesex; the Alamo, Burlington.

The Manior Lafayette, just across the Vermont border in Philipsburg, P. Q., is doing a fair business, with most of its patrons drawn from this State.

Murray Dancers Win Another

SEATTLE, July 6.—After farewell parties for Archie Loveland's band, the Hotel Olympic brought in an Arthur Murray school from New York, under direction of Peter Low and Janet Lawrence. They appear in exhibition dancing on the new Champagne Hour.

Teaching Baton Twirling

GLENS FALLS, N. Y., July 6.—To meet a demand created by the organization of student and youth bands and drum corps, Frank Carmen Cronkhite, for 35 years a batonist with minstrel shows and in vaude, plans to organize baton twirling classes thru-out this area.

Names for Hammond

HAMMOND, Ind., July 6.—A name band policy during the summer has been adopted by the Paramount Theater here, a Warner house. Already set are Jan Savitt, Earl Hines and Carl (Deacon) Moore.

PAUL REGAN
"With Malice Toward None"
This Week, ROXY THEATER, New York.
Next Week, STEEL PIER, Atlantic City.

ROLLY and VERNA PICKERT
Original Jitterbugs on Stilts
Just Completed Two Successful Weeks
At STRAND THEATER, New York
Dir.: WILLIAM MORRIS AGENCY—Frederick Elswit, Associate

Burlesque Notes

(Communications to New York Office)

NEW YORK:

JOEY FAYE, Mandy Kay and Jack Buckley, all of burly, became new principals of *Streets of Paris* at the fair June 24, relieving Abbott and Costello, who continue with their radio engagements. Faye and Kay, comics, do three burly bits in the show, *Fluegel Street, Lemon and Crazy House*, with Buckley doing straight and Gypsy Rose Lee assisting in the last. This is Buckley's first appearance here in seven years, five of which were spent at the Rialto, Chicago. His first burly contract was back in 1921 on the Columbia Wheel with *Town Scandals*, which included Ethel Shutta. Joe Lyons, another burlesquer, is doing character straight in the same fair show; Fred Sears, former show and house manager, is one of the out-front staff, and Leo Levitt, former advance man, is stage-door chief. . . . PADDY CLIFF, singer, replaced George Tuttle at the Republic June 26. . . . JERRIE MCKAY birthday-celebrated and was given a watch by Rose Collins, co-chorine, at the Eltinge June 29 and received flowers and cakes from other Kenneth Rogerettes. . . . RICHY (SHORTY) McALLISTER, comic, captured a blue ribbon at the Rumsen, N. J., dog show recently with his entry, Buzzie, a Dalmatian.

HELEN HOLMES, ex-burly dancer, opened July 1 at Jimmy Kelly's nitery. . . . CAROL HUDSON, an Ida Rose protegee out of Chicago, debuted as strip teaser from showgirl ranks at the Eltinge June 28 week. . . . RENEE DuBOIS, former showgirl, is now strip teasing at the Paddock Club, and Lovey Lane, dancer, is at the Club Harlem, Atlantic City. . . . IZZY HIRST'S new cast at the Troc, Philadelphia, June 24, is composed of Esta Alja, Harry Evanson, Louise Stewart, Billy (Scratch) Wallace, Nadine Marsh, Johnny Kane, Aylene Payne, Charles Harris, Ailene Dale, Jerry Lane and Letitia. Jack Montgomery is number producer and Johnny Kane backstage manager.

WILLIAM ZUCKERMAN, former treasurer for Max Rudnick, has taken over the Beachcomber's Inn, Long Beach, L. I. Opened July 4 week with a cabaret policy plus bathing and eating accommodations. First players include Bert Marks, Harry Rose, Jean Bedini, George Tuttle and four girls. Moe Costello to assist Zuckerman in the general supervision. . . . DOROTHY RICHARDSON, Eltinge showgirl, was a dancer in *The Enchanted Forest* during the 1939 fair. . . . JEAN CARROLL, Marie Cord, Eddie Innis, Charles Cane and Al Pharr moved into the Republic July 5. Bert Saunders and Dorothy DeHaven left for the Globe, Atlantic City. . . . MARLANE, because of her sprained leg, was forced to cancel her part in the legit play, *Great American Family*. . . . JEWEL MODE, Jean's ma, was tendered a birthday party July 2 at the Claridge Hotel by Connie Fanslau, Georgia Sothern and other friends. . . . SCARLETT KELLY opened at the Troc, Philadelphia, July 1.

VALERIE PARKS reopened at the Eltinge July 5 after a fortnight's vacation at Devonshire Pines, Mt. Pocono, Pa. . . . TEDDY UNDERWOOD, concession manager for Jacobs Bros. at the Capitol, Toledo, for the season just closed, is set for a similar post for the same firm at the Gaiety, Baltimore, for 1940-'41. . . . TAMARA opened at the Star Follies, Luna Park, Coney Island, for the Raymonds last week. . . . MARGIE KELLY and Marlane, co-featured at the Republic, are both Texas natives, the former from Houston and the latter from San Antonio. . . . ROSE LaROSE, following her Eltinge engagement, opened July 8 at the 606 Club, Chicago. . . . TINY HUFF returned from a lengthy stay recuperating from an operation in her home town, Greenville, S. C., and reopened at the Club Holland here July 8. . . . JACK SOBEL, comic, is at Schlessinger's, Loch Sheldrake, N. Y. Danny Morton, singer, also there. Arthur Morton, Danny's brother, is at Greenwood Inn, Ellensville, N. Y., and Red Lester, another comic, is at Highland View House, Parkersville, N. Y.

CHICAGO:

IN LOS ANGELES, en route to Australia, Kenny Brenna and wife, Marion La Marr, were guests of Buster Lorenzo and Marion Morgan. . . . MARION MORGAN is playing the Hill Street Theater, San Francisco, featured with Shaw and Lee. . . . MILT SCHUSTER, back from his visit to the West Coast, reports that Los

Angeles harbors quite a few old burlesquers, mostly in pictures and radio. Among them are Jimmy Coghlin, Burt Rose, Joe Devlin, Abe Reynolds, Vic Travers, Joe Watson, Ned Dandy, Lena Daley and Dotty Barnett. . . . HARRY CLEXX closed at the Rialto Thursday (4). . . . JOE DE RITA and Frank Scannel open there July 12. . . . ROSE LA ROSE opened at the 606 Club Monday (8). . . . PALACE THEATER, Buffalo, dropped burlesque July 4 and will continue thruout the summer with sex flickers. . . . ARTHUR CLAMAGE, whose Avenue Theater, Detroit, is way ahead of last season, plans to take over another Detroit theater.

FROM ALL AROUND:

NOEL CARTER, who was scheduled to head the new edition of *Bare-ivities* at Club Nomad, Atlantic City, July 4, was hurt in an auto accident en route to the seashore spot. Annette Ross did sub duty. . . . FRANK X. SILK takes over the comic lead with the stock troupe at Globe, Atlantic City. . . . SCARLETT KELLY making her first appearance in Philadelphia at the Troc. . . . MARY LORRAINE BRADLEY and Dottie Marie Bradley have opened at the Joy Theater, Houston, for an eight-week stay. . . . JACK NORMAN has opened at the Roxy, Knoxville, Tenn.

JOE YULE, comic and father of Mickey Rooney, has a part in the new Jeanette MacDonald-Nelson Eddy screen musical, *The New Moon*.

Reider Quits St. Louis

ST. LOUIS, July 6.—Sam Reider has resigned as secretary of the Wolverine Amusement Co. and manager of the Grand Theater here. The resignation was effective last Friday (28). Reider said he resigned in order to negotiate for a post at another theater.

Camden Folds for Summer

CAMDEN, N. J., July 6.—Towers Theater, which had been playing vaude all season, dropping to the three week-end days last month, closes this week. Was the only house showing flesh here. A. M. Ellis and Martin Ellis announce their house will reopen August 23, Eddie Sherman again to book the shows.

Talent Agencies

CHUCK BURNS, who operated a booking agency in Detroit for a number of years, has been released from the Grell Hospital after treatment for heart trouble. Plans to reopen his office.

STEVE GRAHAM, Philadelphia, takes Wayne Cody, known in radio as Uncle Wip, under personal management. He has built a kiddie revue around him for parks and fairs. Set for July 15 week at the Selingsgrove (Pa.) Night Fair as a grand-stand attraction.

No replacement is contemplated for MILES INGALLS, who left Music Corp. of America, New York, to go on his own, according to Charlie Miller, MCA vice-prez. Joe Sully will remain in charge of the department.

LOU GOLDBERG, head of the Major Bowes unit department, is spending a month's vacation in a Plattsburg, N. Y., camp.

CHARLIE FREEMAN will be honored at a shindig at the Astor Hotel, New York, July 23. He leaves Consolidated Radio Artists August 1 to join the Dallas office of the Interstate Circuit.

WALTER J. GLUCK, Buffalo, has booked Torchy Conroy, singer, at Casa Nova nitery here; Mickey Dennis, strip dancer, same spot, July 8; Frances Parks and Four Redheaded Debutantes, Havana Casino, July 22. At Glen Barn, Glen Park, Williamsville, N. Y., Gluck has booked the Coles, comedy team, and Mary Jane Davidson and Her Jitterbugs, now in their fifth week. . . . RAY S. KNEELAND, Buffalo, is supplying weekly floor shows of five acts for Celeron Park's Pier Ballroom.

JACK W. GORDON, Hartford, Conn., reports booking the affairs for the Barton, Conn., fire department; St. Peter's Church, Torrington, Conn., and the Bethlehem Fair Society. . . . WALLY GLUCK, Buffalo, has signed 15 acts to exclusive management contracts.

Want Burly Back On Marquee; Ops, Unions Petition

NEW YORK, July 6.—Burly house operators, in conjunction with representatives of theatrical unions, will petition Mayor La Guardia for permission to restore the word "burlesque" to theater marquees. The move was decided at a meeting held Wednesday (3) at the Astor Hotel.

The union reps and the operators claimed that the various disguises for the burlesque label, such as follies, girlie shows, didn't convey the burly idea to the visiting fireman, resulting in an annual loss of thousands.

The situation was brought about by the posting of a suspension notice to the backstage crews, musicians and projectionists at the Gaiety, Eltinge and Republic theaters. The craft unions were promised that, if the burlesque label is restored, the notices would no longer apply and that no personnel cuts would be asked.

I. H. Herk, Gaiety operator, and former president of the Mutual Wheel, indicated that the possibility of reviving the circuit depended upon the current move. Other operators said that they would reopen other burly houses if La Guardia consented to the change.

An appointment with Mayor La Guardia will be sought Monday. The move has the support of Tom Murtha, president of the Central Trades and Labor Council.

The meeting at the Astor was attended by 18 union reps and officials of the three local houses.

CLUB TALENT

(Continued from page 19)

Green Lantern, Schenectady, N. Y. . . . JOE BURNS AND DOTTIE BURNACHE draw 10 weeks at the Golden Dragon, Wildwood, N. J. . . . FOUR GOLDEN GATE GIRLS are in their fifth week at the Havana Casino, Buffalo.

JIMMY BRINK is insulating and installing an air-cooling system at his Lookout House, Covington, Ky., which means the abandoning of the spot's outdoor Terrace Gardens.

DON JULIAN AND MARJORIE, dance team, who opened at the Edgewater Beach Hotel, Chicago, Friday (28), are also conducting a Conga Hour.

BETTY AND FREDDY ROBERTS lost engagements in France and England totaling a year and a half because of the war. They have also bought a home in a French town which saw battles and are now wondering whether it's still there.

TORCHY CONROY is current at Frank's Casa Nova, Buffalo, together with Gloria Love and the Four Kewpie Dolls.

BUDDY MACK goes to the Glen Park Barn, Williamsville, N. Y. . . . HAL BRONSON is set for the Nut House, Millvale, Pa. . . . WALLY VERNON, emcee, is handling the shows at LaConga, Hollywood, doubling from the film studios.

VALLEY AND LYNNE are current at the Gatineau Country Club, Aylmer, Que. . . . DICK BARSTOW is aiding Merriell Abbott in dance production at the Palmer House, Chicago. He started a return engagement at the Empire Room Thursday (4). . . . JULES J. FREELEY is emceeing at the Miami Club, Baltimore. . . . EDDIE AND AMY, jugglers, are at the Circle Bar, St. Louis.

GILRONE AND STARR are the dancers at the Trocadero, Long Branch, N. J. JOHNNY KAAIHUE'S Royal Hawaiian Quartet, after 21 weeks at the Hotel Gibson, Cincinnati, opened July 2 at the Roosevelt, Pittsburgh, for two weeks with options. . . . THE VARRONES (Carlos and Dolores) have been held over two weeks at the West Hotel, Sioux City, Ia. DARO AND KORDA, dancers, begin at the Mayfair, Boston, July 3. . . . BRUCE R. BRUCE dance units are appearing at the Terrace Gardens, Cohoes, N. Y.; Palm Beach, Detroit, and Kasse's, Toledo. . . . MARIE JAMISON is leaving for a three-week vacation in Tennessee. . . . GAIL STEPHENSON is at the Silver Slipper, Louisville, after a run at the Club Gloria, Columbus, O. . . . CHARLES AND BARBARA are being held over for a fourth week at the Henry Grady Hotel, Atlanta. . . . THE WHITE GUARDS entertained at the Democratic State Convention, Indianapolis. Booked by the Burton Theatrical Agency, that city. . . . TONI LANE, singer, is filling a return engagement at the Mayfair Club, Boston.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

THE GREAT NICOLA, in a cable to his brother, Charles A. Nicol, of Monmouth, Ill., dated June 28, stated: "Sailing on the Matsonia July 5, arriving in San Francisco July 10, Los Angeles July 12. Am remaining on the West Coast for the magicians' convention and expect to return to Monmouth early in August." . . . QUEEN CITY MYSTICS, Assembly No. 11, SAM, last week chose the following new officers: Ronald Haines, president; Bert Gang, first vice-president; Rudy Lenzer, second vice-president; Harold F. Puff, secretary; Walter Kuhl, treasurer, and Charles Fritsch, sergeant at arms. . . . GEORGE DARBY and Co. were featured in the floor show at the Club San Diego, Detroit, last week. . . . WALLACE THE MAGICIAN is in New England as a feature of the John R. Van Arnam Radio Funmakers, one-night-stand tent show. In addition to his nightly presentation, Wallace is doing a daily kiddies' matinee sponsored by the local merchants. . . . MILBOURNE CHRISTOPHER, back in his home village of Baltimore after a delightful South American jaunt, typewrites as follows anent the journey: "Had an excellent time. Met John Moris, Professor Bernardo, Schneider and Aracpa in Buenos Aires and visited the Yankee Bazaar there, the town's only magic shop. In San Paulo, visited the shop of Peixoto, a very cordial Brazilian. He is the author, incidentally, of a thick volume on magic and magicians in Portuguese. Picked up a number of books in French, Spanish and Portuguese for my collection. On the way down I performed before the Maharajah of Indore and Fritz Mandl, Austrian industrialist and Hedy Lamar's ex." . . . LESTER LAKE (Marvelo) has left Calvert's *Egyptian Follies* and will spend the next month between his home in New Trenton, Ind., and Cincinnati. Calvert the Magician takes his unit under canvas in Illinois this week. . . . TUCKER'S MYSTERY SHOW reports good business in Northern Michigan. The three-people trick will play Wisconsin fairs beginning late in July.

DOC IRVING, whose *Miracles of Magic*, with Princess Yvonne and Baby Yvonne, is a highlight at Hamid's Million-Dollar Pier, Atlantic City, this season, was easily the biggest hit of the show presented June 28 at the annual Headliners' Dinner of newspaper men held at the resort's Hotel Traymore after making a disinterested Graham MacNamee, famous radio reporter, play stooge for him. . . . KLI BAN serves as emcee and presents his magic at Cusano's, Philadelphia night haunt. . . . THE RECENT Society of American Magicians' conclave in Chicago drew 397 registrants, instead of "a little more than 200," as recently reported. Rhode Island Assembly No. 26, SAM, succeeded in landing the 1941 convention. . . . DOC OKEY'S annual Columbus (O.) Magic Club stag picnic is set for next Saturday (13) at Doc's summer home at 7350 Sunbury road, just outside of Columbus. A \$1 per head covers everything. Harry Meyer has charge of refreshments; Joe Gregory, magic; Gus Schell, music; Jiggs Staley, games; Doc Holston, movies, and Syl Reilly, eats. . . . JACK THOMAS played the high school at Lancaster, O., June 27 for the benefit of the American Red Cross. . . . RALPH PIERCE, magician, grew a crop of whiskers to be in harmony with the local celebrations, last week and this, in Southern Idaho and Utah. In Boise, Ida., he showed for the Columbian Club, a women's civic group, afterwards doing his nifties before a visiting good-will caravan of the AAA. The whiskers came in handy at his next stop, Twin Falls, Ida., which staged a three-day celebration, where it is an annual custom for all male residents to raise beards for the occasion under the penalty of chastisement. From there he headed for more pioneer stuff at Ogden, Utah, beginning July 9. . . . RAY-MOND, after four weeks in Baltimore niteries, has transferred his activity to the Baldwin Cafe, Hagerstown, Md. . . . MARQUIS SHOW, going right thru the summer, has added Harry Meyer to the assistant staff, making four in all. At Batavia, N. Y., recently, Marquis spent an hour with Billy Russell, who presented Marquis with some branches from a tree planted in his back yard by Howard Thurston back in 1917 and from which Marquis will make up some souvenir wands for friends. Howya, Georgie, old pal?

Myhre Finds Biz Better Than 1939

FLORENCE, S. D., July 6.—Edward E. Myhre's Novelty Entertainers are in their seventh week of their 33d season under canvas, with business to date, according to Myhre, showing a considerable increase over the same period in 1939.

The show's equipment destroyed by fire last fall has been replaced, and a new 50 by 100-foot khaki, dramatic-end Rogers top, new stage settings and seats make the outfit practically new from stake to bale ring. Show makes all-week stands with talking pictures and vaude and moves on four trucks and two trailers.

Roster this year has Ed Myhre, magic and musical acts; Blanche Myhre, contortion, traps and rings; Bob and Betty Martell, sketch team; Ernest and Roxie Green, operator and tickets; Lawrence Brostrom, mechanic, and Art Michlink, boss canvasman.

Wehles Winners In Austin Suit

BIRMINGHAM, Ala., July 6.—A judgment for \$7,804.15 was returned in Circuit Court here June 29 against Gene Austin, singer and tent show owner.

Austin was defendant in a suit brought by Mr. and Mrs. Billy Wehle, who contended the singer owed them \$8,500 on a tent show allegedly purchased from them.

Vic Spouse Has Own Unit

DENVER, July 6.—Vic Spouse, well known in the tab and rep field and who recently completed a 32-week season as general representative for the Black Hills Passion Play, featuring Josef Meier, is now heading his own unit, *Hollywood Cavalcade*, featuring Frank Stanley, Western picture player, and Jean Morrow, young film player. Troupe has just finished for the Mace Circuit in Arizona and Interstate out of Dallas and currently is playing Fox houses in Colorado, heading eastward.

Almores Find True Friends When Fire Hits Equipment

King George, Va.

Editor *The Billboard*:

Life can be beautiful when you are in trouble and find so many true friends. I've always said showfolks are one big family, but never knew how that family would help each other until recently. While playing Cumberland, Va., a cook-stove exploded in our cookhouse trailer, throwing oil into a week's supply of films. Enough said. We lost trailer, truck, light plant, convertor, sound outfit, money, wardrobe and clothes—over \$3,000 loss.

Early next morning Dick Royster arrived. He offered to take our show back to his, the Royster Show, but we managed to save our tent. So Mr. Royster left and returned with a supply of films. Later the same day Mr. and Mrs. Oliver Sikes, of the Sikes Show, came to our aid. They left money with us and offered to buy us a truck, and then drove over 200 miles back to their No. 1 show, returning early the next morning with three full programs of film.

Later George Bishop, of the Bishop Show, hearing of our trouble, also came to our aid. He offered us a truck, we to repay him whenever we could. The Bob Hofeller Candy Co. sent a letter stating we would find a big order of candy and tickets at the express office prepaid. Bob said he wanted to add his bit to get us back on our feet. We've been going a good many years and had many a blowdown but never a fire before this. Of course, our home folks helped us a plenty. But the ones we want to thank with all our hearts are the kind showfolks who helped us. They were true friends in our hour of need.

MAUDE ALMORE,
Almore Players.

ATTENTION, CONTESTANTS!

Opening July 11 in Beautiful Avon Park

Entry List Closes July 13th
Desire contestants capable of conducting themselves as ladies and gentlemen that can stand prosperity and behave themselves without supervision, as this is definitely not a 24-hour show, but an entirely new 8-hour presentation.
All those knowing Johnnie Dillon and Lou Barnett contact them immediately at the Alamo Hotel, Kankakee. All others: W. WADLEIGH, Alamo Hotel, Kankakee, Illinois.

Rep Ripples

CARLTON J. WASHBURN, veteran rep and vaude performer, left Bridgeton, N. J., recently for a tour of New York State resort towns with his vaude-picture outfit. . . . BEN AND LILLIE HEFFNER, after a visit with relatives in Chicago, journeyed to Metter, Ga., last week, where on July 3 (their 24th wedding anniversary) Lillie entered the Kennedy Hospital for treatment of an old ailment. She will be there about six weeks, and old friends and showfolk are urged to write to her or pay her a visit. . . . FORREST COBB reports that Maine is panning out dandy for his combo vaude-pic trick. He is working the dance idea after the show. . . . DE FOOR'S MOTORIZED SHOW opens at Experiment, Ga., week of July 13 with new top, trucks and equipment. . . . AL S. PITCAITHLEY, of Billroy's Comedians, during the show's recent engagement at Poughkeepsie, N. Y., was entertained by Margie Mason and Larry Fitzgerald, both now out of the business and located there. Margie and Larry worked with various reps out of Kansas City, Mo., in the past.

MADGE KINSEY PLAYERS, 40-year-old Ohio repertoire organization, was the subject of "Camera Caravan," Sunday feature of *The Akron Beacon-Journal*, June 30. The feature comprised a page layout of art, showing the company in various poses and including individual shots of Dave Heminger, character man with the troupe for many years, and Otto Imig, Toby comedian. . . . MAURICE LUCKETT, pianist, who recently concluded a brief stretch with the Frank Smith Players under canvas, is vacationing with friends in a Cincinnati suburb. He was a visitor at the rep desk last Wednesday (3). . . . DOTTY FAMILY, now in Alabama with their small trick, report business on the upgrade. . . . BILLY BLYTHE PLAYERS are reported getting their share of the amusement dollar in the Vermont country. . . . FRED BRAMBLETT, who when last heard of was with Brunk's Comedians two seasons ago, is asked to communicate with his foster-mother, Mrs. I. L. Bramblett, of 9121 Byron street, Detroit, who advises that Fred's foster-father, Ira L. Bramblett, passed away recently. . . . DEN THOMPSON'S old piece, *The Old Homestead*, is being revived at Thompson's old home in New Hamp-

shire for three days this month. . . . THE SAUNDERS FAMILY, hillbilly turn, was a recent visitor on Ed E. Myhre's tent show in South Dakota. The Saunders report the season as satisfactory to date.

ROUTES.

(Continued from page 22)

Novelties, Four (Venice) Phila, re.
Nunn, Claire (St. Francis) San Francisco, h.

O'Brien & Evans (Frances) Kokomo, Ind., h.
Omen, Lester (State-Lake) Chi, t.
Osborne, Phil (Gay '90s) NYC, nc.
Owen Sisters (Barlum) Detroit, h.
Owens & Parker (Colony) Chi, nc.

Page & Mayor (Herman's Music Bar) Atlantic City, c.
Paige & Parker (Westminster) Boston, nc.
Pancho & Dolores (Glen Island Casino) New Rochelle, N. Y., ro.

Parker, Frank (Bon-Air) Chi, nc.
Parker, Eddie (Gay '90s) NYC, nc.
Parker, Gale (Town & Country Club) Milwaukee, nc.
Parsons, Kay (Queen Mary) NYC, nc.
Peaches Sky Revue (Riverside) Springfield, Mass., 14-20, p.
Pearce, Jan (Music Hall) NYC, t.
Pendleton, Buntly (Tony's Cafe Trouville) NYC, nc.

Perlee, Mildred (The Caballero) Seattle, nc.
Pessili (Tower) Kansas City, t.
Pickford, Murry (Barrel) Phila, c.
Pickard, Roy (Seaview Inn) Beverly, Mass., nc.
Pickert, Rollo & Verna (Strand) NYC, t.
Pinkus, Bobby (265) San Francisco, nc.
Pitchmen, Three (Rainbow Room) NYC, nc.
Poggi, Ygor & Grace (Palmer House) Chi, h.
Ponti, Frank (Lexington Casino) Phila, nc.
Pritchard, Fern (Evergreen Casino) Phila, nc.

Rabiner, Charlie (Cafe Society) NYC, nc.
Ralph, Leonard (Barney Gallant's) NYC, nc.
Rand, Sally (Riverside) Milwaukee, t.
Rascha & Mirka (Le Ruban Bleu) NYC, nc.
Reese Bros. (Club Bali) Phila, nc.
Regan, Paul (Rox) NYC, t.
Reyes, Raul & Eva (Waldorf-Astoria) NYC, h.
Reynolds, Helen, Girls (Loew's State) NYC, 11-17, t.
Reynolds, Margaret (Harry's New Yorker) Chi, nc.

Rhodes, Carol (Mt. Royal) Montreal, Que., h.
Rice, Don (Chicago) Chi, t.
Rickey, Jean (Northwood Inn) Detroit, nc.
Rickson, George (Chateau Moderne) NYC, nc.
Rico, Don (Villa Venice) Chi, nc.
Rijos, Luis (Havana-Madrid) NYC, nc.
Ring, Blanche (Diamond Horseshoe) NYC, nc.
Rios, Rosita (La Conga) NYC, nc.
Rives, Tubby (Club Petite) Pittsburgh, nc.
Roberts & Farley (New Yorker) NYC, h.
Roberts Troupe (Edgewater) Detroit, 15-20, p.
Roberts, Kiki (Club 15) Phila, nc.
Rochester (Chicago) Chi, t.
Rogan, Jackie (Town & Country Club) Milwaukee, nc.

Rollickers Trio (Sagamore) Rochester, N. Y., h.
Ronald & Roberta (Royal Hawaiian) San Francisco, nc.
Rooney, Pat (Diamond Horseshoe) NYC, nc.

Rosalean & Seville (Club Bali) Phila, nc.
Rose, Lila (Evergreen Casino) Phila, nc.
Rosini, Paul (Rainbow Grill) NYC, nc.
Ross Sisters, Three (Park Central) NYC, h.
Ross, Alma (Hurricane) NYC, nc.
Roth-Verdun Jitterbugs (Hi Hat) Chi, nc.
Russell, Bob (Walton) Phila, h.
Russell, Slim (Celebration) Deadwood, S. D.
Russell, Bill (Bowery) Detroit, nc.

Sadano & Donna (885) Chi, nc.
Sailors, Three (Strand) NYC, t.
Sanderson, Bill (Wonder Bar) Atlantic City, c.
Sanoff, Vera (Brevoort) NYC, h.
Sawyer, Sally (Torch Club) Canton, O., nc.
Schilling, Harry (Greystone) Mansfield, O., nc.
Scott, Margaret (St. Moritz) NYC, h.
Sebastian, John (La Vache Sur Le Toit) NYC, nc.
Seiler, Lou & Jay (Bon Air) Chi, nc.
Senior, Virginia (Summit Beach) Akron, O., p.
Shaw, Wini (Diamond Horseshoe) NYC, nc.
Shaw, Patsy (606) Chi, nc.
Shayne & Armstrong (Tower) Kansas City, t.
Sheridan, Nora (Gay '90s) NYC, nc.
Sherrick, Arthur (Jungle Club) Kansas City, Mo., nc.
Silvio & Melba (Havana-Madrid) NYC, nc.
Sittenfeld, Max (Grand Phoenix, Ariz, c.
Skelton, Red (Paramount) NYC, t.
Slim & Siam (Senator) Phila, h.
Spencer & Foreman (Cocoanut Grove) Boston, nc.
Spivy (La Vache Sur Le Toit) NYC, nc.
Spurr, Horton (Diamond Horseshoe) NYC, cb.
Stanley, Irene (Le Poissonier) NYC, re.
Stapletons (Paramount) NYC, t.
Sten, Elmore (Ervast) Hancock, Mich., nc.
Stephenson, Gall (Silver Slipper) Louisville, Ky., nc.
Stern Sisters, The (Earl Carroll's) Hollywood, nc.

Stone, Betty (1523 Club) Phila, nc.
Stone, Mary (Colosimo's) Chi, nc.
Stone & Reeves (Colosimo's) Chi, nc.
Sullivan, Freda (Boulevard Tavern) Elmhurst, L. I., nc.
Swann, Russell (Park Plaza) St. Louis, h.
Swing-Sway Revue (Beverly Hills) Newport, Ky., cc.

Tanner Sisters, Three (Royale) Detroit, nc.
Taylor, Johnny (Dizzy) NYC, nc.
Taylor, Estelle (State-Lake) Chi, t.
Tenner & Swift (Palmer House) Chi, h.
Terry, Jack (Blue Lantern) Detroit, nc.
Terry, Helen (Hi-Hat) Chi, nc.
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.
Thomas, Estelle (Chiquot Club) Atlantic City, nc.
Thompson, Oley (Elliot's Emerald) Atlantic City, c.
Thon, Valerie (Palmer House) Chi, h.
Tiebor, John, & Co. (Music Hall) NYC, t.
Tio, John (Tower) Kansas City, t.
Tisdale Trio (Coq Rouge) NYC, nc.
Toman, Jerry (Evergreen Casino) Phila, nc.
Tomak, Sid (Club Bali) Phila, nc.
Torres & Moya (Havana-Madrid) NYC, nc.
Torres, Magola & Louis (Embassy) Phila, nc.
Trinkler, Alfred (New Yorker) NYC, h.

Van & Allen (Jack Lynch's) Phila, nc.
Vance, Jerri (Leon & Eddie's) NYC, nc.
Vaughan, Virginia (Cocoanut Grove) Boston, nc.
Vaughn, Nancy (Barney Gallant's) NYC, nc.
Vaughn, George (Gay '90s) NYC, nc.
Vera, Joe (Congress) Chi, h.
Vernon, Evelyn & Jimmy (La Martinique) NYC, nc.
Vincent, Romo (Hurricane) NYC, nc.
Vincent, Larry (Harry's New Yorker) Chi, nc.
Vine, Billy (Butler's Tavern) NYC, nc.
Vizcaino, Henry (Club Gaucho) NYC, nc.

Wade, Bill & Betty (Book-Cadillac) Detroit, h.

Waldron, Jack (Club 18) NYC, nc.
Wallace, Babe (Southland) Boston, nc.
Walley, Nathan, & Edith Dustman (New Yorker) NYC, h.
Walsh, Mary Jane (Hurricane) NYC, nc.
Walton, Ted (Martin) Gowanda, N. Y., h.
Ward & Van (State-Lake) Chi, t.
Ware, Dick (Saks Show Bar) Detroit, c.
Warner, Jack & Jill (Harry's New Yorker) Chi, nc.
Wayne, Ginger (Queen Mary) NYC, nc.
We Two (Alladin) Kansas City, Mo., h.
Welch, Roberta (Mayflower) Akron, h.
Welch, Muriel (La Marquise) NYC, nc.
(See ROUTES on page 33)

One Year Ago

HAL J. ROSS, brought his Lake Charles, La., Derbyshow to a successful close on July 2 and transferred his activities to Galveston, Tex. . . . KENNY GRUWELL returned to his home in Pasadena, Calif., to undergo medical treatment for an eye ailment. . . . H. C. (TEX) JOHNSON, former walkie, was operating the Moderenne dry cleaning establishment in Portola, Calif. . . . After sojourning in Cincinnati for several weeks, PHIL MURPHY left the Queen City for Galveston, Tex., to join Hal J. Ross' new show there. . . . GENE WILLIAMS was vacationing in Lake Charles, La. . . . FRANK JANSEN and wife were still enjoying a good season with the roller derby, on which Frank was construction man.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

CHUCK PAYNE is producing a war relief show for the Red Cross at the Alabama Theater, Birmingham, Ala., his home town. Chuck recently passed examinations for the Army Air Corps and, unless plans are changed, will soon give up emcee work and walkies to move to Maxwell Field, near Montgomery, Ala., for training.

MICKEY THAYER SR. has left the endurance field and is now residing in Detroit, where he recently was promoted to sales manager of the Detroit Automotive Service Co. He says his two kiddies, Eileen and Mickey Jr., are taking up where he left off to keep the Thayer name in *The Billboard* and the endurance field. Eileen recently won the Kansas City, Mo., contest. She and Mickey Jr. recently jumped into Detroit to get a new Chev to drive to Hal J. Ross' Washington show. Mickey Sr. spied Jack LaRue in Detroit a few days ago, with the latter all set for another show soon at Eastwood Gardens in the Motor City.

LITTLE BOB NELSON pencils from Cleveland: "I believe I have a little news regarding a show that looks like a good go—Al Painter's in San Francisco. It's being opened by two gentlemen who know what two and two is. Bernie Shap-poff is leaving his younger brother with their concession service here to take in the Painter contest. I have just closed a five-week run at College Inn Grille here and am joining Bernie with my partner, who also has been working a Cleveland nitery. When you receive this we'll be en route for San Francisco and the Painter show and are quite sure of seeing what most kids have been hoping for. Bert Coffee is joining us from Detroit, where he has been working for the Pete Iodice office."

INQUIRIES HAVE BEEN RECEIVED on Phil Cris, Vance Bendol, Al Smith,

Nick Nichols, Tillie Danish, Larry Dacaratto, Gene Williams, Lou Brown, Earl Clark, Patsy Green, Wesley Bruan, Forest Bailey, Jack La Rue, Johnny Guilfoyle, Jerry Bresnahan, Wiggles Royce, Bob Turner, Slim Hanson, Blackie Latessa, Mugsy Hurley, Tim Hammack, Judy Ellis, Opal Ferdig, Billy Cain, Aline Edwards, Sammy Lee and George Walker.

BENNIE ROTHMAN, former contestant, is now located in Cleveland and wondering what's become of Patsy Paterson. Why not try *The Billboard's* mail forwarding service, Bennie?

FRANKIE AND ALICE DONATO have left the World's Fair to spend the summer at Wildwood, N. J., where Frankie is announcer at the Roller Derby, with Alice at the Frozen-Alive Show, with Bob McClure as manager. Kay McClure is working guess-your-age there, and Joe Phillips is on guess-your-weight. Johnny Lou and Lou Brown are also at Wildwood, Frankie and Alice report.

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

Waldron, Jack (Club 18) NYC, nc.
Wallace, Babe (Southland) Boston, nc.
Walley, Nathan, & Edith Dustman (New Yorker) NYC, h.
Walsh, Mary Jane (Hurricane) NYC, nc.
Walton, Ted (Martin) Gowanda, N. Y., h.
Ward & Van (State-Lake) Chi, t.
Ware, Dick (Saks Show Bar) Detroit, c.
Warner, Jack & Jill (Harry's New Yorker) Chi, nc.
Wayne, Ginger (Queen Mary) NYC, nc.
We Two (Alladin) Kansas City, Mo., h.
Welch, Roberta (Mayflower) Akron, h.
Welch, Muriel (La Marquise) NYC, nc.
(See ROUTES on page 33)

WANT USEFUL TEAM

With Dramatic or Revue experience. Others write. Can place Advance Agent, also Musicians. Standard acts coming this way, contact me. **HARRY HUGO, Mgr., Hugo Players, North Platte, Nebraska.**

WANT
Team, Sax Man and Ingenue, with specialties, Chorus Girls with specialties. Useful People in all lines. Write, don't wire, stating age, height, weight and exactly what you do.
DARL HULIT
Care Original Floating Theatre, Fredericksburg, Va.

DERBYSHOW
Joliet, Illinois, Friday, July 19th
Teams with wardrobe. Contact by letter only. Positively no one accepted until first notified. Transportation if you qualify. Address:
HAL BROWN, Lincoln Hotel, Joliet, Illinois

80% of Summer Camps Have Regular M. P. Programs

Roadshowmen still contacting counselors, with indications that others will add films to entertainment schedules during the season—sound shows dominate the field

NEW YORK, July 6.—With the summer camp season in full swing, 80 per cent of them in this vicinity are reported showing non-theatrical films. Roadshowmen are still contacting the managements and indications are that this percentage will be increased before the end of the season. An operator, who has circuits which include camps in New York, Pennsylvania and Connecticut, said that he had made most of his tie-ups on the basis that the 16mm. movies would appeal especially to children between 8 and 15 years old. In contacting the counselors, who had to pass on entertainment programs, this roadshowman pointed out that some of the pictures shown would claim special attention because they had been run before the campers were old enough to see and understand movie stories. In some instances, counselors asked for pictures eight and nine years old for this very reason.

Demand for shows this year has surpassed all records. Roadshowmen attribute this to the fact that missionary work done during the past several seasons is beginning to net results. This is given in addition to the reason that counselors are becoming more familiar with non-theatrical films and the low cost of presenting them. In camps that have movie cameras counselors are taking advantage of this and presenting shots of campers and activities. Where this is a regular policy the 16mm. shows are serving a dual capacity.

An important point stressed by roadshowmen in presenting their selections for the season is that the movies will be viewed for the first time. With this fact in view the film has entertainment appeal as well as educational value, for the audience is able to see the changes that have been transpired in the movie field.

Sound films are being used almost exclusively at camps, it was said.

Five Coney Spots Shown Old Timers

CONEY ISLAND, N. Y., July 6.—Old-time movies are being shown at five local spots and attendance at each is reported exceeding expectations. The shows at one spot are free.

The spots include Ye Olde Time Movies, now in the third season at Feltman's Arcade; Old-Time Movies, in second season at Stauch's; Leventhal's Movies, second season on Boardwalk; Luna Park and Bowery Barn, which have started shows within the past two weeks. The Barn, a bar and restaurant, does not charge admission.

At Ye Olde Time Movies, operated by

AMBITIOUS MEN

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ROADMEN, ONLY TEN DOLLARS Attention!

per WEEK for a complete 16mm sound movie show. Large selection. Perfect Prints. Send for our "Roadshowmen's Special" today.

INSTITUTIONAL CINEMA SERVICE, Inc.
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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN,
192 City Tattersalls Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

Jack Stern and Jack Starr, specially edited and local newsreels make up the programs. Arthur Burling, at Stauch's, has a different show twice weekly, as does Bernie Leventhal, who this week is showing *The Lost World*, and William S. Hart in *Knight of the Trail*. Bowery uses shorts, and Frank Garto at Luna Park is offering a Douglas Fairbanks film.

All spots rent.

Roadshowmen Film School Events; Get 1940-'41 Bookings

UNION CITY, N. J., July 6.—Because they made movies in addition to their other roadshow activities, Arthur Daly and Francis Ring netted an unusually good take to pull down the curtain on their season of showing in schools. They also secured bookings for the 400-foot movie they produced for next fall and many publicity stories in the newspaper covering their territory.

Called to shoot scenes of the annual marble tournament sponsored by *The Jersey Observer*, Daly and Ring devoted 200 feet to this event. The remaining footage was of a field day under the publication's sponsorship in co-operation with the school board. Film cost, titling and process placed the cost of the production at \$25, which was paid by the newspaper. Roadshowmen also shared in gross receipts at the showings held in Roosevelt Grammar School. Much publicity was given the events in the daily paper and on school bulletin boards. Program was supplemented with *Coney Island*, *Fresh Water Fishing*, *Romeo and Juliet* and *Pirate Ship*. So much favorable comment was created by the show that Daly and Ring have been engaged to shoot the events next year and to show this same program at other schools when they open in the fall.

Plan is under consideration to do future jobs in color.

New and Recent Releases

KIDNAPPED IN A CARRIAGE, released by Irving K. Meginnis. The earliest American gangster film, produced in 1905. Story of police in a desperate fight to save the heroine are trapped in the villain's den. Silent. Running time, 15 minutes.

SAVING THE MORTGAGE, released by Irving K. Meginnis. A 1906 film of the gas-light melodrama, *The Old Homestead*, with the son returning with the needed cash in the nick of time. Complete with stereopticon slides on the film. Silent. Running time, 15 minutes.

LOVE VS. THE VILLAIN, released by Irving K. Meginnis. A hiss-the-villain type of 1909 nickelodeon with the beautiful girl's efforts to escape her fate and find true love. Silent. Running time, 15 minutes.

MERCY PLANE, released by Pictorial Films, Inc. Stars James Dunn, with Frances Gifford, Matty Fain, William Pawley and Forbes Murray. Story deals dramatically with a group of airplane thieves who when they purloin the mystery ship which Dunn is scheduled to test run into trouble. Running time, 65 minutes.

TEXAS RENEGADE, released by Pictorial Films, Inc. Stars Tim McCoy, with Nora Lane, Kenneth Duncan and Harry Harvey. Story of law-

Admission Over 20 Cents? Then It's Subject to Tax

WASHINGTON, July 6.—Roadshowmen who charge admission of more than 20 cents are subject to the new Defense Revenue Tax which went into effect July 1. New tickets for admissions affected are necessary in accordance with U. S. Treasury regulations.

New tickets must be provided, but where this cannot be done immediately, tickets on hand must be overprinted or overstamped to show established admission and tax.

lessness at Rawhide, Tex. Running time, 62 minutes.

INVISIBLE KILLER, released by Pictorial Films, Inc. Cast included Gracie Bradley, Roland Drew, William Newell and Boyd Irwin. Melodrama built around war between civic reformer and gambling syndicate. Running time, 65 minutes.

SAGEBRUSH FAMILY TRAILS WEST, released by Pictorial Films, Inc. Features Bobby Clark, 13-year-old world's champion junior cowboy, with Earle Hodkins, Nina Guilbert, Joyce Bryant and Minerva Uregal. Depicts with understanding and realism what befalls a typical American family seeking a new start in the West. Running time, 65 minutes.

HITLER, BEAST OF BERLIN, released by General Films, Ltd., in Canada. Based on Shepard Traube's story, one of the most revealing stories ever written about the average householder in the Third Reich. Stars Roland Drew, Steffi Duna and Allan Ladd. Running time, 84 minutes.

AGVA PICKETS

(Continued from page 3)

none to the agent. Agents here feel they are protected by a State law.

NEW YORK, July 6.—AGVA signed Bill O'Brien's *Ice Vanities* revue in Chicago this week, according to Phil Irving, AGVA's New York local head. Contract calls for \$75 a week for principals and \$50 for chorus dancers.

Within two weeks AGVA will permit a \$45 minimum for the chorus should the management prove that business is "below par."

PAN REIS REPORT

(Continued from page 3)

of reorganization. The AEA and Chorus Equity have made public individual financial statements, and tho the Four A's indebtedness to AEA and SAG has been repeated frequently in the press, International President Gillmore said that there was no Four A's financial report which could be released as such. Four A's money matters, he said, were incorporated in the individual reports of member unions, and could not be released unless each member consented.

Equity's committee is reported to be further along in the deliberations on the Reis report, and will probably turn over its findings to its Council Tuesday (9). AFRA reports that delay in receiving a copy of the report has held up its conferences.

SAN FRANCISCO, July 6.—A board of trustees to supervise administration of the sick and welfare fund has been made

All But Hepburn

PITTSBURGH, July 6.—It its first year, a program broadcast from the Nixon backstage presented every star appearing in the legit shows except Katharine Hepburn, who not only refused to talk over the air but also ordered interviewer Walt Framer out of the dressing room.

The series, carried by WWSW in a deal that gave the Nixon the time gratis but had Manager Harry Brown pay Framer, presented George M. Cohan in his first ad lib. radio appearance, Helen Hayes saying "Hello. I'm so tired," because her Campbell's Soup contract forbade her to appear in any dialog interview, and a rain-check appearance of Maurice Evans, whose scheduled broadcast from backstage was postponed a half day when his two dogs ate up the wire leading from the microphone to the plug-in.

46th YEAR

The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Co.
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A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, Main 5306. Cable Address, "Billbyboy," Cincinnati, O.
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SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING — Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.



Vol. 52 JULY 13, 1940 No. 28

by the local affiliates of the Four A's. The members and the organizations they represent are Theodore Hale, Equity; Lucien Tobin, AFRA, and Don Santo, Don Francisco and Phillip Palmer, AGVA.

AFRA Files With NLRB

DETROIT, July 6.—American Federation of Radio Artists filed a petition with the NLRB last week asking for certification of AFRA as bargaining agent for WWJ. Hearing is expected to be held during July.

"We claim a strong majority in all units of the station," James Porter, AFRA field rep, said. "The only question is over the appropriate bargaining unit, and the station management seeks to divide the free-lance artists from station artists, which we are unwilling to accede to."

WWJ differs from other typical local stations in having a number of players technically considered as being on a free-lance basis.

Farnsworth Del. Charter

WILMINGTON, Del., July 6.—A corporate charter has been granted at the State Department in Dover to the Farnsworth Television and Radio Distributing Corp. to deal in radio receivers, television receivers, etc.

Capitalization is 100 shares, no par. The incorporators listed are Howard A. Seitz, Brooklyn, N. Y.; Sanford H. Bolz, North Bergen, N. J., and Lloyd S. Snedker, New York.

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old-timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write Today!

THE ROADSHOWMAN
25 Opera Place, CINCINNATI, OHIO

The Final Curtain

AMBROSE—James M., 70, minstrel man and promoter, June 20 in Cleveland after a short illness. He leaves his wife, a son, two sisters and a brother.

AYRTON—Randle, 70, British actor, manager and producer, May 28 at the College of Drama, Stratford-on-Avon, England. His first stage appearance was under George Alexander, later playing with Osmond Tearle and toured with Sir Frank Benson's Shakespearean company for many years. Ayrtton joined the Stratford Festival Co. in 1924 and toured with it thruout the United States and Canada. In 1937 he founded the College of Drama.

BAERER—Mrs. Laura Zurnieden, 83, concert singer, July 4 at Poughkeepsie, N. Y. She leaves her husband, Henry Baerer.

BAILEY—George W., 62, owner of Wilmington Theaters, Inc., Wilmington, N. C., June 30 at Wrightsville Beach after having been in failing health for some time. Bailey had been a resident of Wilmington for the past 20 years, going there from Asheville, N. C., where he managed the Auditorium Theater, to manage the Academy of Music for the late S. A. Scloss. He was owner of the Carolina, Royal and Bijou theaters in Wilmington and several months ago had started work on the erection of a new theater there, the Colonial. Surviving are his widow and two daughters.

BENTON—Elizabeth, formerly in vaudeville, May 31 in Los Angeles. She was a sister of Anna De Koven, who has a novelty vaude act.

BEVANS—Alfred Elizar, 69, in Danbury Hospital, Danbury, Conn., June 28 from a stroke and internal hemorrhage. He was a former actor and ventriloquist and organizer and director of Bevan's Band. He was proprietor of Al Bevan's Inn, Danbury, and held the office of State fire warden, being the oldest fire warden in Connecticut.

BILLS—Grove J., 66, orchestra leader, found dead recently in his room at Hotel Burke, Marquette, Ia., of a cerebral hemorrhage. A brother, R. Bills, leader of the Farmersburg, Ia., band, survives. Services July 1 at McGregor, Ia.

BOTZUM—Albert P., 66, president and treasurer of the Botzum Theaters Co. and one of the oldest and best known exhibitors in Eastern Ohio, July 3 in St. Thomas Hospital, Akron, after a lingering illness. Survived by his widow, Mrs. Ella Botzum; a son, Albert; two daughters, Mrs. Virginia Haley, of Cleveland, and Mrs. Robert Ahern, of Akron; two sisters and a brother, Harry. Services in St. Sebastian's Church, Akron, July 6, with burial in Holy Cross Cemetery there.

BRANDT—Mrs. Louise Wooley, mother of Mrs. Thomas E. Lake, well-known contralto soloist, suddenly in Stratford, Conn., June 29.

BRAZIE—Mrs. Minette, 37, secretary of Actors' Equity Association in Los Angeles, June 23 accidentally from gunshot wounds.

BRECKA—Louis, 45, suddenly in Chicago June 18. For 20 years he had been a film exhibitor and owned several theaters in Chicago. He leaves his wife.

BURNHAM—Arthur P., one-time member of the old Classic Quintet Concert Co., predecessor of today's Ringling Bros.' circus, June 27 in a Madison, Wis., hospital. Burnham served as advance man, purchasing agent and snare drummer

with the old company, which played opera houses in Southwestern Wisconsin and East-Central Iowa during the winter of 1874-'75. Al Ringling, oldest of the Ringling brothers, headed the company.

CHAMBERS—Oscar (Happy), 62, former well-known blackface and tramp comedian, in Ball Hospital, Muncie, Ind., June 25 after a brief illness. Deceased trouped for 25 years.

CHAPMAN—Edith Winifred, 60, Windsor, Ont., musician, June 26 at her home there. Her husband and three children survive. Interment in Windsor Grove Cemetery.

CRAVATH—Paul D., 79, president of the board of directors of the Metropolitan Opera Co., July 1 at home in Locust Valley, L. I., from a heart attack. He was influential in bringing about the broadcasts of operas by the National Broadcasting Co. He leaves his wife, Agnes Huntington, an operetta performer, and a daughter.

CURTIS—Joseph, with Cole Bros.' Circus, suddenly in Troy, N. Y., June 28.

DAVIS—William D., 44, manager of Triangle Theater, Pittsburgh, after an illness of eight weeks in Aspinwall Veterans' Hospital there. Survived by his widow, Mrs. Trena Heffner Davis; two daughters, Gloria and Lois; his parents, Mr. and Mrs. Sherwood Davis, and a sister, Mrs. Maude Delaney. He had been in the theater business 25 years.

DOWNEY—Mary L. (Power), 81, one-time concert soprano and for 30 years a member of St. Paul's Church choir, in St. Vincent Hospital, Worcester, Mass., June 25. In addition to her choir work she was a member of the Worcester Festival Chorus and taught piano and voice. She and her husband, the late Daniel Downey, in 1894 presented for the first time in Worcester Rossini's *Stabat Mater*, in which Mrs. Downey sang all the solos. She leaves a son, Dr. George C. Downey, Worcester, and a daughter, Mrs. Louis E. Tully, of Upper Montclair, N. J. Private services at her home, with burial in St. John's Cemetery, Worcester, June 27.

EDWARDS—Samuel, employee of American Record Corp., Scranton, Pa., for many years, June 22 in Bridgeport, Conn. He leaves his wife and four children. Funeral June 25, with interment in Scranton.

FINK—Charley, 66, who for more than 40 years operated boats at Buckeye Lake, O., July 1 at the home of a sister there. He also operated boats at Custer Point on the lake. A sister and a brother survive. Burial in the Lutheran Reformed Cemetery, Thornville, O.

FITZGERALD—W. D., theatrical manager, July 3 at Waterbury, Conn.

FLYNN—Mrs. Hermine T., 28, wife of Peter Flynn, owner and manager of the Legion Theater, White Haven, Pa., June 29 at a Philadelphia hospital after a nine-month illness.

FOREPAUGH—E. J., 66, grandson of Adam Forepaugh, who with his brother Charles founded the Forepaugh Circus, recently at his home at Trevoise, near Philadelphia. Deceased traveled for years with the circus, later becoming associated with Robert M. Green & Sons, manufacturers of soda fountain equipment. Services in Langhorn, Pa., with burial in West Laurel Hill Cemetery.

GATELEE—John F., 51, Eastern United States and Canada representative of the International Alliance of Theatrical Stage Employees and Motion Picture Operators and former president of the Massachusetts State Federation of Labor, suddenly June 20 while on a fishing trip at Moosehead Lake, Me. He leaves his wife, a son and two daughters.

GRAVILLE—Max, colored air show performer, June 23 at Western Avenue Airport, Los Angeles, when his chute failed to open.

GRAY—Earl (Buddy), 20, radio actor, June 16 after a long illness in Calgary, Alta., Can. He had appeared in radio plays since he was five. He leaves his parents, a sister and a brother.

HACKATHORNE—George, 44, motion picture character actor, June 25 in St. Vincent's Hospital, Hollywood, after a long illness. Hackathorne played juvenile roles in stock companies and once had his own singing act in vaudeville. Most of his film work was during the silent era. His last screen appearance was that of a soldier in *Gone With the Wind*.

HALLER—Gene, 30, advertising salesman, known in show business, June 14 in Kansas City, Mo. Survived by his widow, Lillian; a daughter, Joanne, and his mother. Burial in Monett, Mo.

HELMORE—Walter, playwright, June 4

in Herefordshire, England. He wrote sketches and collaborated on plays.

HENDERSON—Mrs. J. E., 45, composer and musical director, June 29 at St. Mary's Hospital, Brooklyn, after a long illness. Among her compositions was the *Jackson-Hamill March*. She leaves her husband, a daughter, a son and two sisters.

HILL—Francis W., 79, since 1925 president of Penobscot and Piscataquis Fair Association, Exeter, Me., and treasurer of the Maine Association of Agricultural Fairs, June 27 at his home in Bangor. He had been ill several weeks. He had been active in management of the fair, which before incorporation in 1925 was known as West Penobscot Agricultural Society for 50 years. Since 1930 he had been vice-president and a director of Eastern Maine State Fair, Bangor. Survived by his widow. Services June 29.

HOEFELMEYER—Joseph J., 53, Michigan ride owner, known to many showmen and concessioners, of heart attack June 28 in Muskegon, Mich. He had been in outdoor amusement business for the last 20 years, during which time he had become widely known as a successful corn game operator, having for years worked many fairs, celebrations and in parks in Michigan. In recent years Hoefelmeier owned and managed several riding devices which played fairs and celebrations in Michigan. He was born in Ravenna, Mich. Survived by his widow and a son, J. Paul, who has been associated with his father in the ride business. Services at the St. Joseph Catholic Church, Muskegon.

JOHNSON—Mrs. Eliza, 68, mother of Mrs. Roy Gray, of the Texas Longhorn Show, at her home in Indianapolis June 19. Burial in Floral Park Cemetery, Indianapolis.

JOHNSON—Albert W., 49, former general superintendent of Lakeside Amusement Park, Denver, June 21 at his home in that city.

JUDELS—Jules, 66, rehearsal master of the Metropolitan Opera, committed suicide July 3 at his home in New York. Judels was connected with the Metropolitan for 49 years. He leaves his wife.

JUIT—Joseph F., 23, musician and orchestra leader, June 23 in a canoe accident in Georgian Bay, Canada. His father survives. Interment in Mount Olivet Cemetery, Detroit.

KEEL—Virgil P., 59, show horse trainer, of heart disease at his home in Gainesville, Tex., June 24. Keel was reputed to be the first man to train show horses in Texas and won many championships at the Fat Stock Show in Fort Worth, the State Fair Horse Show in Dallas, and others in Oklahoma City, Tulsa and Kansas City, Mo. He trained Kismet, the first horse to jump an automobile loaded with passengers, and after retiring from the ring acted as judge for many horse shows and broke the Riding Keels, five-people bareback act which appeared in the Gainesville Community Circus from 1930 to 1935. Since 1936 he had been employed as a live-stock inspector by the State Agriculture Department in Texas. Survived by his widow, Mary Ellen. Burial in Fairview Cemetery, Gainesville.

KROUSE—Jacob M., one-time operator of the Ephrata Theater, Ephrata, Pa., June 26 at his home in Lancaster, Pa., after a long illness.

LAUNSBURY—Louis D., in Trufant, Mich., June 17 of coronary thrombosis. He was ill only a few hours. Survived by his widow.

LITTLEBEAR—Mrs. Madeline, 80, former dancer, July 2 in Chicago. She originated the dance known as *The Girl in Red* at the 1893 Chicago World's Fair.

LITTLEJOHN—T. P., vet showman of Troy, Ala., and owner-operator of Thomas P. Littlejohn Shows for many years, dropped dead at Thorsby, Ala., July 4. In addition to his interests in outdoor show circles, Littlejohn also devoted much time to promoting and managing fairs in the South. A sister and one daughter survive.

LOWRY—William Sharon, 40, formerly with Hennies Bros.' Shows, at his home in Dallas June 19 after a two-month illness. A member of Hennies Bros.' Shows until two years ago, Lowry was a traveling representative of a Dallas business college at the time of his death. His widow, Mrs. Velma Lowry; father, L. B. Lowry; two brothers and two sisters survive. Burial in Laurel Land Cemetery, Dallas.

LUDINGTON—Dr. Nelson A., 61, father of Mrs. Raymond Massey, June 26 in New Haven (Conn.) Hospital.

MCCORMACK—Thomas J., 31, singer, June 27 in New Orleans.

MENATT—William, 88, a clown with the old Barnum & Bailey Circus for several years, June 30 at the Hillcrest Home, Hiawatha, Ia. Survived by four sisters, Mrs. Rose Guthrie, Mrs. Ollie McMullen, Mrs. Cora Fitzmeyer and Mrs. Della Roe.

MARQUETTE—Charles D., 62, former manager of Hotel Traymore, Atlantic City, and president of the Atlantic City Hotelmen's Association, June 29 from a heart attack in the lobby of the Bellevue-Stratford Hotel, Philadelphia. He gave many performers their start, having many close friends in the theatrical profession. His wife, Catherine, survives.

BARBARA (BABE) KRESSMAN McINTYRE

2 Years Ago July 14th

What happy days we once enjoyed
When we were all together,
But oh! how changed it is now
Since you have gone forever.

Sister—LOUISE PICKENS
Pal—ALYNE POTTER MORENCY

MILLER—James, 70, actor and showman for over 50 years, at his home in Chickasha, Okla., June 17. Miller had parts in shows starring Lillian Russell and during his years in vaude had appeared with some of the top names in vaudeville. At one time, with his wife and children, he formed his own touring stock company. The past nine years he had been employed by the Griffith Amusement Co., Chickasha. Survived by his widow, two daughters, Dorothy and Mrs. L. S. Dale; two sisters, Mrs. John Harmon and Mrs. May Markham, and a brother, W. H. Miller. Burial in Rose Hill Cemetery, Chickasha, June 19.

MODJESKA—Ralph, 79, prominent bridge builder and son of the late Helena Modjeska, famous tragedienne, June 26 at his home in Los Angeles, where he had resided since retiring five years ago. Deceased was also a pianist of ability. Survived by his widow; a son, Charles, of Philadelphia, and a daughter, Mrs. Sidney Patison, of Tucson, Ariz.

MULTER—William W., 45, former opera singer, suddenly June 20 at Nesbitt Memorial Hospital, Wilkes-Barre, Pa. He had appeared with the Philadelphia Grand Opera Co. and the Philadelphia Symphony Orchestra.

MURPHY—Thomas J., for many years (See *FINAL CURTAIN* on page 67)

Marriages

ANDERSON - RUSSELL—James Anderson, of Barkoot's cookhouse on Art Lewis Shows, and Marian Russell, of Dot Lane's Follies on the same organization, June 21 in Plymouth, Mass.

BEATY-GRAGOUSKI—Charles Beaty, usher at the Loew-Poli-Globe Theater, Bridgeport, Conn., and Loretta Grabouski, in charge of the candy concession at the theater, in Bridgeport June 24.

BLALOCK-McKNIGHT—Ralph Blalock, purchasing agent for Wilby - Kinney Theaters, Atlanta, to Margaret McKnight, of Spartanburg, S. C., June 18 at the Little Church Around the Corner, New York. Mr. and Mrs. Blalock will make their home in Atlanta.

BORROW-BARON—Mort Borrow, chief engineer at Station WPEN, Philadelphia, and Harriet Baron, nonpro, in Philadelphia June 25.

CAWLEY-QUINLAN—Joseph Cawley, assistant manager of the West Side Theater, Scranton, Pa., and Mary Quinlan, cashier at the Riviera Theater, Scranton, Pa., in Scranton June 29.

EDWARDS - LOOMIS—Charles W. Edwards and Rosemary Loomis, both of the C. F. Zeiger United Shows, in Basin, Wyo., June 29.

ELLIOTT-COBLER—W. W. Elliott, projectionist at the Classic Theater, Watertown, Wis., to Beatrice N. Cobler June 25 in Watertown.

HARVEY-DeWITT—Chic Harvey, former circus, dramatic and vaudeville performer, and Mrs. A. DeWitt, in St. Peter's Church, Niles Center, Ill., June 18.

IRBY-BARLES—Bud Irby, assistant to George Smith, operator of Casino Park on Lake Worth near Fort Worth, Tex., and Bernice Barles, stenographer in the park office, in Weatherford, Tex., June 15.

LAUX-GETZENDANER—John Laux, Chicago lawyer, and Eleanor Getzendaner, jumping-horse rider and owner of Gantry, blind jumper, recently in Chicago.

LEVINSON-WISPER—Donald Levinson, nonpro, to Sadie Wisper, sister of Lew Wisper, head of W. & W. Theaters, (See *MARRIAGES* on page 59)

Ben Turpin

Ben Turpin, famed cross-eyed comedian of the pre-World War era, died of heart attack at his Hollywood home July 1. He was born in 1869 in New Orleans and began acting in the window of his father's candy store, where he pulled taffy.

He started in the movies more than a quarter of a century ago, moving up from burlesque and vaudeville. He frequently played with Charlie Chaplin, Roscoe (Fatty) Arbuckle, Mabel Normand and other early-day celebrities. Turpin, who claimed to be the "best" 108 somersaulter in the world, made such somersaults and himself popular because he didn't come out of them on his feet, but on his face or head.

He went west in 1914 and soon was working in Mack Sennett's Keystone comedies. He appeared last year in *Hollywood Cavalcade*.

Turpin had been suffering from asthma for several years and the day before his death suffered a stroke. At his death he was living in retirement with his wife, whom he married in 1926, at their home in Hollywood.

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

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

GOLDEN GATE

INTERNATIONAL
EXPOSITION

SAN FRANCISCO May 25 to Sept. 29



Week-Day High Is Attained Day After Explosion

NEW YORK, July 6.—Biggest news of the week was of catastrophic proportions linked with the international situation. A bomb discovered in the British Pavilion on the Fourth of July, which was carried out and later exploded back of the Polish building, killed two police detectives instantly and threatened the lives of two others in one of the most horrible incidents on record. A multitude of investigations was started and high rewards posted for the perpetrators of the vicious crime—a crime which all but shoved war news from star positions. Several policemen were severely injured, with two not expected to live.

Although a panic was averted, the situation caused the World's Fair management to fear an effect on attendance, but yesterday's 1940 week-day high of nearly 140,000 on the second of the four-day holiday skein does not justify this pessimism. It was freely admitted, however, that general interest in the foreign zone would suffer, not to mention direct effect on the British building. All structures, especially those in the international area, are being closely guarded.

Past week's paid gate ending last night came thru with a record seven-day, just short of the million mark. Monday, Tuesday and Wednesday were 1940 high-mark days, last named being current season's best non-holiday week-day. Daily average is now crowding 95,000, an up of about 5,000. Analysis of the first eight weeks' gate is given in an accompanying chart.

July Fourth's 214,149 was only about 500 short of last year's holiday gate. Friday's mark is the best for that day in two years excepting October 27, last Friday of the '39 run when kids were admitted for a nickel.

Harvey Gibson Dined

Benny and Betty Fox, free-act Sky Dancers, staged a dinner for Board Chairman Harvey D. Gibson yesterday in Washington Hall on the midway. Among guests were Frank Buck, Albert Johnson, Morris Gest, Al Shaffer; Harold (Wandering) Smith, Mayor of the Midway; Peg Willin Humphrey, Maxwell Harvey, Joe Upchurch, Leo Casey and George P. Smith Jr. Mr. Gibson was presented with a portrait of himself.

A 3-30 performance has been added to *American Jubilee* owing to "sharply increased" revenue this week at the expo-sponsored musical.

Gus Chan, talker on Tibet here last year, who started at the Chinese Temple at the GGIE in San Francisco, arrived in

The First 8 Weeks

Week	Paid Gate	Daily Aver.
First	553,630	79,090
Second	589,492	84,213
Third	623,956	89,136
Fourth	801,315	114,445
Fifth	557,240	79,606
Sixth	623,329	89,047
Seventh	646,969	92,424
Eighth	918,254	131,179

Totals 5,314,185 94,896

Best day, Sunday, June 2: 378,769. Best Saturday, May 18: 229,453. Best week-day (non-holiday), Friday, July 5: 139,762. Best week, eighth: 918,254. Best week-end, June 1-2: 535,052. Days above 100,000: 17; above 200,000: 4; under 50,000: 19. Best holiday, Thursday, May 30: 317,058. Week with most days above 100,000, eighth: 4. Best Monday, July 1: 85,101; best Tuesday: July 2: 88,262; best Wednesday, July 3: 98,653; best Thursday, June 27: 94,806.

Paid Attendance

(Eighth Week)

Saturday, June 29	126,511
Sunday, June 30	165,816
Monday, July 1	85,101
Tuesday, July 2	88,262
Wednesday, July 3	98,653
Thursday, July 4	214,149
Friday, July 5	139,762

Total 918,254
Previously reported 4,395,931

Grand total, first 8 weeks... *5,314,185
First 8 weeks, 1939..... 6,764,818

1940 decrease 1,450,633
*Daily average 94,896

this week and went to work on the Gay New Orleans front.

Johnny Baker, on front of Sheridan's Magazine Covers, is scheduled to leave to make fairs.

Sonja Henie and Dan Topping, who were married on Thursday, and Miss Henie's manager, Arthur Wirtz, were guests of Al Shaffer at Winter Wonderland on Tuesday.

Next Saturday the Radio City Music Hall Rockettes, Lucille Manners, Jan Pearce, the Three Pitchman and the Rockefeller Center chorus of 200 mixed voices will appear at the fair to help celebrate Rockefeller Center Day, with elaborate ceremonies planned in the Court of Peace.

Unofficial information has it that one of the major attractions will undergo reorganization in the next two weeks. Attraction in question, while one of the best for the money, has been n.g. on turnover. An official said that disclosure of the name "would prove embarrassing" if revealed at this time.

Paid attendance at 6 o'clock today was 125,200.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, July 6.—In case anyone is wondering where the expo's former publicity director is—that would be Perley Boone—he's head herder for the Military Training Camps Association of the U. S. A., headquartered in town. Don't forget to put Joseph (Pop) Dever, superintendent of the General Motors exhibit, in your book as a top showman. Incidentally, Ed Pillon, at Winter Wonderland last year, is attached to GM now. Stewart (Eddie) Tait, the Philippine showman, was a visitor, making the rounds with Harry Hargrave and others. One of the more effective decorative features in Gay New Orleans are illuminated toy balloons installed by Toy Balloon Co. The lighting method is ingenious. Running time of *Streets of Paris* has been extended by Joey Faye's insertion of his *Floogle Street* skit. When Whitey (Jo Jo) Harris, clown of the Goodrich-Lynch arena, was incapacitated by an injury a week ago yesterday Jimmie Lynch himself stepped into Whitey's shoes for a while and followed all cues.

The trade is wondering how Ripley's Odditorium will fare under the new Defense Tax set-up, which makes this 40-center a 44-cent attraction now. It's a comparatively fancy price, especially in view of availability of major shows at an identical tab or less, but General Manager Frank Zambreno is a shrewd showman and must know what he's doing. He has been associated with Ripley-tagged enterprises since the Chicago World's Fair of 1933. Building in use here by the Odditorium was originally put up by Dufour & Rogers for their Strunge as It Seems, an air-conditioned (See *FLUSHING FRONT* on page 32)

Defense Tax Is No Handicap to Gayway Biz

SAN FRANCISCO, July 6.—Business at the exposition held up amazingly this week despite the new government defense tax which went into effect on July 1. Actually, operators of a majority of shows reported biz better than any previous week since the fair opened.

This is understandable because of the record crowd on July 4, many of whom came with coin-loaded jeans. All shows with a gate of 25 cents and higher levied the tax on customers, with the exception of Billy Rose's Aquacade and America-Cavalcade of a Nation.

Folies Bergere raised its 25-cent seats to 28 cents and absorbed the tax on the higher-priced seats. Cavalcade, being an exposition-operated attraction, was tax exempt. Ripley's Odditorium upped prices to 44 cents. Elysium and Sally Rand's Nude Ranch were getting 28 cents.

Liquor consumption spots were in a state of confusion to some extent. A few were selling 25-cent drinks for 30 cents, while the majority absorbed the tax to retain their volume.

World a Million Years Ago reopened Monday for a dime admission. Show had previously been getting 25 cents, but drawing power was poor. Benny Rogers is manager. Dallas McLean, attractionist at Ripley's Odditorium, was informed Tuesday of the death of his father at Rogers, Tex.

Henry R. Sanders is now managing Terrell Jacob's African Jungleground, assisted by Jack Bursleson, formerly with Tom Mix, Sells-Floto and Ringling shows. Camp has added Ray Courtright's movie dogs and Dale Harnett's elephant act.

Mrs. Nat Green, wife of *The Billboard* representative at Chicago, was a visitor during the week, being shown around the grounds by Mack Bybee, of Ripley's Odditorium, and Mrs. Bybee.

President Marshall Dill and General Manager William W. Monahan announced they will confer next week with the expo's executive committee about extending the run one month beyond the set closing date of September 29. All departments are showing a profit, they said, and the exposition stands to show a greater profit, on the basis of investment, than any second year fair in history.

The 2,000,000th visitor is due today, tho pre-fair estimates were that only about 1,250,000 would have attended by July 6. Attendance since the May 25 opening is about 400,000 above comparative figures for 1939.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, July 6.—Fountain of Youth Show has reduced admission from 25 cents to 10 cents. An immediate upward trend in business was evidenced. Mrs. Cliff Wilson arrived from the North for a visit with her daughter, Clover, who is operating the Monster Show. Mrs. Wilson brought along two electric eels which will be placed on exhibition in the show. The "tiniest baby of all," which drew crowds to the Incubator Show, has passed on. It weighed 22 ounces and for a few days 'twas thought it had an excellent chance to survive. The surprise show, *The World a Million Years Ago*, has sprung a double surprise, first by topping the Gayway on opening day and then by folding like a pair of scissors on the night of June 23. The story is that there were too many fingers in the pie—Messmore & Damon, who owned the show material; Nicholson & Dunn, who owned the building; Ad Vollmann, who made the deal; the expo in

(See *GLEANINGS* on page 64)

Paid Attendance

Thursday, June 27	30,779
Friday, June 28	29,116
Saturday, June 29	55,725
Sunday, June 30	81,503
Monday, July 1	25,952
Tuesday, July 2	32,829
Wednesday, July 3	31,754
Thursday, July 4	130,641

Sixth week total 418,299
Previously reported 1,487,889
Grand total, first 41 days... 1,906,188
First 41 days, 1939..... 1,430,540
1940 increase..... 475,648

Appreciation Gifts Go to Eddie Brown

SAN FRANCISCO, July 6.—New York and San Francisco friends of Eddie Brown, Gayway mayor, expressed their appreciation of his services in their behalf in a substantial manner when they surprised him this week with the presentation of a new Chevrolet and a \$1,000 check.

The presentation was made by Louis Lurie, a member of the exposition's board of directors; Nate Miller and A. L. (Red) Vollman on the Cavalcade of a Nation set.

Brown has been on the fair's concession staff since early last season and his office has been a clearing house for amicable settlement of concessioners' disputes.

New York donors were Frank Zambreno, Joe Rogers, Lew Dufour, Murray Goldberg, Cliff and Freda Wilson and T. A. Wolfe.

San Francisco friends who helped swell the fund were the Stutz brothers, Herman Rudick, Bob Ellis, Ben Levine, Mack Bybee, Nate Miller, George Haley, Smith & Zapf, Berman & Hyman, Fred McFalls, Max Schwartz, Charles Davis, Walter K. Sibley, Gravito, D. McLean, B. Minkler, R. Ward, Jack Lowery, B. and C. Rivers, R. Wilson, J. De Angeleis, J. Harddle, Paul McWilliams, Sailor White, Marvello, Z. Lambert, Edna Price, F. Davis, D. Schonbeck, H. Gottdames, Al Goldberg, J. McGee, Jack Selbert, Bob Westcott, Vincent Padney, F. Bennett, A. Alberts, Miss America Show, Cave of Mystery, Mrs. J. Wolff, Ray W. Maxwell, F. M. Sandusky, W. Parks, G. Kerr, S. Gosleon, C. Frank, S. Cowen, A. Moss, H. Moss, E. Maloney, U. Maloney, C. Shelley, E. Rhoad, R. Morton, D. Rosenthal, W. Sullivan, A. Treaswady, T. J. Mackin, B. Sherman, D. Miller, F. Parks, C. Daley, A. Gosco, M. Condon, M. Levine, A. Porter, H. Schapiro, P. Fisher, Frank Hoeckele, Henry Barrett, Dave Morris, Morton & Still, Bill Kindel, Julian Harvey, George Dobbs, Refreshments, Inc., Happy Johnson, Singer's Midgets, Nate Stein, Al and Helen Mulligan, Dave Larson, Ben Mayer, Sam Sheridan, Irving Frolich, George Whitney, Morris Goldstein, A. L. Vollman, J. W. Brandon, Holman O. Lenhart, Al Slonaker, Art Linkletter, B. H. Walter, Phil Whiting, Joe D. Johnson, L. G. Kerr, Ed Goodin, Rube Curtis, Harry Bloodworth, Stella Cronin, Isah Delno, Ray Cooke, D. W. Rolofson, Col. E. D. Nix, Tom Sharkey, Ruth Alexander, Austin Aabel, Edward Wolden, Ben Tahar, Bill Shane, A. W. Hatch, W. R. Peak, Don Carroll, Ida Aabel, Swartwood, Bob Coleman, Monroe Childs, Robert Gow, Dick Todd, Fred M. Salih, Elmer H. Bose, Louis Lurie, Bob Moran, Ben Lexel and Andy Hynnes.

"4th" Brings Record Gate

SAN FRANCISCO, July 6.—July 4th attendance of 130,641 at the exposition was the largest of the season, outstripping the 122,579 who attended on the corresponding day of 1939 and the 1940 opening-day throng of 127,222. Last year's top figure was 187,738, set October 8, Safeway Stores' Day,

Big Crowds See B-G at Anderson

First 3 days at free fair give org flying start — notables on hand

ANDERSON, Ind., July 6.—With Fair Secretary Earl J. McCarel announcing a record-breaking opening night attendance at Anderson Free Fair here Monday, Beckmann & Gerety shows drew some 30,000 to their midway, with another 4,000 witnessing the grand stand attractions, reports W. B. Naylor, shows' press representative.

Shows and rides did good business. Tuesday night another 20,000 were on hand, including Lieutenant Governor Henry S. Schrieker, of Indianapolis, who was escorted about the midway by Assistant Manager Walter A. White. Also in the party were Harry G. Templeton, manager Indiana State Fair; Gordon Triplett, president Ripley County Fair, and Mrs. Triplett, who also were guests of Mrs. E. Maude Bruce.

Wednesday afternoon, Children's Day, midway was crowded with youngsters who filled the rides and many of the shows. A group of 130 orphans from County Orphanage were taken on a tour of the midway by Naylor and enjoyed the many rides and shows. Mr. Jessop, candy man, gave each child peanuts and candy, and Ralph Anderson, concessioner, presented each guest with a bag of pop corn and candy apples. Lieutenant Governor Schrieker congratulated fair and show officials on midway's appearance and its unusual illumination. Local newspapers were liberal with space, running pictures daily and commending shows' management on its attractions.

Shows arrived here at 6 p.m. Sunday from Dayton, O., where they closed to one of their biggest crowds of the season so far last Saturday.

Jones Expo Prepping For 1940 Fair Trek

WARREN, Pa., July 6.—Preparing new fronts and remodeling some that were built last season, shop departments of the Johnny J. Jones Exposition, which closed a week's stand here tonight, have been working full time to produce a newer and more modern midway. All equipment will present a new and different appearance before starting on shows' fair dates.

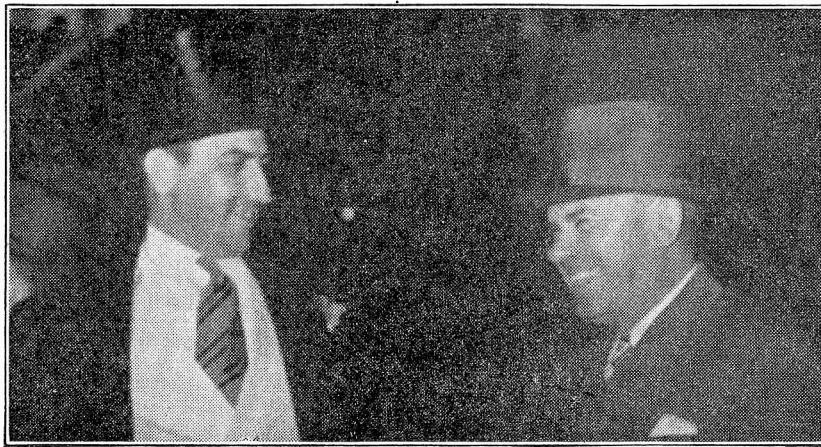
Many new wagons to carry additional equipment have been turned out by General Superintendent Bert Miner and his crews. Robert (Bobby) Wicks, artist and designer, joined recently and has taken up his duties as head of the paint department. Many pieces of his art already adorn the midway. Mrs. Wicks arrived with her husband to operate their photo gallery.

Additional shows and rides under contract will arrive soon. It is the aim of Owner Manager E. Lawrence Phillips to present the best and most attractive midway of his career during the fair tour. Many new people joined here during the week.

Niagara Start Okeh For Strates Shows

NIAGARA FALLS, N. Y., July 6.—With a break in weather, James E. Strates' Shows enjoyed their first opening day in weeks without rain when they got under way here Monday for a week's stand on Buffalo avenue showgrounds. Business the early part of the week was good, reports Beverly White. Four panels, added to the motordrome front here sets show off to good advantage. Another transformer wagon went in service, and George Fowler, maker of salt water taffy candy, joined here. Mike Fantozzi, photo gallery operator, sustained a loss last week when his car caught fire. Chief Rising Star, Osage Indian announcer, won a \$1 prize in a "man on the street" broadcast here.

Norbert Ross, neon expert, has completed neonizing chrome front of the Harlem Follies. George Saras and Gus Honest, caterers, have been awarded the cookhouse with Milarky's shows at Delhi, N. Y. Gerald Egbert, autodrome rider, joined at Elmira, N. Y. General Agent William C. Fleming and Elmer Rhodes visited here.



PHOTOGRAPHED IN A FRIVOLOUS MOOD on World of Mirth Shows' midway during the recent stand in New London, Conn., were Mayor Leo Reagan (left), and Owner Max Linderman, when his honor made a tour of the lot on Red Cross Night. Event was in line with Linderman's recent decision to contribute 5 per cent of gross receipts from gate, rides and shows to American Red Cross each Wednesday night thruout the still date season.

Mid-West Is Solid At Ontario Dates; Line-Up Announced

HEARST, Ont., July 6.—After a successful three-day stand in Smooth Rock Falls, Ont., Mid-West Shows of Canada played locally to good business despite a rainstorm which chased patrons from the midway the first night and threatened to hamper results the second day. Organization is a new one and plans to play the western part of Canada.

Roster has Richard (Dick) Jackson, manager; Mrs. Myrtle Jackson, secretary-treasurer; Lindsay (Jim) Perrin, general agent; Leo Alberts, lot and concession manager; Dave Howard, trainmaster; Dan Mooney, truck superintendent; Bosco Lefevre, electrician; Bert Lewis, front gate and banners; Harry Murphy, billposter.

Shows: Ten-in-One, Al Atkin, manager; Helen Cloutier, illusions; Jack Fontaine, fire-eater; Flor Raes, escape and torture man; Mme. Sulton, mentalist; Gladys McIntyre, doll house; Professor LaRue, magician; Verda Mylander, sword box; Charles Harris and Singing Sam, educated dog; Pete Lyzen and pig man; Happy Day, with Babe, roller-skating bear; John Henry, tickets, and Skippy Turner, front. Myrtle Miller's Girl Show, Norman O'Connor, manager and front; John Sellers, tickets; Mrs. Alma O'Connor, Lucille LaRocque and Jean Sayres.

Jungleland, Cal Brown, manager; Ted Green, front; six Ethiopians and den of snakes. Penny Arcade, Dick Griffith, manager; Mrs. Bert Lewis, cashier; Whitey Leonard, machines and top. Rides: Merry-Go-Round, Art Rose, foreman; Oscar LaVane, second man; Ray Stroud, third man; Mrs. Beth Somerville, tickets; Ferris Wheel, Jack (Red) Sayres, foreman; Frank Simpson, second man; Dick Green, third man; Mrs. White, tickets.

Speedway, Joe Hanna, foreman; Dan Mooney, second man; Sam Buckworth, third man; Forest Bell, fourth man; Mrs. Jean Stevenson, tickets. Loop-the- (See MID-WEST IS SOLID on page 32)

Dodson Shows Beat Weather at Lorain To Chalk Fair Biz

LORAIN, O., July 6.—Dodson's World's Fair Shows' local engagement, which closed last Saturday, proved fair despite almost daily intermittent rains. Vittoria-Anchorian Lodge, sponsor, co-operated, and showgrounds at Broadway and 36th street were spacious, permitting lot superintendent Carl Hanson ample leeway to lay out an attractive midway. Children's Day, Saturday, sponsored by a local wholesale bakery, proved the best of the season to date. A picnic was held at near-by Cedar Point, O. Mr. and Mrs. Dewitt Hudson, Mr. and Mrs. Charles Clark, Patsy Kelly, Johnny Dodd, Cecil (See DODSON SHOWS on page 38)

Davis Booked by Buckeye

FARMINGTON, Mo., July 6.—Ken Davis, high act, who has been playing independent celebrations, joined Buckeye State Shows during their stand here as free attraction for the season. His parents, Mr. and Mrs. C. D. Davis, concessioners, booked him for the organization.

O'Brien Signs With Hubbard

CENTRAL FALLS, R. I., July 6.—Col. Edward O'Brien has been signed as general agent of Hubbard's Midway Shows for the season, it was revealed during organization's recent stand here by William K. Kolb, shows' secretary. O'Brien assumed his duties immediately.

Zacchinis Buy New Rides

TARENTUM, Pa., July 6.—New Rolloplane and an Octopus, shipped from Eyerly Aircraft Corp., were delivered to Zacchini Bros.' Shows here last Monday. Unloading and setting up of new rides attracted much attention and both chalked good business when shows opened a five-day stand under local fire department auspices. Shows currently are operating five office-owned rides.

SLA Members To Meet To Discuss Showmen's Home

CHICAGO, July 6.—An important meeting of board of governors of the Showmen's League of America will be held at the clubrooms July 9 for the purpose of hastening definite action on the proposed Showmen's Home. With \$18,000 already on hand and earmarked specifically for the home project and an additional \$12,000 pledged, league officers and members feel the time has come to decide what form the project shall take. Members are of varying opinions. Some favor the purchase of a site near Hot Springs, Ark.; others favor making an arrangement with an already established (See SHOWMEN'S HOME on page 38)

Mrs. Tidwell Mends From Bullet Wounds

GRAND RAPIDS, Mich., July 6.—Condition of Mrs. Mary Tidwell in Butterworth Hospital here with bullet wounds inflicted by Irvin A. Edlin, manager of her shows, in a Belding, Mich., restaurant on July 1 was described by hospital physicians as "satisfactory and outlook is good." Examination showed her left arm broken by one of four shots said to have been fired point blank at her. Two others caused chest wounds.

Edlin, meanwhile, was placed in jail in Ionia, Mich., for assault with intent to murder while Prosecutor Geer Smith sifted conflicting stories told by the two principals. Edlin said he shot in jealousy because he feared Mrs. Tidwell was going to return to her husband in Sweetwater, Tex., from whom Edlin asserted she was divorced.

Mrs. Tidwell, however, denied she was divorced or that Edlin had any claim for jealousy. She insisted he shot merely because he believed her responsible for his recent arrest on a drinking charge in Belding, Mich.

Thompson Gets Fair Start At Claysburg; Roster Set

CLAYSBURG, Pa., July 6.—Thompson Bros.' Amusement Co., which has been playing Pennsylvania territory, came in here last Monday for a week's stand and opened to fair results. Roster as announced here by Doc Dawson, sound truck operator and publicity agent, includes James and Ferd Thompson, owners; Joseph Heverly, general agent; Bud Blendel, lot superintendent; Betty Dawson, The Billboard sales and mail agent. Great Leon is the free attraction. Office-owned rides and their foremen are Ferris Wheel, Norm Shope; Chairplane, Lee Runk; Kiddie Chairplane, Curtis Bod- (See THOMPSON BROS. on page 32)

Mrs. Morris Miller and son, Maurice, are grateful to their friends for the many telegrams and letters of sympathy in the death of their husband and father and also for the many floral offerings received.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Armor, Me.
Week ended June 29, 1940.
Communique No. 1.

Dear Mixer:

With the country preparing, the bosses decided to hold up their end by placing show on a military basis. A meeting of the personnel was called to decide on how to arm and organize the different midway military units. During the meeting the general vote stood 99 to 1 in favor of midway preparedness. The one who voted against the measure was immediately tried as a spy and a "no" man against the office. All people and equipment were put on a war-time basis. Girl show drummer and champion tom-tom beater suggested that food rationing and

hoarding of silver would be essential as a starter.

Checking up on the books and finding the drummer on the nut from last year, the bosses decided to use his plan. Rationing was about as far down as it could go, but orders were given the cookhouse to eliminate all beef from the beef stew and all meal tickets issued were to be cut from \$1 to 80 cents. Front lettering on the cookhouse was changed to "Field Kitchen." Several waiters were discharged and mess kits issued to our people. Every show front having five columns was ordered cut to four. Even the fifth columns in company's books were cut to four. This was easily done (See BALLYHOO on page 35)

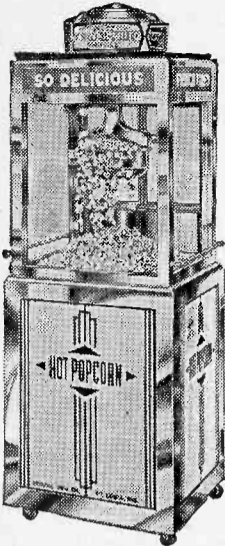


BETTY DAWSON, The Billboard sales and mail agent on Thompson Bros.' Amusement Co., also owns and operates her own photo gallery on the organization. She joined the shows in Pennsylvania recently, going there from Chicago.

MEN! Here Is a Happyland Scores Real Money-Maker! At Pontiac Stand

Makes Quick Easy Profits!

This Popcorn Machine really sells Popcorn! Pays 70c profit on every dollar, too! Freshly popped "French Fried" Popcorn sells to everyone the year 'round. How people do buy! And how these quick profits do mount up.



PONTIAC, Mich., July 6.—Dumas and Reid's Happyland Shows, concluded a week's stand here June 29 at Elks Temple parking lot grounds to excellent results despite variable weather. Altho lot was spotted in an ideal location, it took several hours of planning for organization, under direction of Manager Reid, to lay out the shows. Date marked shows first appearance locally in two years. Elks' committee co-operated.

Altho rain fell while shows were moving on the lot Sunday and Monday, all was ready for opening Monday night, when weather turned cool and gate attendance was not up to expectations. Tuesday and Wednesday, altho still cool, were much better. Wednesday afternoon the midway was crowded with orphans and underprivileged children, who were guests of committee and shows.

Thursday and Friday nights showed a decided increase in attendance and Saturday gave organization its biggest gate of the season so far. Numerous prizes were awarded nightly and on Saturday night several cash prizes and a new car were given away.

Date proved one of the best weeks of the season. The Detroit Times and Pontiac Press were generous with space and Station WCAR was used extensively. Bob Fisher's Fearless Flyers, free attraction, left to fill a previously booked engagement and his place was taken by his brother, Charles Fisher, who was well

received. Much painting and repairing was done here.

THOMPSON BROS.

(Continued from page 31)

kins; Kiddie Auto Ride, Leo Thompson. Boots Cassidy is ride boys' chef.

Shows: Jungleland, G. S. Eagleson, owner; Ed Jackson, front; Mrs. Ed Jackson, tickets; Mrs. Eagleson, lecturer. Eagleson also is shows' electrician. Eskimo Village, Dr. Beverly Sproul, owner; Mr. and Mrs. Dick Weaver, lecturers; Johnnie Murphy, front; Chief Wall Flower, exhibits.

Concessions: Cookhouse, Charles and Evelyn Craig; pop corn and peanuts, Ferd Thompson; ball game, Oscar and Ella White; photo gallery, Betty Dawson, owner; Doc Dawson, dark room; candy floss, Billy Leon; penny pitch, cane rack, pennants, jewelry, mouse game and ball game, Burt Lamson, owner, and Merle McCarren, Leroy French, Charles Wharton and Chollie Wilkinson, agents. Penny pitch and balloon darts, R. S. Brown, owner; Jim O'Toole, agent.

Watch-la and heart pitch, Earl Hennings, owner; George Redding, agent; candy apples, Mrs. Petie Wiegands, owner; Bud Wiegands and Denny Williams, assistants; penny arcade, James Hurney; high striker, George Hurney; cork gallery, W. S. Myers; punk rack, Doc Cook; milk bottles, Harry Ferme.

MID-WEST IS SET

(Continued from page 31)

Loop, Jack Rogers, foreman; Tony Boss, second man; John French, third man; May Dunn, tickets.

Concessions

Cookhouse, Mr. and Mrs. Chris Pavlo, manager; Tommy Kasoff, chef; Fernand Martin, headwaiter and griddle; Tony Bebek, counter man; Harry Ford, kitchen. Bingo, Paul and Mrs. Jolly; jingleboard, Mr. and Mrs. Joe Lawless; Sammy Baker has five concessions. Ham and bacon, Jack Walsh and Red Dolan; rolldown, John Damon, Ted Berg and Abe Levi; razzledazzle, Benny Lightstone, Dave Winter, Joe Brant; skillo, Louie Slover, Red Chesson, Bennie Mandel; pick out, Jack Silver, Charlie Feldman, Ray Hawkins, Red Kurran.

Hoop-la and two ball games, Bosco Lefevre, owner; Mary Ransom and Jerry and Paul Lefevre, agents; candy floss, Teddy Tedman; palmistry, Rebecca Laura; potato chips and cigaret store, Alice Adams; two ball games and cigaret shooting gallery, Bill Hewitt; Bill and June Hewitt, assistants; photo gallery, Eric Withkopp; pitch-til-you-win, Mrs. Dick Jackson Jr.; short-range shooting gallery, Al Bryan, owner; Eddie McIntosh, agent.

Slum spindle, Ottawa Slim Stephenson; penny pitches, Leo Alberts, owner; Ossie Sommerville, Sergeant Green, Red McNeil, Earl Ransom, Leo Grayce and Whitey Jones, agents. Shows carry their own light plants, including two 25 k.w.'s and one 15 k.w. for emergency. Al Atkin is The Billboard sales agent.

FLUSHING FRONT

(Continued from page 30)

job turned over to the present operator on a flat arrangement.

Performers in the Zambie (not to be confused with near-by Zombie) theater are Pierce Knox, Alfred Langevin, Martin Laurelo, Pedro Lopez, Tobias S. Murray, Les Nichols, Mle. Pictoria, Edward Rickard, Charles Romahno, Wilbur Roden, Joan Whisnant, J. M. Ajax, Charles All, Cay Baird, Ponce de Leon, Paul Desmuke, Susie Kuehnel, Ed (Anato) Hayes, Neal Johnson, Jimmy Johnston and Company and Thomas King. Lecturers: Clyde H. Gordinier, Al Jackson, Phil Kelly, Judson Langill, James Powers, Arthur Uttery and Cliff Raynor. Attendants: Jack Burk, J. Warren Coyle, Frank Everett, Sam Eisenberg, Richard Powers, Rocco Evola, Aaron M. Fishel, William Gannon, Milton Greenblatt, Frederick Hamilton, John Hamilton, Christopher Iorizzo, Harry Rudnick, Ben Simon and Saul Victor. Concession and miscellaneous: S. W. Knox, Marie Lovett, Jean Weber, Elizabeth Lambert, Thomas Hart, John Palumbo, Walter Saunders and Erna Pushnik.

When Board Chairman Harvey D. Gibson visited the GGIE in San Francisco on opening day, Melba Rae Tombs, who is Miss Treasure Island, helped him raise the NYWF flag on Treasure Island. On July 4 Mr. Gibson returned the com-

pliment by assisting Miss Tombs in raising the Sanfran Fair standard to its position on one of the main staffs at the Administration Building. This mutual admiration has been going on for months, a practice which is in sharp contrast with '39 and its NY-SF rivalry. As a practitioner of good will and diplomacy, this Gibson feller is just about perfection. He is matched pretty evenly in those respects by Sanfran's prez, Marshall Dill. . . . Jack Sheridan's Living Magazine Covers played to nearly 80,000 people for the first seven weeks ended June 28. A new edition was presented beginning Thursday.

DROME TALKER

Salary no object if you can produce. Trick Rider, \$35; two Straight Riders, \$25; two Ticket Sellers.

JOHNNY BRANSON

Rubin & Cherry, Duluth, Minn.; next week Bismarck, N. D.

Frederick Amusement Co.

Wants for balance of the season: Cook House, Cigarette Gallery, String Game, Fish Pond, Lead Gallery and any other legitimate Concessions that do not conflict. Can use good Second Man on Ell Wheel. Must be able to drive truck. Want Free Acts for street celebration. Bill Miller wants Girls for Girl Shows.

Frederick Amusement Co.

NORTH PLATTE, NEBR.

PARADISE SHOWS WANT

Photos, Corn Game. We have complete outfit for Five-in-One. Any other Show that doesn't conflict. Wheel and Coupon Agents. In the heart of Nashville for four weeks; Hay Market this week. Fairs and Celebrations to follow. Concessions of all kinds, come on. Loop-o-Plane and Octopus. JAKE MILLER

CARNIVAL WANTED

MONROE COUNTY HORSE SHOW

AUG. 6-10
Prefer Rides and Shows only
CHAS. SMITHEY, Secy., Paris, Mo.

Frozen Custard Machine

Built in trailer. First-class condition. Now operating. Good deal.

THE GRASK COMPANY, INC.

13th and Grand, DES MOINES, IOWA

RIDES WANTED

To open July 22, especially Wheel and Kiddie Ride. Will show good ride spots. Shows with own outfits. Concessions—Will sell ex. on most. Agent-Promoter. Platform or Ground Free Act. Fairs in fall. B. H. NYE, Milner Hotel, Cincinnati, Ohio.

OLD HOME WEEK

Orbisonia, Pa., July 15-20
Want Shows. Chairplane, Merry-Go-Round, Candy Apples, Floss, Cigarette Shooting Gallery, Balloon Darts. Henrietta Farmers Picnic to follow. M. A. BEAM, Rockwood, Pa.

PEARSON SHOWS

WANT CONCESSIONS AND SHOWS for Fairs and Celebrations, booked solid in Illinois until Oct. 1. All Game Concessions contact us. Address: (American Legion Celebration) Rushville, Ill., this week; (Douglas County Fair) Newman, Ill., July 16-19; (Homecoming) Wyoming, Ill., July 22-27; (Champaign County Fair) Urbana, Ill., July 30-Aug. 2.

WANT

Fat Girl or Boy, Mental Act, also Man to handle Snake Show, swell flash. Always long season for reliable Side Show Acts.

Wendel (Props) Kuntz

Care Ben Williams Shows, KITTERY, MAINE

TENTS WANTED

WILL BUY 20x20 — 20x30 — 20x40 — 40x60. Must be in good shape and reasonable for cash.

JAMES A. FOOTE

129 E. Balto. St., BALTIMORE, MD.

READING'S SHOWS

Want American Palmistry, Stock Joins, also good clean Grind Shows for my Fairs, opening at Lexington, Ky., week of August 19th. Cadiz, Ky., this week; Mifflintown next week. W. J. WILLIAMS, Cadiz, Ky., this week.

WANT

For Days of '76, Deadwood, So. Dak., July 30th-Aug. 4th, and balance of season. Concessions that work for Stock, Shooting Gallery, Scales, Novelties, Jewelry.

C. F. ZEIGER UNITED SHOWS

Casper, Wyo., July 8th-13th; Lusk, Wyo., July 15th-20th.

WRITE FOR FREE CATALOG TODAY. Buy on Easy Terms.

All Sizes From \$139.50 UP

ADVANCE MFG. CO. 6322 St. Louis Ave., ST. LOUIS, MO.

12 FAIRS BLUE RIBBON SHOWS, INC. 12 FAIRS

Twin County Fair, New Albany-Jeffersonville, Ind., July 15; Followed by Mt. Sterling, Ky.; Campbellsville, Ky.; Shelbyville, Ky.; Springfield, Ky.; Lawrenceburg, Ky.; Athens, Tenn.; Lebanon, Tenn.; Marysville, Tenn.; Lawrenceburg, Tenn.; Florence, Ala.; Lagrange, Ga.

Will place Merchandise Concessions. Shows that don't conflict. Will furnish complete Expose Outfit to reliable Showman. Capt. Clark wants Motordrome Riders. The Alexanders want Ball Game Agents. Colored Girls and Comic for Minstrel Show. EVANSVILLE, IND., THIS WEEK

GOLDEN RULE SHOWS

Can use in all pay day spots in coal fields, all working full time, Freaks and Half-and-Half for Side Show. Have complete Girl and Geek Show open, or can place Dancing Girls. Want Talkers and Grinders. Concessions—Small Cook House or Grab, Photo, Lead Gallery, Ball Games, Custard, Hoopla, Pitch-Til-Win or anything legitimate. Concessioners with Trucks; will give you hauling. Will book any Rides that don't conflict. Ride Help, Tilt-a-Whirl, Ferris Wheel, Chairplane and Octopus. July 8-13, Monongah, W. Va., under Police and Fire Dept.; 15-20, Rivesville, W. Va., Fire Dept. Balance of season booked. Address all mail, wires: E. A. THOMAS.

LAWRENCE GREATER SHOWS, INC.

WANT FOR WEEK JULY 15

Cumberland, Md., War Relief Fund, sponsored by the Boosters' Civic Club, and one of the best routes of 15 Fairs, starting July 29th at Waynesburg, Pa., and closing Armistice week in South Carolina. Rides—Roll-o-Plane, Octopus, Kiddie Auto Ride and Pony Ride. Shows—Side and Grind Shows; have new outfits for same. Talkers for Illusion, Girl and Expose Shows. Girls, Musicians and Performers for Plant Show. Salaries and percentage paid out of office. Concessions—All Grind Stores, Penny Arcade, Photo Studio, Shooting Gallery. Ride Help that can drive trucks, Scenic Artist and Builder.

Martinsburg, W. Va., this week; Cumberland, Md., next week.

CETLIN & WILSON SHOWS, INC.

Week July 15, Lady of Mt. Carmel Celebration, Hammonton, N. J.
Week July 22, Delaware State Fair, Harrington, Dela.

Want worth-while Grind Shows. Want Colored Minstrel Performers and Musicians, also Colored Chorus Girls. Want Working Men experienced in all departments. Want legitimate Merchandising Concessions. No Wheels. Have good locations in Harrington for Eating and Drinking Stands of all kinds. All address this week Lancaster, Pa.

WANT SHOWS WITH OR WITHOUT OWN OUTFITS

That do not conflict with what we have. Concessions all open. Want Accordion Player, Trumpet Player and Drummer for Girl Revue, also Girls that can dance; no couch dancers. All salaries out of office. Want Musicians and Chorus Girls for Harlem Revue. Will book Skooter and furnish wagons. All address this week Jacksonville, Ill.

West World Wonder Shows

Hyde Announces Change in Title

ROCHESTER, Pa., July 6.—Eric B. Hyde Shows, which made their debut in outdoor show business at Waycross, Ga., on April 27, 1937, adopted the title of Eric B. Hyde Carnival prior to opening a week's stand at Water street show-grounds here on Monday. Commenting on the adoption of carnival to supplant shows in the title, General Manager Eric B. Hyde said:

"My first experience in the carnival business as owner and manager was gained while in partnership with the late Bert Hoss some 20 years ago. We operated Hoss & Hyde Shows with Cleveland, O., as headquarters, and despite much opposition to carnivals in those days we were highly successful. However, this was during the period when the word carnival was in bad repute with most business men, press, public and auspices in general. Now all this has changed due to the faith of men with imagination, initiative and business acumen, who fought the battle for the uplift of the business and won. Today carnivals with clean amusements are accepted as part of the national life and are welcomed in communities as fit entertainment for the masses.

"We need no further proof that the carnival business has become a stable commodity than to point to the magnificent and well-conducted carnivals which tour the continent year after year. Those in the business point with pride to those operated under such titles as Johnny J. Jones, Royal American, World of Mirth, Beckmann & Gerety, Rubin & Cherry, Hennies Bros., Goodman Wonder and others."

In conclusion Hyde stated that after being in the business for over 20 years as concessioner, ride operator and carnival owner he had made some vital observations and deductions which influenced his decision to change his title from shows to carnival. Among them he said are the facts that no matter how much a showman of his classification advertises "shows," the public and press almost without exception will report that a carnival is coming or is in town. He further said that the press and public have decreed that his kind of show business is the carnival business, so henceforth it will be his aim to present a carnival worthy of the title.

Staff includes Eric B. Hyde, general manager - treasurer; William Judkins Hewitt, assistant manager-secretary; Mrs. Maebelle Hyde, Social Security secretary; Charles Sutton, concession manager; Herbert Wiggins, general agent; Mose Jackson, special agent; Leroy Varley, bill-poster; Jerry Reynolds, master transportation; Arthur Stanley, chief electrician; William Crooks, master mechanic; L. H. Travis, boss carpenter; Percy Jackson and Francis Campbell, painters and scenic artists; Johnnie A. Miller, marquee superintendent. Mrs. Joseph Price, sister of T. M. (Tommy) Allen, general manager Johnny J. Jones Exposition, visited with General Manager Hyde here on July 4.

ROUTES

(Continued from page 27)

- Whitson Bros. (Harry's New Yorker) Chi, nc.
- Wencil, Ray (Town & Country Club) Milwaukee, nc.
- West, Buster, & Lucille Page (Earle) Washington, D. C., t.
- Whalen, Jackie (Nomad) Atlantic City, nc.
- Whaling, Bob, & Co. (Chicago) Chi, t.
- Whalen, Maurice & Betty (Edgewater Beach) Chi, h.
- Wheeler, Bert (Earl Carroll's) Hollywood, nc.
- White, Lawrence (Ambassador) NYC, h.
- Wicke, Gus (Gay '90s) NYC, nc.
- Wilde, Bobby (Cocanut Grove) Boston, nc.
- Wilkins, Dorothy (New Yorker) NYC, nc.
- Williams, "Pat" (Bertolotti's) NYC, nc.
- Williams, Larry (Martino's Grill) Asbury Park, N. J., nc.
- Wilson Sisters (Club Madrid) Atlantic City, nc.
- Winter Sisters (Latin Quarter) Boston, nc.
- Woodall, Harold (Weylin) NYC, h.
- Woods, Toni (Chateau Moderne) NYC, nc.
- Woods, Barbara (St. Regis) NYC, h.

Zimmi, Al (State-Lake) Chi, t.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- All-American Expo.: Tama, Ia.
- All-American: Snyder, Okla.
- Anderson-Strader: Coffeyville, Kan.
- Arena: Kittanning, Pa.
- B. & H.: Camden, S. C.
- Bach, O. J.: Rouses Point, N. Y.
- Bantley's All-American: Washington C. H., O.
- Barfield's Cosmopolitan: English, W. Va.; Switchback 15-20.
- Baysinger, Al: Osceola, Ia.; Omaha, Neb., 15-20.
- Beams Attrs.: Rockwood, Pa.
- Beckmann & Gerety: Kenosha, Wis., 8-11; (Lake Front) Milwaukee 12-20.
- Bee, F. H.: (Fair) Vanceburg, Ky.; (Fair) Grayson 15-20.
- Buck, O. C.: Brattleboro, Vt.
- Buckeye State: Versailles, Mo.
- Buffalo Shows: Attica, N. Y.
- Bullock Am. Co.: Seth, W. Va.; Marmet 15-20.
- Burrell & Rust Am. Co.: Waverly, Ill.; Belleville 17-20.
- Byers Bros., No. 1: Jerseyville, Ill.
- Byers Bros. No. 2: Jewell, Ia.
- Capital City: Davis, W. Va.
- Casey, E. J., All-Canadian, No. 1: Melita, Man., Can., 11; Brandon 12-13; (Fair) Carberry 16-17; (Fair) Boissevain 18; No. 2: (Fair) Glenboro, Man., 9-11; Brandon 12-13; (Fair) Shoal Lake 16; (Fair) Gladstone 18.
- Central States: Wray, Colo.
- Cetlin & Wilson: Lancaster, Pa.
- Chanos, Jimmie: Coldwater, O.
- Cherokee Am. Co.: Allen, Kan., 11-13; Pomona 18-19.
- Clark's Greater: Redding, Calif.
- Clyde's United: Jennerstown, Pa.
- Coleman Bros.: Torrington, Conn.
- Conklin: Kitchener, Ont., Can.
- Convention: Belmont, N. Y.; Gowanda 15-20.
- Cotton State: Midway, Ky.; Warsaw 15-20.
- Crafts 20 Big: Sacramento, Calif., 9-14; Modesto 16-21.
- Crescent Am. Co.: Burlington, N. C.; Hampton, S. C., 15-20.
- Crowley United: Butte, Mont.
- Crystal Expo.: Wytheville, Va.
- Cumberland Valley: Lake City, Tenn.
- Cunningham's Expo.: St. Marys, W. Va.
- Curl, W. S.: Versailles, O.; Lebanon 15-20.
- DeLuxe Am.: New Canaan, Conn.
- Dixie Belle: Irvington, Ky.
- Dodson's World's Fair: Canton, O.
- Dyer's Greater: Richland Center, Wis.
- Edwards, J. R.: Marion, O.; Clyde 15-20.
- Elite: Holton, Kan.
- Empire: Priddy, Tex., 18-20.
- Endy Bros.' Shows: Worcester, Mass.
- Endy Bros.: Expo.: Dover, N. J.
- Evangeline: Jonesboro, Ark.; Reyno 15-20.
- Fair-at-Home: Barre, Vt.
- Fairly & Little: Crookston, Minn.; International Falls 15-27.
- Falls City: Altavista, Va.
- Fleming, Mad Cody: Eastman, Ga.
- Fleming, Wm. E., Attrs.: Athens, Pa.
- Frisk Greater: E. Grand Forks, Minn.
- Funland: Roseland, Ky.
- Fuzzell's United: Ft. Dodge, Ia.
- Gibbs, W. A.: Ft. Scott, Kan.
- Gold Medal: (Fair) Pessenden, N. D., 9-12; (Fair) Langdon 15-17; (Fair) Hamilton 18-20.
- Golden Rule: Monongah, W. Va.
- Golden State: Mountain View, Calif., 6-10.
- Golden West: Cass Lake, Minn.
- Goodman Wonder: (Fair) Ironwood, Mich.
- Grady, Kellie: Carbon Hill, Ala.; Cordova 15-20.
- Great Lakes Expo.: Charleston, Ill.; East Peoria 15-20.
- Great Sutton: Rochester, Ind.
- Greater Expo.: Michigan City, Ind.
- Greater United: Altus, Okla.
- Groves Greater: Oakland, Ill.; Montezuma, Ind., 15-20.
- Hames, Bill: Round Rock, Tex.; Leonard 15-20.
- Happy Attrs.: Zanesville, O.; Stone Creek 17-21.
- Happyland: River Rouge, Mich., 8-14.
- Harris: Burlington, Ind., 11-13.
- Heller's Acme: Liberty, N. Y.
- Henke: Crystal Falls, Mich., 8-14; Escanaba 16-21.
- Hennies Bros.: Green Bay, Wis.; Menasha 15-20.
- Heth, L. J.: Princeton, Ind.
- Hilderbrand's United: Reno, Nev.
- Hines, H. L.: Ashby, Minn.
- Hoffner Am. Co.: Elizabeth, Ill.
- Hubbard's Midway: West Warwick, R. I.; Arctic 8-13.
- Hughes & Gentsch: Columbia, Miss.
- Hyde, Eric B.: Alliance, O.; Salineville 15-20.
- Ideal Expo.: New Castle, Pa.
- Imperial: Bedford, Ind.
- Jackson Am. Co.: Isle of Palms, S. C.
- Jones, J. J., Expo.: Erie, Pa.
- Jones Greater: Grafton, N. D.
- Joyland: Sacramento, Calif.
- Kaus, W. C.: Corning, N. Y.; Waverly 15-20.
- Kaus Expo.: Oneonta, N. Y.; Binghamton 15-20.

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 It's just chock full of new items at the lowest prices. The flashiest and latest merchandise from all corners of the earth.
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PREMIUM USERS
SPECIALTY MEN
SEND FOR IT TODAY—WHY DELAY?
WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

WANTED
MENTAL ACTS AND FREAKS
 Address
DICK BEST, Care ROYAL AMERICAN SHOWS
 CALGARY, ALTA., CANADA, THIS WEEK; EDMONTON, ALTA., CANADA, JULY 15-20.

*** * WANTED FOR * ***
AMERICAN LEGION STATE CONVENTION
 NORWICH, CONN., WEEK OF JULY 22 TO 27
CONCESSIONS . . . RIDES . . . SHOWS
 Can place OCTOPUS, RIDE-O, S-CAR WHIP or any Flat Ride. MONKEY SHOW, MOTOR-DROME, FUN HOUSE or any GRIND SHOW. Still open: PENNY ARCADE, Photo Gallery, Palmistry, Rat Game, Cook House and Grab, Scales, Novelties, Shooting Gallery and MERCHANDISE WHEELS. V. F. W. CELEBRATION, WILLIMANTIC, CONN., WEEK OF JULY 29th, with five more Celebrations to follow at ROCKVILLE and STRATFORD, Conn.; WHITE PLAINS, YONKERS and PORT CHESTER, N. Y. Open for High Free Act. Price must be reasonable. BOOK NOW—WRITE or WIRE—ACT NOW.
WILLIAM BARRETT, Director for Comm.
 20 BROADWAY, NORWICH, CONN. EDDIE ELKINS, Assistant

WORLD FAMOUS SHOWS WANT
 For Little Falls, New York, Heart of Town, City Park, First Show in Seven Years.
 Want all kinds of Concessions, as we only have a few now. Palmistry open. Want Rides, especially Octopus and Tilt-a-Whirl. Will book Fun House, Motor Drome and one first-class Grind Show for this date and key city celebrations of New York State and ten Va., N. C. and Southern Fairs. Wire MAX GRUBERG, Gloversville, N. Y., this week. P.S.: Wanted—Freaks and Working Act for Circus Sideshow, Tattoo and Mind Reader. Also Half and Half for Annex, Talkers and Grinders. Wire MARY WEBB, Manager Circus Sideshow, above address.

WANT RELIABLE GIRL SHOW MANAGER
 With troupe. Have complete outfit for same. Concessions: Bowling Alley, Fish Pond, String Game, Novelties. Experienced Ride Men. All address:
KAUS EXPOSITION SHOWS
 Oneonta, New York, this week; next week, Binghamton, New York; then Our Lady of Mt. Carmel Celebration, Roseta, Penna.

HELLER'S ACME SHOWS, INC.
 Want legitimate Concessions only, no G's or Coupons. Photo Gallery, Diggers, Custard, Cigarette Gallery; Cook House, tickets for rent. Want Chalroplane Foreman, Ride Help. Have complete outfits for Girl Shows. Want Talkers, Girl Athletic Show, Working World or any worth-while Show. Good proposition to all. Long season and good treatment. Our fairs start last week in August.
 All Address: HARRY HELLER, Gen. Mgr., Liberty, N. Y., this week.

PAN-AMERICAN SHOWS
 Want Shows. Will furnish outfits for capable Showmen. Have complete Sideshow Outfit with hundred-foot Banner Line, Chair, Headless, Sword Barrel, etc. Want Manager with acts for same. Can place sober Funhouse Operator. Want Hula Musicians and Dancers. Concessions: Can place legitimate Concessions all kinds. No Wheels. Want Agents for Fishpond, Bumper, Hoopla, Foldown and Ball Games. Fair secretaries Indiana and Ohio. Contact us. We have a few open weeks. All answers: This week, Alexandria, Ind.; week 15th, Decatur, Ind.; week 22nd, Auburn, Ind.

WANTED DROME RIDERS
 That are dependable. Sure pay; long season south. State experience, age. Also two Cub Lions and one four-year-old Male for sale. New Britain, Conn., now. Wire
EARL PURTLE
 World of Mirth Shows

WANT
 Tilt-a-Whirl Foreman, Boss Canvasman, sober Ride and Canvas Help, Griddle Man, Side Show Acts, Talkers and useful Carnival People that appreciate being paid each week. C. F. ZEIGER UNITED SHOWS, Casper, Wyo., this week; Lusk, Wyo., July 15 to 20.

C. W. NAIL SHOWS WANT
 For balance of season for Ark. and La. Fairs, Picnics and Reunions, Shows. Any Show of merit. Want Snake Show, Monkey Show, String Show and Fat Girl Show. Want capable Second Men for Rides. Concessions: Bingo, Photo Gallery, Cigarette Gallery, Fish Pond, Pop Corn, Cane Rack, Cat Rack or any Concessions that are capable of getting privilege, as I had to have a general house cleaning. Address mail and wires to
C. W. NAIL SHOWS, Corning, Ark.

KING REID SHOWS
 Girl Show wanted. We have complete outfit, finest on the road.
 Want Talker, Manager with at least three Dancing Girls for balance of season. Must join at once.
 Next week, Mammoth Firemen's Convention, Corinth, N. Y. All this week, St. Albans, Vt.

CARNIVAL WANTED
 For July 23-24 at Louisburg, Missouri. Also Free Acts. Flat rate preferred. See or write
BERT MATTHEWS

LAMPS CLOCKS
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TABLE LAMP
Crystal glass, nickel plated socket and fittings. Cellophane wrapped pleated shades. Height 15 1/2 inches.
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PREMIUM MART

Rogers & Powell: Huntingdon, Tenn.
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Smith Bros.: Stigler, Okla.
Smith's Greater Atlantic: Somerset, Pa.; Salisbury 15-20.
Snapp Greater: Prairie de Chien, Wis.; Platteville 16-21.
Sol's Liberty: Fond du Lac, Wis.; Sheboygan 15-20.
Sparks, J. F.: Wheelwright, Ky.
Speroni, P. J.: Mendota, Ill.; Dalzell 15-20.
Star Am. Co.: Rossville, Tenn.
State Fair: (Fair) South Omaha, Neb.; Anthony, Kan., 15-20.
Stritch, Ed.: Lampasas, Tex.; Cross Plains 15-20.
Sunset Am. Co.: Des Moines, Ia.; Keokuk 15-20.
Texas Kidd: Olney, Tex.
Texas Expo.: East Gary, Ind.
Thompson Bros.' Am. Co.: Martinsburg, Pa.; Seward 15-20.
Tidwell's, Tommy, Midway: Seminole, Okla.
Tilley: North Chicago, Ill.
Tip Top: Midvale, Utah.
Wallace Bros.: Barbourville, Ky.
Wallace Bros. of Canada: (Fair) Portage la Prairie, Man., Can., 8-10; (Fair) Dauphin 11-13; (Fair) Yorkton, Sask., 15-17; (Fair) Melfort 18-20.
Ward, John R.: Ashley, Ill.
Wells, Tiger: Avinger, Tex.
West Bros.: Ely, Minn.
West, W. E., Motorized: Seymour, Ia., 11-13.
West's World's Wonder: Jacksonville, Ill.; Peoria 15-20.
Weydt Am. Co.: Owen, Wis.
Williams, Ben: Portsmouth, N. H.
Wilson: Delavan, Ill.
World of Fun: Appomattox, Va.
World of Mirth: New Britain, Conn.
World of Pleasure: Munising, Mich.
World's Fair: Schenectady, N. Y.
Wright Am. Co.: Pocatontas, Ia.
Wye Greater: Paynesville, Minn.
Young, Monty: Nephi, Utah.
Zacchini Bros.: Bridgeport, O.; McKees Rocks, Pa., 15-20.
Zimdars Greater: West Frankfort, Ill.

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Exclusive, unusual items with real sales value and eye appeal for
PARKS, CIRCUS, CARNIVAL, FAIR
Trade. When writing for catalog, state business.
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INSURANCE
Charles A. Lenz
"Showman's Insurance Man"
A738 Insurance Exchange, CHICAGO

WANT
For Side Show, Half-and-Half to feature, also Mental Act.
CHAS. G. NOBLE
BRATTLEBORO, VT.

KELLIE GRADY SHOWS
WANT
Two Ball Game Agents, Man to take charge of Corn Game and other 10c Concession Agents. Will book few 10c Concessions. Fairs start soon in North Alabama. Now playing coal mines, all working good. Carbon Hill, Ala., week July 8th; Cordova, Ala., week July 15th.

ENTERTAINERS WANTED
For first Monday of each month. Free Street Show Attraction. Will book several months in advance so date can be worked into an itinerary. Event is a Trade Day in town of 12,000, with 100 merchants supporting.
J. B. SNIDER, Clarksdale, Miss.

W. S. MALARKEY
Can place Shows and Concessions for Roscoe, N. Y., Celebration, July 22-27. Have Reithoffer Rides, Concessions, \$17.50; Shows, 25%. Jim Hellman, come on. W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

Animal Trainer Wanted
Man to break and work Bears, Ponies, Dogs and Goats. Want Man that wants steady work. Salary small but sure.
MAD CODY FLEMING SHOWS
EASTMAN, GA.

KEOKUK, IA., JULY 15 TO 20
Want capable Athletic Show Manager. Have Photo exclusive open. Want Mechanical Monkey and Animal Show. Can place Pony Ride and Scooters. Des Moines, Iowa, this week.

SUNSET AMUSEMENT CO.

COOK HOUSE WANTED
For balance of season. Next week, Hudson-Mohawk Firemen's Convention, Corinth, N. Y. Wire at once.
KING REID SHOWS
ST. ALBANS, VERMONT

BROWN NOVELTY SHOWS WANT
for Deer Park, Ohio, and spots following. Fish Pond, Ball Games, Pitch-To-Win, Bowling Alley or any Stock Concessions, Custard and Eric Diggers.
BROWN NOVELTY SHOWS
1006 Central Ave., CINCINNATI, OHIO

WANT
For Stoneboro, Pa., Celebration, July 11-12-13. Can use two more Shows, one more Ride; Eli and Swing booked. Concessions of all kinds, write. Have Bingo, Ball Game, Pitch-To-Win, Penny Pitch, Pop Corn, High Striker booked. Gift—save your stamps. Harrisville, Pa., week July 15-20. Peridona, Pa., week July 23-27.
JOLLY JAILLET CONCESSIONS, Chairman.
P.S.: Brownie, come on with your Lead Gallery.

WANT MUSICIANS
For Both White and Colored Bands. Join on wire. Reeds Spring, Mo., Thursday, July 11th; Branson, Mo., 12th.
NEWTON BROS.' CIRCUS
CONCESSIONS WANTED
ANNUAL STREET CARNIVAL
Stockton, Ill., July 19-20
Big Crowds. Good Spots Left. Wire or Write
FRANK NIEMEYER, Stockton, Illinois.

HUGHEY & GENTSCH SHOWS
WANT FOR MISSISSIPPI'S BEST CIRCUIT OF FAIRS AND CELEBRATIONS, AS FOLLOWS:
GET ON THE MONEY ROUTE
Neshoba County Fair, Philadelphia, Miss., July 29 to Aug. 3.
Watermelon Festival Mississippi's Largest Celebration, Water Valley, Miss., Aug. 5 to 9.
North Central Miss. Milk Festival, Winona, Miss., Aug. 12 to 17.
Open Week, Aug. 19 to 24.
Belzoni, Miss., Aug. 26 to 31.
Bi-County Fair, Centreville, Miss., October 7-12.
with other Fairs and Celebrations following until Dec. 1st.
WANT Shows with or without outfits. Will furnish outfit to organized Minstrel Show (Eight Rock White, answer). Want Snake Show (no Geek), Mechanical City, Fat People or Midget Show (Dolletta, answer). Will make good proposition to Side Show with own outfit. We carry no Girl Shows.
WANT ONE MORE MAJOR RIDE. Will book, buy or lease, with or without transportation, either Tilt-a-Whirl, Octopus or Rolloplane; will get it together on this route. We are carrying six Rides, including "The Little Rebel," the prettiest streamline train of them all. Concessions: Can place at once Photos, Frozen Custard, Knife or Cane Rack, Hoop-La, Slum Spindle, Bowling Alley and Scales or any legitimate Concession that is new; also want Penny Arcade. There will be no exclusives at Fairs and Celebrations except Corn Game, Cookhouse and Diggers, which are sold. We carry no grift at any time.
WANT Special Agent, also Scenic Artist, one with Concession given preference, to join at once. All address: Columbia, Miss., this week. (Pay your wires.)
NOTICE—Cut this Ad out as it will not appear again.

FITZIE BROWN CAN PLACE
Coupon Agents and Wheel Agents. This week, Jacksonville, Ill.; next week, Peoria, Ill. Answer, Care West's World's Wonder Show.

WANT GRIND STORES
No Wheels or Coupon Stores. Good opening for Candy Apples, Peanuts, Popcorn, Ball Games, Cigarette Shooting Gallery, Photo Gallery or any legitimate Grindstore. Can use one more Ride. Opening for Kiddie Rides. Playing the cream of Maryland territory where the government pays the money. This week Edgemere, Md., St. Marie's Celebration.
B & W AMUSEMENT CO.
1045 SOUTH CHARLES STREET, BALTIMORE, MD.

FIDLER'S UNITED SHOWS WANT
For Fifth Annual Berry Festival on Streets of Baroda, Michigan, and long list of Fairs and Street Celebrations, including Bucknell, Indiana, Carroll, Crosswell, Charlevoix, Harrison County and Midland Agricultural Fairs, all in Michigan. Girl Show, Fun House, Acts for Ten-in-One, Grind Stores, legitimate Concessions, especially Watchla, Cookhouse, Penny Arcade, String Game, Scales, Palmistry, Dart Game and Cane Racks. Address: Buchanan, Mich., this week; Baroda next week.

GROVES GREATER SHOWS WANT
For following Street Celebrations: Oakland, Ill.; Attica, Ind., Streets (Little Joe Miller, wire); Montezuma, Ind.; Clinton, Ind., Ninth Street; Georgetown, Ill., Street Fair. Will book Loop-o-Plane, also any Flat Ride. Shows—Fun House, Side Show, Girl Show, organized Minstrel Show with band or any other Show. Concessions—Custard, Ball Games or any Concessions working for Stock. Address all communications to ED GROVES, Oakland, Ill., this week.

SCOTT BROS.' SHOWS WANT
For Fairs and Celebrations starting in Kentucky August 5, closing Southern Georgia November. Want Cook House, \$50 still dates, \$75 at fairs in tickets; Grab Joint and Custard open, Long Range Gallery, Snowball, Candy Floss, Stock Stores, Grind Shows. Want Live Pony Ride, Octopus. J. L. Barnes, answer. Experienced Ball Game Agents.
Frankfort, Ky., this week; Shelbyville week July 15

CIRCUS AND WILD WEST

Anderson, Bud E.: Beulah, N. D.; Killdeer 12.
Cole Bros.: New Castle, Pa., 9; Mansfield, O., 10; Sandusky 11; Elkhart, Ind., 12; Gary 13; Indiana Harbor 14; Joliet, Ill., 15; Rock Island 16; Iowa City, Ia., 17; Des Moines 18; Atlantic 19; Council Bluffs 20.
Gould's, Jay: Benson, Minn., 8-9; Maynard 10-11; Watkins 12-13; Danube 15; Sleepy Eye 16-17.
Hamid-Morton-Wallace Bros.: (Shrine) Syracuse, N. Y., 8-13; (Shrine) Watertown 15-17; (Shrine) Ogdensburg 18-20.
Hunt Bros.: Randolph, Vt., 10.
Kelley, Al G., & Miller Bros.: Beaver City, Neb., 9; Oxford 10; Orleans 11; Arapahoe 12; Indianola 13.
Lewis Bros.: Sturgis, Mich., 9; Benton Harbor 10; Hartford 11; Holland 12; Hastings 13; Ionia 14.
Mills Bros.: Dresden, O., 9; Roseville 10; Gloucester 11; Corning 12.
Polack Bros.: (Beacon Theater) Vancouver, B. C., Can., 5-11; (Palomar Theater) Seattle, Wash., 17-23.
Ringling Bros. and Barnum & Bailey: Cleveland, O., 8-9; Akron 10; Toledo 11; Flint, Mich., 12; Detroit 13-16; Lansing 17; Grand Rapids 18; South Bend, Ind., 19; (Lake Front) Chicago, Ill., 20-28.
Russell Bros.: Ellsworth, Me., 9; Camden 10; Boothbay Harbor 11; Rumford 12; Berlin, N. H., 13; Manchester 14.

MISCELLANEOUS

By-Gosh Co.: Brandywine, W. Va., 8-13; Circleville 14-20.
Campbell Bros. & Stensvad Circus (painting): Harrisburg, Pa., 9; York 11.
Coronado Entrada Pageant: Las Vegas, N. M., 12-13; Roswell 17-19.
Lucy, Thomas Elmore: Bridgeport, Neb., 9; Minature 10; Bayard 11; Mitchell 12; Edgemont, S. D., 14; Custer 16; Pactola 17; Rochford 18; Sturgis 19.
Lewis, H. Kay, & Hollywood Varieties: Wadena, Minn., 12-13.
Myhre's Entertainers: Wallace, S. D., 8-13.
Miller, Al H., Show: Irwinton, Ga., 8-13.
Ricton's Dogs: Troy, Ala., 8-13.

ADDITIONAL ROUTES

(Received Too Late for Classification)
Aerial Ballet: Beloit, Wis., 8-13.
Arthur, Magician: Moodyville, Tenn., 13-14.
Chords, Three: (Court Sq.) Springfield, Mass., 11-13; (Paramount) Newport, R. I., 14.
D'Arcy Girls: (Celebration) Selingsgrove, Pa., 15-20.
Daniel, B. A., Magician: Havana, Ill., 10-13.
DeCleo, Magician: Marysville, O., 8-13.
Finn's, Thos. L., Magic Show: Sharon, Vt., 8-13.
Hellkvist's Puppet Show: Calais, Me., 8-13.
Hold On to Your Hats: (Cass) Detroit 8-13.
Howard, Magician: San Angelo, Tex., 8-25.
La Tona Troupe: Manly, Ia., 17; Prairieburg 19-20.
Leston, Magician: Martinsburg, W. Va., 8-13; Cumberland, Md., 15-20.
Mills Troupe: Milwaukee, Wis., 13-20.
Potters, Peerless: Ft. Dodge, Ia., 8-13.
Whiteside Troupe: Rockford, O., 8-13.

WANTED

MARKS SHOWS, INC.
Can place high-class Girl Revue. Have beautiful framed Show for some Oriental Show operator. Save stamps and time. Write or wire this week Ironton, Ohio.

Is Your Subscription to The Billboard About To Expire?

Club Activities

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, July 6.—Things were a bit quiet for the holiday week. M. J. Doolan and crew are down-State and will go into Rock Island, Ill., for the bridge opening. Charles and Dick Miller are out playing several locations. Harry Mamsch, Al Latto and Hadji Delgarian also are set in good locations. Eddie Hunter, Alex Stein and Emmett Hennessy planned a good holiday business at Riverview. Rube Liebman, back from the Dakotas, called before leaving for Indiana. O. N. Crafts stopped over en route from New York to the West Coast. Arthur Hopper and Clint Finney visited, Arthur handing us an application of Bernie Head. Bob Hickey and Nat Green accompanied Hopper and a number of circus men in for a look at the rooms.

Izzy Stein was taken to a local hospital for an operation. Brother Al Bay-singer called while here on business. Bob Lohmar back from a business trip, and Sam Gluskin was in town for a day. Bill Carsky returned from his northern trip. Notices were sent out for an important meeting of the board of governors on July 9. Booby Obadal visited and then accompanied Past President J. C. McCaffery on a visit to Brother Dan Odom, who underwent an operation recently at Washington Boulevard Hospital. Reports say he is convalescing. Nat Hirsch and Charles Hall returned from Dubuque, Ia. Larry O'Keefe and Joe Murphy left for Streator, Ill. Hospital list includes Harry Siegal, R. F. Trevellick, L. McFarland and Izzy Steier.

John Lempart worked with Jack Duffield for the holiday. Regulars in during the week were Lou Leonard, L. S. (Larry) Hogan, Sam Bloom, Julius Wagner, Irving Malitz, Fred Donnelly, William Young, Jack Pritchard, Maurice Hanauer, Ginger Nye, Alex Stein, Zebbie Fisher, Morris Haft, M. J. Doolan; J. C. McCaffery, Larry O'Keefe, Whitey Lehrter, Ernie A. Young, John O'Shea, Dave Tennyson and Jack Benjamin.



NATIONAL
SHOWMEN'S
ASSOCIATION
INC.

Palace Theater Building,
New York.

NEW YORK, July 6.—President Max Linderman has started work on club's annual Year Book, which is expected to surpass any heretofore printed. He has solicited various committees he does business with for advertising and to date has lined up American Legion Posts in Elizabeth, Hawthorne and Plainfield, N. J. He thinks that all show owners, operators and members of the organization should follow up this plan insofar as carnival shows create funds for these various committees, and has found them willing to co-operate with our showmen's fund.

Members who have signified their intention of going out for a Life Membership are Irving Rosenthal, Frank Bergen, Charles Lewis and Ike Weinberg. Get behind your favorite and help him along toward his goal! Frank Bergen and Charles Lewis are off to a good start and the others are not far behind. Happy White, Frank Rappaport and Morris Finkelstein joined the Prudence Show, playing Long Island for the next few weeks. Ed Elkins has become assistant manager of the Fair Midway Shows. He is in charge of the midway.

Treasurer Jack Greenspoon enlarged his milk bar in Brooklyn and is anticipating opening similar stores in Washington and Baltimore. While in Maryland, Jack went out on a fishing trip and caught 84 hardheads. Also states he sold what he claims to be the largest shooting gallery to Morris Piesen for Bay Shore Park, Baltimore, and a bingo stand to Leo Brenner. Adolph Schwartz, after a lengthy convalescence, visited his friends at Palisades Amusement Park and received a warm welcome. New membership cards are ready and some of the boys have sent in their dues for them. Have you?

Birthday congratulations to Eugene Randow, July 10; Lew Dufour, 11; H. William Jones, Charles Cohen, Philip Kaplan, 12; Ralph Goldstone, Edward Bennett, 13; Louis A. Rice, 14; T. Ganin, John Lannan, Hyman Nirenstein, Milton Soffer, 15; William Rabkin, Joseph Baker, George Berman, 16.

Ladies' Auxiliary

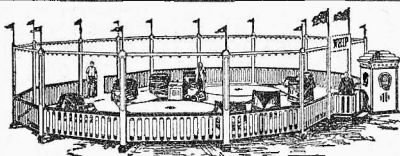
Sister Fanny Isser is recuperating at home, and Sister Rose Goddman is on the sick list. Sisters Blanche Henderson and Marlea Hughes motored to New London, Conn., to visit Art Lewis Shows and a fine welcome was accorded them. Sister Helen Rothstein, who has been with her husband, Brother Sam, on the road, is expected home momentarily.

Heart of America Showmen's Club

KANSAS CITY, Mo., July 6.—Past President W. L. Mellor left for a visit to Cole Bros. Circus and to attend Jess Adkins funeral. Brothers Hymie Schrieber and Harold Elliott returned here after visiting Royal American Shows. Brother Balderson, owner Melvin United Shows, visited during the week, coming in on business. Brother Jim Pennington's sister-in-law and niece sustained only minor injuries when their car overturned three times while en route here from Fort Cook, Neb.

George M. Gatts, former Chicago producer, has been visiting locally the past two weeks. He's now en route to Chicago. Brother Mel H. Vaught's State Fair Shows played Kansas and Packer streets, Kansas City, Kan., and moved to Red Oak, Ia., this week.

Secretary G. C. McGinnis reports that



NEW 8-CAR WHIP

We have just published a new booklet of replacement parts for All Whips, old and new. It also contains valuable Whip Information. Every Whip operator is welcome to a free copy. Send for it today.

W. F. MANGELS CO., Coney Island, New York

UNITED STATES TENT AND AWNING CO.

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

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TRUCKS

PASSENGER CARS—SEMI-TRAILERS

We will deliver anywhere in the United States. Get our prices and showmen's terms before buying. "Originators of the Showmen's Finance Plan."

WRITE: CHAS. T. GOSS

With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

ZACCHINI BROS.' SHOWS

Playing All Fairs and Celebrations From Now On

Want special proposition to capable Sideshow Man with or without outfit. Will furnish outfit for Illusion Show. Will furnish outfit for Monkey Show or any other worth-while attraction.

Want Concessions of all kinds except Cookhouse, Bingo, Custard, Floss, Pop Corn, Apples, Snow. Special proposition to Penny Arcade. This week Legion Celebration, Bridgeport, Ohio, then as per route. Wire or write BRUNO ZACCHINI, Manager, or HUGO ZACCHINI, Asst. Manager.

PIONEER SHOWS

JOHNSON CITY, N. Y., 17 COUNTY FIREMEN'S CONVENTION, JULY 15-20

Want Concessions and Shows. Privilege reasonable. This is the biggest celebration in the State. First show in twelve years; 200,000 drawing population. 225 fire departments, 60 bands and 20 drum corps, 75 floats participating. Free acts on Main St. day and night. Eikland, Pa., Firemen's Old Home Week also. Write or wire this week, Addison, N. Y.

petitions for membership in the club show a decided increase over last year. Banquet and Ball Committee reports it expects this annual event, which will be held as usual on New Year's Eve, to draw a much larger crowd than in the past several years.

BALLYHOO-

(Continued from page 31)

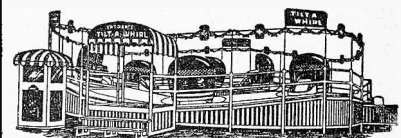
as the fifth column was never kept with ink and known as the "pencil column" it was easily erased.

All front talkers who had dubbed themselves "Doc," the unborn show nurses and the nurse for the headless girl were drafted into a medical unit. All agreed that whisky as a medicine and properly prescribed could not be beaten. Daily the medical unit met at different bars for further training. Mush Faking Red, show's sailmaker, immediately co-operated by organizing a women's sewing circle. With palms and needles the women soon changed every old khaki top in the storage car into uniforms patterned by the bosses.

First regiment to receive uniforms and be organized was made up of concession agents, sticks and helpers. Show's legal adjusters were commissioned generals, major generals and captains. The boss stated his reason for organizing the unit was that "these boys are strategists and will be known as the Shock Troops. To keep peace in the ranks I thought it best to separate the front and back-end companies." Jake Ballyhoo laid out this regiment's mode of outsmarting the enemy in this manner. All orders will be given in Pig Latin. When approaching the enemy, the order "orwardfay archmay" will bewilder the opposing army, they not knowing what country is marching against them or perhaps they will imagine our army their friends and hold fire.

Then our legal adjusting officers will step to the front with "Perhaps you boys don't understand the war. Come on back to the wagon and we'll talk it over." With the aid of hams and blankets thus the battle could be easily won. "But," stated Jake, "where we have the odds on the enemy, say 10 to 1, then my orders will be to go ahead and hey rube them." Sides of show's coaches have long been armor-plated and the drill of laying in the car aisles on our stomachs while pulling out of town is old training to all

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

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SHOW TENTS AND CONCESSION

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Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

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30x50 KHAKI ATHLETIC SHOW TOP
Only, Fair Condition, \$75.00.
CHARLES DRIVER—BERNIE MENDELSON
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4611 North Clark Street, CHICAGO, ILL.

of us. Saturday afternoon a meeting was called in the girl show top. Speeches were made by the five bosses and each department head. After the meeting adjourned the lot owner, who attended as a guest, said, "On this location I will plant my late garden. It should be rich with fertilization."

MAJOR PRIVILEGE.

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10 FAT GIRLS
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—YOU'LL BE SATISFIED
WITH RESULTS.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

LOOK AHEAD, then go ahead!

C. M. HODGES is *The Billboard* sales and mail agent on Miller Bros.' Shows.

JOINING Miller Bros.' Shows in Middlesex, N. J., with his Minstrel Show recently was Jerry Jackson.

TONY DARO, with Athletic Show, joined World's Fair Shows & Coe Bros.' Circus at Spokane, Wash.

HAVING SIGNED his Kiddie Auto Ride with Wallace Bros.' Shows, Astor Phillips joined organization at Newport, Tenn.

TEX SEREAULT joined Convention Shows in Franklinville, N. Y., to take charge of the Ferris Wheel.

FIREWORKS, for a number of carnivals, come after the Fourth of July.

JACK BURKE, of ham and bacon note, has been appointed concession manager on Lawrence Greater Shows.

CHARLES DeKREKO joined Gold Medal Shows at Cando, N. D., recently with his glass house attraction.

SIG ANDERSON is the tattooed man with the side show on Art Lewis Shows, reports Frank Zorda.

NEW PENNY PITCH WORKERS on Frank's Greater Shows are Dolly Wise, Louise Kelly and Sarah Skinner, reports Harry Mack.

BILL AND EVELYN KELLY joined Palace United Shows in Moweaqua, Ill., to take over management of the Mickey Mouse shooting gallery for Kenny Wright.

THE MIDWAY WORLD boasts of all grades of mentality.—Colonel Patch.

TRUMPET PLAYERS Al Lash and Fred DePeile joined Tige Hale's Band on Gooding Greater Shows at Marietta, O., recently.

ED JARBOE, vet trouper, is ill and confined at Poor Farm, Davison County White Hill, Owensboro, Ky. He writes he'd like to read letters from friends.

BETTY STEVENS, daughter and niece respectively of Harry and Marge Stevens, is spending her vacation touring with Prell's World's Fair Shows.

A NEW NAME for a tent repairman on a carnival, a "ragician."—Oscar the Ham.

AFTER FOUR CONSECUTIVE YEARS with Reynolds & Wells Shows, Al B. Kish has booked his Diamond Lou Show with

Children and Carnivals

The following comment on carnivals appeared in Virginia Cecil's column, *This, That and the Other*, in the June 20 issue of *The Lawrence Chieftain*, Mt. Vernon, Mo.: "Had a carnival in town last week of which most of the older people disapproved but most of the children appreciated. One of life's greatest problems is pleasing both the older and younger generations. No child ever thinks he will be like his parents when he grows older and few parents ever really remember that they were once young in the true sense of the word. However, the old will never be young in spirit or the young old, so at the best the one will always be compelled to endure the things that please the other."

tractions, recently added a third act, Captain Phoenix, high dive.

LUXURIES become necessities too fast for the average midway salaries.

SON of Mr. and Mrs. C. O. Davis, cookhouse operators on Kaus Exposition Shows, George Davis joined his parents in Camden, N. J., and will spend his summer vacation on shows.

JACK-POT CLUB on Lawrence Greater Shows includes George Oliver, Nick Raymond, Eddie Allen, Jack Burke and Frank Braun, shows' special representative.

AFTER VISITING her parents, Mr. and Mrs. Carl O. Bartels, on Zacchini Bros.' Shows for three weeks, Martha Bartels returned to her home in Jackson, Mich. Bartels is shows' secretary.

HAND-SHAKING and back-slapping originated at the first political meeting. They were developed on midways, however.

JESSIE FRANKS, champion woman bag puncher, is now in her seventh season with Carl J. Lauther's Side Show on Cetlin & Wilson Shows, reports Ray D. Murray.

BLACKIE BALLARD, who has the Sadie Show on Elite Exposition Shows, reports from Wamego, Kan., that he recently installed a new p.-a. system and new banners on the unit.

WHILE Buckeye State Shows were playing Farmington, Mo., General Manager Joe Galler made a flying trip to St. Louis to meet his parents, Mr. and Mrs. M. Galler, who will spend a week's vacation on shows.

SOME SHOWFOLK are making plans for "after-the-season," even tho the other players haven't had a turn at bat.

WHEN RUBIN & CHERRY EXPOSITION played Appleton, Wis., Dr. and Mrs. M. N. Duxbury, of Green Bay, Wis.,



TRIO OF NO. 16 DE LUXE ELI WHEELS owned by Harry A. Illions and in operation at New York World's Fair. The front, which was completed a few days ago, is 100 feet long and has been made portable with Hila F. Maynes' locks in 10-foot sections. Ticket box is a novel one, being patterned after an Eli Wheel. Two Carousels are used in the background and play alternately. There is 300 feet of picket fencing and the whole makes a beautiful flash.

MR. AND MRS. JOHN SHALER, with lead gallery, joined J. F. Sparks Shows at Clinchco, Va.

RALPH REED, with Mechanical Show, joined Fred Stumbo's Greater Shows at Siloam Springs, Ark.

MR. AND MRS. E. W. WELLS rejoined Crowley's United Shows in Idaho Falls, Ida., after visiting relatives for a week.

THE AVERAGE SHOWMAN needs only about a thousand times what he has.

AFTER FILLING three weeks of celebration-date contracts, Flying Melzoras rejoined Kaus Exposition Shows in Haverstraw, N. Y.

JOINING Lawrence Greater Shows recently with their pop corn, peanuts and candy apple stands were Mr. and Mrs. George Hamilton.

HAVING SIGNED his new photo gallery with J. F. Sparks Shows, John Zecak joined the organization at Dante, Va. Jimmy Andrews works the dark room.

WHILE Hilderbrand's United Shows were playing Ukiah, Calif., Owner O. H. Hilderbrand had as his guests, Hugh Bowen, Joyland Shows, and Shorty Wrightsman, Wrightsman Shows.

Bremer Shows, he reports from Austin, Minn.

MIGGETTE McClain infos from Beckley, W. Va., that Mighty Monarch Shows played to fair crowds and satisfactory business there recently despite rain and cold weather.

MRS. JOE CHANEY, of Mac's Caravan, tendered Mr. and Mrs. Joe Moxley a dinner in Platt, Mo., on June 19 in celebration of the Moxleys' 10th wedding anniversary.

CHERIE, sex oddity, is clicking on Sim's Greater Shows, reports Bobby Kork from Janquire, Que. Kork says Cherie is now in her ninth week, only three days of which were lost to rain.

FREE ATTRACTIONS appearing in Framingham, Mass., so far this season included Oscar Babcock, the Thunderbirds and the Four Stars, reports Pat Kling.

LILLIE HUTCHISON and trained monkey, who have been touring Missouri, appeared on a stage in front of the courthouse in Bloomfield, Mo., recently under Chamber of Commerce auspices.

DODSON'S WORLD'S FAIR SHOWS, which have been presenting the Four Apollos and Lionel Legare as free at-

PENNY PITCH GAMES
 Size 48x48", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.25

SEND FOR CATALOGUE, Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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 124-126 W. Lake St., Chicago, Ill.

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Uljia Bottle, Answers All Questions. Each \$.25
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. . 5.00
 Analysis, 3-p., with Blue Cover. Each03
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 Samples of the 4 Readings, Four for 25c.

No. 1, 34 Page, Gold and Silver Covers. Each . 30
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
 Gazing Crystals, Uljia Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Pol-
 loy. 1200 Dreams. Bound in Heavy Gold
 Paper Covers, Good Quality Paper. Sample \$0.15
**HOW TO WIN AT ANY KIND OF SPECULA-
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 Samples, 25c.

PACK OF 79 EGYPTIAN F. T. CARDS. Answers
 All Questions, Lucky Numbers, etc., 35c.

ZODIAC F. T. CARDS. Pack 35c
 Graphology Charts, 9x17, 8am. 6c, Per 1,000 \$6.00

MENTAL TELEPATHY, Booklet, 21 P. 25c
"WHAT IS WRITTEN IN THE STARS." Folding
 Booklet, 12 P., 3x5. Contains all 12 Analyses.
 Very Well Written. Per Doz. 50c; Sample 10c.
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 Quickly erected
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 You are the first
 to set up and to get
 away. Our exclusive
 principle of con-
 struction means
 speed. Canvas per-
 manently attached
 to frame parts except
 roof, which is a hood.
 A beautiful Stand—its
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 Circular and canvas
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MIDLAND POPCORN CO.
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 1940 ASTRO DAILY, HOURLY FORECASTS.
 Buddha Papers, Horoscopes in 14 styles, Display Charts, Apparatus for Mindreaders, Mental Magic, Spirit Effects, Mitt Camps, Graphology, Palmistry, Books, Crystals. 164-Page Illustrated Catalogue, 30c.

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 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
 State salary and all details in first letter.
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 SCHORK & SCHAFER

GERMANTOWN, KY., FAIR
 "The Old Reliable"—85th Year
 JULY 23-27
 NOW BOOKING all Concessions except Eats, Drinks, Bingo and Diggers; any good Grand Shows with own outfit. Will book Octopus and Rolloplane. Address:
 J. F. SPARKS, Wheelwright, Ky.

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No ride man ever considers his BIG ELI Wheel a liability. That it does more than pay its way is a self-evident truth in Outdoor Amusements. For resale it finds a buyer at a good price. Shrewd buyers invest in BIG ELI Wheels because they are proven "Good Property."

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 Builders of Dependable Products.
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THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.

The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.

SMITH & SMITH, Springville, Erie Co., N. Y.

visited on two nights. Dr. Duxbury numbers among his friends many circus and carnival troupers.

MOTORING from their home in St. Petersburg, Fla., Mrs. W. H. Snyder and children, Jack and Jane, joined W. H. (Bill) Snyder on Zacchini Bros.' Shows for remainder of summer. Snyder is shows' publicity director.

GUESTS of Cetlin & Wilson Shows during organization's Pittsburgh engagement were William J. Goss, president, Flourtown (Pa.) Fair, and Mrs. Goss. They visited Mr. and Mrs. I. Cetlin and Mr. and Mrs. Jack Wilson.

DURING Endy Bros.' Shows stand in Hartford, Conn., several acts visited the Newington Home for Crippled Children. Among them were Lee Erdman, trained dogs and monkeys; Hall, magician, and Freddy, legless wonder.

MISS JACKIE MEEKS, of Winder, Ga., visited her sister, Mrs. Joseph Decker, of Zacchini Bros.' Shows, while organization was in Tarentum, Pa. The Deckers own and operate the cookhouse on shows.

BECAUSE of a broken arm which George J. Gill sustained several months ago, he and Mrs. Gill were unable to make the fairs in the Northwest this year. He reports, however, that they plan to play the Springfield (Ill.) Fair.

A MANAGER can make as much noise as he likes, to make others keep as quiet as he'd like.

IN ITS JULY 1 ISSUE, *The Clearfield* (Pa.) *Progress* carried a two-page spread, including stories and pictorials of Owners Jack Wilson and I. Cetlin and attractions on the organization, incident to shows' week stand there.

FORMER TATTOOED MAN with Mighty Sheesley Midway, Sailor West visited the side show on Art Lewis Shows during the stand in Newport, R. I., where West prepared a spaghetti supper for 30, including side show staff.

"DURING Beckmann & Gerety Shows' local stand, many members of the organization visited me here," scribes O. C. (Jack) Lydick from Ward No. 4, U. S. Veterans' Hospital, Dayton, O. "If luck is with me, I'll be walking again about October 1."

GIRDLES keep many general agents' figures from telling the truth. How about a little action to work it off?

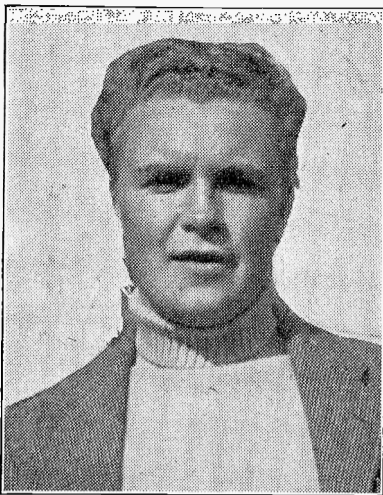
"WHILE PLAYING East Liverpool, O., with Johnny J. Jones Exposition, my former partner, Claude Claudette, visited me," pens Billie Kay Burke from Bradford, Pa. "Claude presented one of her openings on the front of the annex during the visit."

RAIN EVERY DAY of the six-day stand resulted in a near-blank for M. & M. Shows at Burlington, Vt., recently. Shows attempted to break in a new lot about a mile from the city line, a factor which also contributed to lack of business.

JOHN ELLENBERG, of Williamstown, S. C., is confined in West Jersey Homeopathic Hospital, Camden, with internal injuries and a punctured lung sustained

Sister Sue Visits

Widely known among outdoor show-folk and to almost every fair association and committeeman in the United States and Canada as Sister Sue, Mrs. Grant Smith, sister of the late Johnny J. Jones, founder of shows bearing his name, visited her many friends and relatives on the organization recently. Each year she spends her vacation with Mrs. Hody Jones, E. Lawrence Phillips, Johnny J. Jones Jr. and her many friends on the midway. Altho she and husband have been living in retirement for a number of years in their Crooked Creek, Pa., home, they still keep track of their numerous friends of the midway world and know the routes of all eastern shows which play their town or cities near by. Sister Sue rarely misses visiting a show, regardless of the weather. Her arrival on the Jones midway annually is looked forward to by the personnel. Her cheery words and ways, good advice and deeds of the past and present have endeared her to the hearts of every troupers on the organization.



GEORGE E. POWER is the new sales agent for *The Billboard* at New York World's Fair. He is attached to the mouse game under the bridge at the northern entrance to the midway.

June 24 when he fell 25 feet from a ride he was dismantling at a church carnival in Hammonton, N. J.

THERE IS STILL a suspicion that the chicken crossed the street to see what kind of fronts the other show was using.—Cousin Peleg.

WHILE VISITING in Philadelphia during the Republican Convention, Jerry McGroven, 80-year-old troupers with Endy Bros.' Shows, visited Al Newmayer, ex-cookhouse and grab stand operator, who is operating the Coconut Grove Inn in the Quaker City.

HALL OF ODDITIES, owned and operated on Reynolds & Wells Shows by Richard Hard and Duke Del Rio, is being enlarged for shows' fair dates, Rae-Terrill infos. A new top has been ordered for the cookhouse, which is in charge of Ted Buck, and new props and several performers were added.

SON of Mr. and Mrs. Harlow Hanson, of Eric B. Hyde Shows, Walter Lewis Hanson celebrated his eighth birthday anniversary with a birthday party while shows were exhibiting in Pitcairn, Pa. Among children in attendance were Linda Johns, R. Weadon, Jimmie Crooks and R. Travis.

THE WISE save money and the unwise expect handouts. What's more, the latter seem to get 'em—and out of the wise man's pocket.

LINE-UP of Don Newby's Side Show on Smith's Greater Atlantic Shows includes Newby, front; Larry Koutz, magic and inside lecturer; Henry (Bluey Bluey) Thompson, midget; Murray, the bearman; Mrs. Newby, monkey circus; Alvia Koutz, tickets. Marianne, headless girl, is in the annex.

AT A MEETING in the cookhouse on Buckeye State Shows during the stand in Farmington, Mo., women members voted to organize a social club. A committee comprising Fay Cooper, Betty Savage and Lorraine Cooper was elected to draft organization plans and will make a report at the next meeting.

BUD CROSS, of Cross Amusement Co., who has the Octopus and Rolloplane at Golden Gate International Exposition, San Francisco, joined Cetlin & Wilson Shows at Pittsburgh with a new Rolloplane. Cross and H. J. Hertl, operator, brought the ride across the continent in 120 hours. Also on rides' staff are Mrs. Hertl, ticket seller, and Tony Marino.

IT'S EASY to make mistakes, which cause shows to play bloomers, and much easier to make more mistakes and play more bloomers. It's a sort of carnival custom in which "practice makes imperfect."—Mrs. Upshaw.

HARVEY (DOC) ARLINGTON cards from Fort Wayne, Ind.: "Motor City Shows' week-stand in Kalamazoo, Mich., was good when weather permitted. Jumped in here for shows' first local stand and 125-mile move was made in good time despite delays by some of the rolling stock. Several new concessions joined here. Shows opening on Monday night was hampered by rain."

"RHODODENDRON FESTIVAL here proved successful, with the Three Milos,

free act, being well received," blasts Jimmie Taylor from Asheville, N. C. "Lee's rides in front of the post office chalked a good week and novelty boys did okeh. Met Frank (Red) Roberts here. He has quit the road because of ill health. I'm heading for New York fairs with my grab and juice stands."

LINE-UP of W. L. Carter's attraction, which joined Eric B. Hyde Shows recently, includes Ann Lee King, producer; Callie Mae Harris, Julie Cruse, Betty Davis and Florine Hardie, chorus; J. Andrews, Kora and Ramon Peppers, Clarence Richardson, Slim Andrews and Pee Wee Cole; W. L. Carter, saxophone; Specks Akens, trumpet; Frank Cole, trombone; Dave Gaines, drummer; Luke King, talker and ticket seller.

HOT-DOC FRANK SEZ: "Show owners and managers should realize that courtesy, like a new outfit, is outstanding. It might be well for them to be courteous enough to answer inquiries they receive by mail."

FIRE EATER with Hall of Oddities on Reynolds & Wells Shows, Johnnie Hutchins was severely burned about the face and hands while making a fire blast on the bally during shows' Antigo, Wis., stand. Physicians report he will be unable to work for about five weeks. Recent additions to the Oddities unit include Fred B. Miller, tickets, and Hazel B. Miller, sword ladder and blade box. Rae Terrill continues in the annex.

NOTES FROM Carl J. Lauther's Side Show on Cetlin & Wilson Shows: Carl Lauther Jr. and Norman Bryant are selling tickets on the unit and Betty Nugent and Tex Yates have their impalement act with it. Mr. and Mrs. Fred Thomas, Zacchini Bros.' Shows, visited Mr. and Mrs. Lauther at Pittsburgh. Mrs. Thomas is Mrs. Lauther's sister. Charley Porter, Ossified man, continues to click. Jerry Ann, of Zacchini Bros.' Shows, visited Claude Claudette while shows were exhibiting in Pittsburgh.

LISTENING HABITS of midway workers are changing. They prefer factual conversation to fictional and turn a deaf ear to fairy tales. They're not alone, either, for committees and fair managers are right along side of 'em.

"I'M SITTING ON TOP OF A MOUNTAIN, but not on top of the world," letters E. L. Blystone, Bly the Rice Writer, from Bills Place, Pa. "This is said to be the smallest post office in the United States. I have a stand at the foot of the Lookout on Ray's Hill, where I'm doing my miniature writing. There's plenty of cool breeze and I like it better than the New York World's Fair, where I was located last summer. A number of showfolks have been passing thru here en route to Pittsburgh and I visited with Red Onion on Eric B. Hyde Shows at Pitcairn, Pa., about 10 days ago."

FUNLAND SHOWS NOTES by Ted C. Taylor: Stand in Salt Lick, Ky., under local ball club auspices gave shows four days of rain. Business the last two days, however, was okeh and because of hard work on part of C. C. Leasure and Shorty Lowe, of Olive Hill, Ky., maiden spot proved better than anticipated. Tressie McDaniles and C. D. Scott, Scott Bros.' Shows, visited. Mrs. Charles Miller, who has been in a Lexington, Ky., hospital, is improving, according to reports from there. Chief Electrician Cook has new journey boxes, transformer truck and new cable in good condition for the fairs.

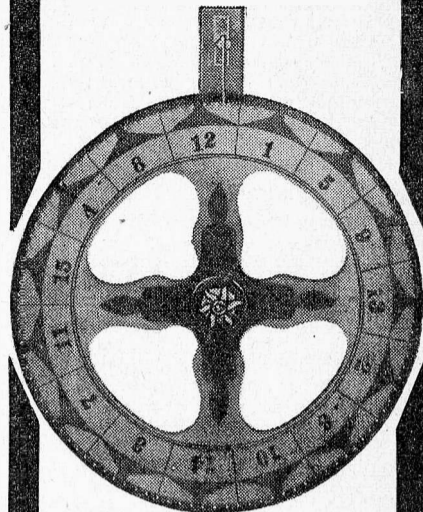
CONCESSION OPERATOR to Stick: "Why don't you stand close to the wheel like I told you to do and not so far away from the counter?" Stick: "I can't stand up close. There are so many spaces and colors on the wheel that when it spins I become dizzy to say nothing of the fact that I dream in technicolor each night."

NOTES FROM Dr. Mel Roi's Side Show



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LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

by Mrs. A. Mel Roi: "Our son, Charles, joined the unit at Marshalltown, Ia., recently and while we were playing South Beloit, Wis., many of our friends on Snapp's Greater Shows visited. Bobbie Allen's mother visited him recently in Oelwein, Ia., after motoring in from Mishawaka, Ind. Roster includes Jimmie Hanna, tickets; Dr. Mel Roi, talker and mentalist; Mrs. A. Mel Roi, trained birds and monkeys; Billie Gibbs, alligator-skin boy; Red Mailer, inside talker; Violet Mel Roi, whip cracker; Charles Mel Roi, electric chair; Letha, india rubber girl; Bobbie Allen, fire act and human pincushion; Whitey Woolsey, iron jaw and iron eyelid; Penzie, African giant; Mary Allen. Bobbie Bobbett is in the annex.

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 6.—The law relating to amusement taxes, generally referred to as the Revenue Act of 1940, in most respects became applicable on July 1. One important provision of the law which affects the outdoor amusement industry, altho in our opinion not seriously, is Section 211, which changes the previous law relating to amusement tax. Heretofore a 10 per cent tax was imposed upon admission tickets sold for 41 cents or more. The 40-cent exemption remained in effect until June 30 and as of July 1 the exemption was reduced to 20 cents, so that the law now provides that tax on admissions applies to all tickets sold for 21 cents or more. Under the new terms the present rate of tax will remain in effect until July 1, 1945.

In other words, the industry will be obliged to take care of collecting and remitting the tax on admission tickets which sell for 21 cents or more. Since the bulk of admissions in the carnival industry are at 5, 10 and 15 cents, these admissions will not be subject to tax. However, in the relatively few cases where 25-cent tickets are sold they will be taxable. It would appear that the tendency for the immediate future will be to limit the price of tickets to 20 cents and thus avoid the necessity of collecting and accounting for taxes due on tickets sold above that price.

Member shows are urged to give particular heed to provisions of the tax law and to comply with it in every detail and avoid necessary penalties which may be imposed for non-compliance, and to particularly be careful to have adequate records of admissions sold which are subject to this tax. We shall, of course,

be pleased to give member shows further information on the subject upon requests directed to this office.

SHOWMEN'S HOME

(Continued from page 31)

home, and still others have different views.

At a recent meeting attended by more than 50 members views were exchanged, probable costs discussed and recommendations made that action be taken soon. It is felt that if a start is made on the project this year it will result in increased interest in league's work among show people.

Many influential members of the league are thoroly sold on the idea of establishing a home near Hot Springs. An 80-acre tract was inspected by several league members a few months ago. It is located on the main highway between Hot Springs and Malvern, Ark., and has a large Southern mansion and huge barn on it. Site can be bought at a reasonable figure. Many members are of the opinion that this site would be ideal and that, once the home is established, it might be made partly self-sustaining. Various means by which this could be accomplished have been suggested. Some members do not believe such a home would be practical.

Board of governors meeting this week will consider the recommendations made by the special committee which met June 28. This committee, in its letter to the membership, details the Hot Springs proposal and states: "It was the consensus of the committee members present that the project could be made self-supporting in that a trailer camp could be operated on the grounds during the winter when a great number of show people migrate to that part of the country. Committee believes that the purchase of a showmen's home is next in importance to the purchase of Showmen's Rest, which has increased a hundredfold in value since its purchase and has demonstrated to the show world generally that the league is constantly bettering the lot of showmen."

DODSON SHOWS

(Continued from page 31)

and Inez Hudson, Glen Denham and Mr. and Mrs. Ray Camp.

About 25 children whose parents are with the shows celebrated the ninth birthday anniversary of Joan Gillion, whose mother is a featured rider in Olive Hager's Wall of Death Motordrome, at a party in Madigan's midway cafe. All reported a good time. Joan Gillion was tendered many gifts. Johnny Cousins, billposter, is doing a good billing job and has been hanging some big paper displays despite opposition billing in the last four cities.

George Harmon, midget clown of the side show, left for a short visit to his home in French Lick, Ind. Chick Hense, of World's Fair Freaks, bought a new car, and Tuffy Smith, human pincushion, joined Ray Cramer's Side Show, as did Will Tagger. Mrs. Patricia Priddy, wife of Lloyd Priddy, inside lecturer of side show, is expected to arrive soon from Coney Island, where she has been with the Streamlined Follies. She will join Lucille Dodson's Chez La Femme.

Snake Show Manager Charles LeRoy Jr. resigned and he and wife joined another show. He was replaced by Joseph Sparpana. Mrs. Jessie McCormick joined her husband, who is connected with the Chez La Femme show. Mr. and Mrs. Leonard Smith, who have the balloon dart and pitch-till-you-win stores, are being assisted by Leonard's brother, Clinton. General Manager Mel G. Dodson was away for several days on business. Melvin Dodson Jr. reports that a number of early celebrations have been booked. George Craig, former carnival talker who now lives here, visited the midway.

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GREAT SUTTON SHOWS WANT
Minstrel Show Performers, Musicians and Chorus Girls. Would like to hear from "Bubber" Mack. We pay salaries out of the office every week, also furnish sleeping tents. Rochester, Indiana, all this week, July 8th to 13th.

GREAT SUTTON SHOWS

SMITH'S GREATER ATLANTIC SHOWS WANT
Ride Help of all types, especially Ferris Wheel Foreman and Second Man; also Chair-o-Plane Foreman. Concessions all open, no exclusive. Will book several Flat Rides; Octopus, Lindy Loop and Ride-o preferred. This week Somerset, Pa., and the following week Somerset County Firemen's Convention at Salisbury, Pa. All address:
K. F. (BROWNIE) SMITH as per route

HENNIES BROS.' SHOWS WANT
Readers for Sis Dyer's camp. Chuck Moss wants Nail Agents for balance season. Wire if you know me. Green Bay this week, Menasha next, both Wisconsin; Minneapolis, Minn., July 20-28.

A Union for and of the Men Who Move the Show—to Keep the Show Moving

THE AMERICAN FEDERATION OF OUTDOOR AND INDOOR CIRCUS AND CARNIVAL WORKERS

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SHOW LETTERS

Direct from the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Cetlin & Wilson

Pittsburgh. Week ended June 29. Location, East Liberty circus grounds. Business, good when weather permitted. Weather, scattered showers.

Second week here at a location of better box-office drawing power, shows were popular and East Liberty patrons received Victorrio Zacchini, human cannon ball, and Flying Zacchini Trapeze Trio, free acts, in good style. The Ringling circus played this same location this year. Scattered showers prevailed all week and Monday, Wednesday and Thursday were only nights without rain. Kiddies' matinee was okeh despite intermittent showers. Shows and rides did well when weather permitted. Lucky, the iron-jaw man, joined. Lauther's Side Show and Alois Wescott came on with Rolloplane. Official opening rides was taken by William Korta, *The Pittsburgh Press*; Dolly Nave and Dorothy, secretary to Ed Reintebaugh, of *The Press*; Morton Frank, representative of *The Billboard*. Other guests of shows included Dorothy Fetterman, Mrs. Jessie Reed, Mrs. Morgan, Mr. and Mrs. Goldman and Miss Moran. Pittsburgh newspaper men, including Karl Krug, of *The Sun Telegraph*, visited and were liberal with space. Agnes Funk joined the Glitter Gals Show. Dr. R. Garfield's Hall of Science did well. Gladys McGinnis was sporting new wardrobe and Pony Ride Manager C. W. Warrington's wife and son, James, joined. Ferris Wheels, in charge of C. M. McGinnis, are doing well. Lucille (Mom) Lee is readying Paradise Revue costumes. Clark Queer, *Mt. Pleasant* (Pa.) *Journal*, entertained at a dinner in Fort Pitt Hotel in honor of Mrs. I. Cetlin and Mrs. Jack Wilson. Among guests were Messrs. Cetlin and Wilson, Wesley Charles, Mr. and Mrs. Benny Smith and son; Martha Lucas, Princess Mitzi, Esther Warrers, Virginia Lee, Tela Reimers, Tilly Frenier, Princess Olga and Winnie Porter, Dotty Lindy, Catherine Moore and Edith Endress joined Georgia Brown's Miss America Tableau Show. RAY D. MURRAY.

Dee Lang's

(Motorized)

Fertile, Minn. Three days ended June 26. Location, Polk County Fairgrounds. Auspices, Polk County Fair. Business, good. Weather, fair.

Shows' second fair of the season proved profitable. With good weather large crowds and good spenders were on the midway nightly. Day patronage also was good. Stand's success was attributed to long playing hours and co-operation of fair committee, under Secretary of Joseph W. Reseland. Among visitors were Duffie and Andy Larson, Albin Olson, Mr. and Mrs. F. Heinrich, Clara Belle Heinrich, Art Pemmerton, Mr. and Mrs. A. C. Pederson, Mr. and Mrs.

Ray Pfund, Al Shackle, Al Remart, Dr. Nelson and Mr. and Mrs. Andy Habandank and family. Mart Sellner, Mr. and Mrs. C. G. Palmer and Mr. and Mrs. Oscar A. Erickson have been frequent visitors.

Barnesville, Minn. June 20-22. Location, Clay County Fairgrounds. Auspices, Clay County Fair Association. Business, good. Weather, fair.

Date marked shows' first fair of the season and good business resulted. Weather was fair thruout and shows opened early daily and big crowds of good spenders turned out. Shows and rides did well, with Skooter and Blue Hawaii bringing top money. Frank Harrison's new cookhouse and grab stand arrived here. Mrs. John Sweeney, bingo operator, has been ill for several days. Fair committee, under direction of Pete Olson, secretary, co-operated. Visitors included Mr. and Mrs. Harry Lawless, P. Sanford and party, Mayor Olson, Ray Pfund, Al Shackle, F. Zimmerman and Andy Haberdunk, Oliver (Cy) Mattson, Ralph Tarlseth and party and Leslie Welter. JOHN PABARCUS.

Art Lewis

(Railroad)

Newport, R. I. Week ended June 29. Location, circus grounds. Auspices, American Legion Post. Business, poor, except Saturday, good. Weather, five nights rain.

Shows had five nights of rain here. Committee co-operated. Cole Bros. Circus played lot the Saturday before to excellent business, and gave shows a good sendoff. The writer saw afternoon and night performances. Morris Stokes worked far into the night Saturday getting shows' advertising matter posted. Jamboree netted a substantial sum for Art Lewis Benevolent Fund. It was conducted by ride boys, and talent included several acts from local night clubs. Aylene Morency and Banjo Billie Moffatt clicked. Owner Art Lewis entertained orphans from three institutions. Charles Lewis provided refreshments. All were grieved to learn of the death of Jess Atkins. Altho business has been only fair because of inclement weather the past 10 weeks, shows have managed to hold their own. DICK COLLINS.

World of Mirth

(Railroad)

Stratford, Conn. Week ended June 29. Location, Avon Park. Auspices, American Legion Post. Business, good when weather permitted. Weather, rain three days.

Rain Monday, Wednesday and Friday hurt date considerably. Attendance other nights was good. Location was perfect, with ample free parking space. Near-by resorts hurt ride patronage. Many of the personnel visited the Ringling circus at its New Haven, Conn., matinee Wednesday. One of Blondy Mack's giant monkeys, which was lost when moving from New London, was cornered in a farmhouse by State police, who found it necessary to use tear gas to capture and return him to Mack. Previously a valuable chimpanzee, Snookie, contracted pneumonia and despite constant medical attention died. Much new canvas appeared here. Davey Linderman's kiddie rides have new royal blue tops, matching those on the Merry-Go-Round, Arctic Girls and Superba shows. General Manager Max Linderman experimented with this color for the first time last year. Fred H. Russell, in charge of amusements on *The Bridgeport Post-Telegram*, renewed acquaintances with Linderman. He still has a pass given him by Linderman 20 years ago. Frank Kingman, executive vice-president Brockton Fair, visited Saturday night.

New London, Conn. Week ended June 22. Location, Davis Field circus grounds. Auspices, Goshen Fire Co. Business, fair. Weather, clear and cold.

Local residents were treated to a variety of free entertainment here. Cold spell prevailed thruout, with temperature falling to 40 degrees Wednesday and Thursday nights. Extensive damage was done to both the Big Apple and Merry-Go-Round when the show train caught on fire, presumably from sparks from a passing engine, about 50 miles from here. Costliest damage was to the Merry-Go-Round as all crescents were destroyed. Charlev Kidder, construction superintendent, put a full crew to work

immediately. The organ was lost and several horses and chariots were badly scorched. They will be replaced. Damage was estimated at several thousand dollars by General Manager Max Linderman. Linderman inaugurated weekly bingo parties for show people to take place each Thursday night. Net proceeds are to be given the National Showmen's Association. Ivon Newman, commercial manager of Station WNLC, co-operated. Visitors included Mrs. Eddie Bernard and Dolly Udowitz, Mr. and Mrs. Benny Weiss, and Bill Martin, concession manager, Alabama State Fair. Cole Bros. Circus exhibited here Tuesday to good matinee and night attendance. Circus management welcomed many of the shows' personnel to matinee show. JIM McHUGH.

Kaus Expo

(Baggage cars and trucks)

Haverstraw, N. Y. Week ended June 29. Auspices, Hudson Valley Firemen's Association. Business, good. Weather, one day of rain.

This was a celebration of two separate associations: Rockland County had its convention Wednesday and Thursday, while Hudson Valley Association held its convention on Friday and Saturday. Events were arranged as much as possible to produce midway crowds. Queen of the celebration was crowned in front of the Silver Streak Tuesday, and Saturday night trophies for parade winners were presented in front of the Motor-drome. Monday night was lost to rain, and showers Wednesday and Friday afternoons kept down attendance. Saturday night produced a jammed midway and all reported satisfactory business. Flying Melzoras, who have been away for three weeks filling celebration engagements, returned here. Mrs. James Burns celebrated her birthday anniversary with an open-house party in her trailer on Tuesday afternoon. Refreshments were served and she received a number of remembrances. Among guests were Mr. and Mrs. William Callahan, Marjorie Callahan and Mr. and Mrs. Robert Donovan. James Plouff added another scale, with Arthur Schrecker as agent. Gerald and Helen Lukas, children of Mrs. Edna Haynes, joined their mother for the summer. Reports from Perth Amboy General Hospital are that General Manager A. J. Kaus is recovering from a recent operation and will rejoin shows next week.

Camden, N. J. Week ended June 22. Auspices, Veterans' League of South Jersey. Business, good. Weather, good.

Date was a repeat engagement because shows had seven days of rain on previous occasion. Spot was well advertised, and Billposter Grover Hill had town covered well. Newspaper displays and merchant tickets gave much additional advertising. Week started slowly, but business gathered momentum, and Friday and Saturday produced excellent crowds with good spending. Lot was across the street from previous showing and was much better with a good sod surface. Mrs. Marlon and Ray McWethy Jr., Lawrence Greater Shows, visited, and Ray McWethy Sr. returned with them for a week's visit. J. E. Kaus purchased another Ferris Wheel and put it in the air here. LESTER KERN.

Endy Bros.

(Baggage cars and trucks)

Hartford, Conn. Week ended June 29. Location, State Armory grounds. Auspices, Connecticut National Guard. Business, good when weather permitted. Weather, rain.

Shows were rained out Monday, but Tuesday's opening drew over 6,200 paid admissions despite occasional showers. Daily matinees well attended and downtown location was ideal. Strong advertising schedule and thoro billposting job attracted patrons from whole trading area. Personnel welcomed Martha and Benny Weiss, who operated the second bingo concession here. Harry Weiss is spending his second season under the Endy banner. On Tuesday afternoon kiddies from the Children's Village were entertained on the midway. The writer greeted many friends on local papers. Wilno's cannon act and Wolandi's high wire were well received. Mr. and Mrs. Ralph N. Endy visited from Endy Bros. Exposition Shows. Cleo Hoffman's Casa Manna revue topped shows and Caterpillar and Rolloplane finished in almost

a dead heat, with a slight edge going to the former.

Watervliet, N. Y. Week ended June 22. Location, Schuyler Flats. Auspices, Masonic Club. Business, good. Weather, cool.

Second week here was strictly a trial and proved most satisfactory, altho chilly weather prevailed thruout. Capital area media again used extensively. A new radio sustaining feature was presented via WTRY here. Tagged a talkers' forum, the following participated under direction of the writer: Harry Weiss, Lee Erdman, Lauren Hall, Tom Scully, Cleo Hoffman, Jack Wilson, Red Owens, Fats Lorraine and Bill Hamilton. Richard Scott's Minstrels led shows. Dick Nufer added two girls to his newly framed tropics show. Mrs. Joseph Lehr, of Philadelphia, visited her husband and others on the shows, returning to her position with the Penn Mutual Insurance Co. at the end of the week. David B. Endy visited Endy Bros. Exposition Shows, piloted by his brother, Ralph. GLENN IRETON.

John H. Marks

(Baggage cars and trucks)

Morgantown, W. Va. Week ended June 29. Location, Highway No. 7. Business, fair. Weather, rain.

Another week of heavy rains on a new lot kept grounds soggy, altho hundreds of bales of straw and shavings were used daily to offset weather conditions. Fritz Brown joined with three concessions. Duke Jeannette's Circus Side Show did well here. Special Agent J. James Lloyd had everything in readiness when shows moved on lot after an 18-mile haul from Fairmont Sunday afternoon. Mike Davis' Funhouse and Baby Aeroplane did well. Wallace (Chief) Smithy's Motordrome got money, and Colonel Thompson, of International Casino, reports his attraction is doing nicely. J. W. Hartigan, well-known circus fan, visited the midway several nights during the engagement. Walter Holliday has a well-framed frozen custard stand. Bill Markham is in charge of the new sound truck and gives nightly concerts at the main entrance. C. W. Cracraft, general agent, came on for a conference with Owner

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Heavyweight cards, black on white. Wood markers painted two sides. No duplicate cards. Put up in the following size lots and prices:
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Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.
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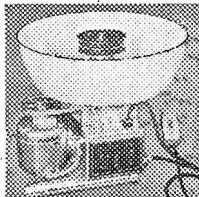
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Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
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WANT SIDE SHOW ACTS
Furnish new 80-Foot Top-Front to capable Side Show with Live Acts, PIANO PLAYER, CHORUS GIRLS, PEOPLE FOR MINSTREL.
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Rogers Greater Shows
HORSE CAVE, KENTUCKY

BUFFALO SHOWS
Have excellent opening for Kiddie Ride at Firemen's celebrations. Can use Merry-Go-Round, etc. Some wonderful spots ahead.
This week, Attica, New York

Goodman Wonder Shows
Want Agents for Blower and Block Store to join at Ironwood, Mich., Fair. Wire
R. W. ROCCO
Fair Grounds, Ironwood, Mich.

BALL GAME AGENTS WANTED
Good proposition to right parties. Excellent line of Fairs beginning next week and closing in November.
ART ALEXANDER
BLUE RIBBON SHOWS
Evansville, Indiana, this week

Marks and reports the season is booked solid until the middle of November.

Fairmont, W. Va. Week ended June 22. Location, Edgemont showgrounds. Business, fair. Weather, variable.

Weather kept business under par here, but showfolk optimistically battled the elements and were satisfied with results. WALTER D. NEALAND.

Gold Medal
(Motorized)

Cando, N. D. Three days ended June 29. Location, fairgrounds. Auspices, Towner County Fair Association. Business, good. Weather, much wind.

Move of 557 miles to Rugsby was accomplished in less than 18 hours, with no serious motor trouble. Owner Bloom has perfected a clocklike moving system and with the aid of chief mechanic Paul Wotring and assistant Art Harmonson gets the fleet over the road in good fashion. Shows have been working to excellent results. However, the personnel, many of whom hail from south of the Mason and Dixon line, are not warming up to the Dakota winds. Shows and rides were still going at 1:30 a.m. Sunday. Miller's Mechanical Battlefield did well here and Dottie Moss' Thrill Show and Johnnie Howard's Cavalcade of Wonders are vying for top midday honors. Dottie Moss has her Thrill Girls bedecked in new boots and other regalia. Visitors included E. W. Mueller, Franklin Pape; Noble C. Fairly, Fairly & Little Shows; Hon. Richard (Dick) Forkner, Fred Schmidt, P. K. Skobo and families and Henry T. Myers. Pody Wotring, a rider in the Moss Thrill Show, had a bad spill and was confined and treated at a local hospital.

Ironwood, Mich. Week ended June 22. Location, West Lake street showgrounds. Auspices, Volunteer Fire Department. Business, good for two days. Weather, rain and cold.

Local folks turned out in droves the first two days here, but after that the weather never gave them a chance except for two afternoons when fair matinee crowds were on hand. Denny Howard, Sam Ward and Jack Olliver visited nightly. Stand concluded shows' still dates, with next stand set for Rugby, N. D., 554 miles distant. Shows now are in their 14th week. Several nights have been lost by rain and three Sunday dates have been played. H. B. SHIVE.

Lawrence Greater
(Baggage cars and trucks)

Grantsville, Md. Week ended June 29. Auspices, Volunteer Fire Department. Business, poor. Weather, rain.

After 12 weeks of rain on opening days, shows were able to open on time and were admitting big crowds when a heavy rain fell beginning at 9 p.m. Since opening shows haven't completed one

week without rain. Big firemen's parade was held on Thursday. Midway was packed, but little spending was done. Lot man Kirby did a good layout job. Vi Lawrence was joined here by husband, Charlie, who is the brother of General Manager Lawrence. Jake Shapiro, of Triangle Poster Printing Co., visited. Bill Goll, of the Aquacade, plays a prominent part in the meetings of the Sunshine Club. Showfolk were pleased to learn of the speedy recovery of Eva Lee Payne, of Casina Beautiful. Miss Payne was stricken ill in Moundsville, W. Va., and left for home for a long rest. Ray McWethy, bingo operator on Kaus Exposition Shows, visited his family here and also renewed acquaintances with the writer. Junior McWethy arrived from his music school in St. Louis to assist his mother with the bingo. FRANK BRAUN.

Eric B. Hyde
(Baggage cars and trucks)

Ellwood City, Pa. Week ended June 29. Location, Armory showgrounds. Auspices, Franklin Township Volunteer Fire Department. Business, good when weather permitted. Weather, heavy rains. Pay gate.

Damp soggy lot prevailed here from opening day until closing. Good location was surrounded with ample auto parking space. Committee co-operated, but weather spoiled the stand. Charles Hayes took over the Posing Show and presented Helen Karen, Jennie Okin and Florence and Peggy LaBlanc on the stage. Johnnie A. Miller took over the marquee and all equipment is being repaired and repainted. General Manager Hyde is augmenting all illumination features. Charles E. Cartwright, who has charge of stock truck, is cleaning out surplus properties to make room for new shipments of merchandise. Arthur Stanley, chief electrician, has the electrical wagon in good condition. Herbert Wiggins, general agent, left for North Carolina, Tennessee and Kentucky to check up on fair bookings. William Cook, general representative Keystone Modern Shows, visited. The writer, accompanied by William Crooks, mechanic, visited Keystone Shows at Vanport, Pa., and chatted with William Cook, C. A. Hartzberg and Dan Riley.

Rankin, Pa. Week ended June 22. Location, Wheat showgrounds. Auspices, Rankin Police Department. Business, attendance, good; inside light. Weather, variable. Pay gate.

Short move from Pitcairn, Pa., found shows on lot early Sunday and they opened on time Monday night. Auspices co-operated, but weather hampered attendance and business on an ideal location in center of large population. Rooms were scarce and many showfolk

commuted daily from Pittsburgh. Charles Phillion started redecorating cookhouse and General Manager Hyde did considerable business with various supply houses in the Smoky City. Visitors included M. R. Levy, electrical supply salesman; Jack C. Roberts, special advertising agent, and Harold Rosenberg and son, Louis, of Zacchini Bros.' Shows. Herbert Wiggins, general agent, is booking in Ohio. Mose Jackson clicked with banners. Arthur Stanley, chief electrician, is rebuilding electrical wagon, and Ray Smith is making improvements on Merry-Go-Round. Paul Botwin reports business is improving at his bingo stand. Various celebration and fair committees visited Manager Hyde and Concession Manager Sutton. L. H. Travis, boss carpenter, now is a day ahead of shows in each town to set up his shop. Charles Eichhorn, Ferris Wheel foreman, was ill recently, but is recovering. Mrs. Hyde keeps her Social Security records down to the eve of each pay day. Writer continues to make notes for his book, *Headless Showmen*. WILLIAM JUDKINS HEWITT.

Miller Bros.
(Baggage cars and trucks)

Port Reading, N. J. Week ended June 29. Location, main highway. Auspices, Sam Farrel Association. Business, fair. Weather, rain and cool.

A pall of sorrow and gloom was cast over the midway here by the death of Owner Morris Miller of a heart attack in his house trailer on Thursday. Many messages and telegrams offering condolences have been received by the bereaved family. Among the many visitors to express their sympathy were Harry Heller and Mike Centenni. Rocco Masucci has been placed in charge of shows during the absence of Mrs. Morris Miller and son, Maurice. He will be assisted in the office by Mrs. Masucci and William C. Murray. When the Millers return, staff will be reorganized and continue under their leadership. Business here was only fair and Monday and Friday nights were lost to rain. Free acts joining here were Phil de Phil and Captain Jack. Dutch Goddard has been promoted to lot superintendent. Whitey Dill is in charge of motorized equipment and transportation and William C. Murray will handle advance and complete season's route.

Hammononton, N. J. Week ended June 22. Location, heart of town. Auspices, Society of St. John. Business, good. Weather, good.

Move here was made in good time and committee, local radio station and newspapers co-operated. Lee Manchell closed here. Mrs. Ernie McCullum and daughter have their hoop-la clicking. Circus Side Show is under new management. Albert Rivers does a good job of keeping the lot clean. F. A. Zingaro's novelty stand is doing well. Altho business was slow early part of week, it picked up the latter half. Parades and fireworks display on Saturday resulted in big crowds and business. C. M. Hodges is *The Billboard* sales agent. Rides and shows did well here.

Middlesex, N. J. Week ended June 15. Location, main highway. Auspices, Volunteer Fire Department. Business, fair. Weather, intermittent showers.

Shows moved in here from South Amboy, N. J., but local stand was nothing to write home about. Harry De Vore's Midway Cafe continues popular. Mr. and Mrs. Phil Bender's candy apples and pop-corn stand is doing business. Mary Blaine joined to take over Follies of 1940. Rocco Masucci entertained relatives from Orange, N. J. Reported by an executive of the shows.

Convention

Franklinville, N. Y. June 17-24. Business, fair. Weather, rain, cold and snow.

Week here started well but shows were hit by rain and cold weather, with some snow on Thursday. Extremely cold weather prevailed remainder of week. Despite this, however, a fair week was registered. Large crowds turned out Wednesday, but cold weather drove them home early. Madame LaToy (Mrs. Al Connors) dislocated her jaw while presenting her slide-for-life act here and will be out of action for several weeks. Young Remard, foot slide, is substituting. New Ferris Wheels are expected soon. Mrs. Eddie Peden arrived from Alabama Monday to assist her husband on front of Sue Rogers Show. Mrs. T. Butler left for Brooklyn, where her daughter was graduated from school. Howard Underwood, of the Life Show, left temporarily to take care of a theatrical presentation. Russell Beymer is in charge during his absence. Tom Harrison, with palmistry stand, left to fill contracted engagements. Mrs. Mantley and son, John, visited from

Canada. Jack Wright, Ideal Exposition Shows, visited briefly, and Mr. and Mrs. Jervis Germaine also were guests of shows. Fred Allen, Middleton Shows, visited Mr. Mantley.

Allegany, N. J. Week ended June 15. Auspices, Firemen's Celebration. Business, satisfactory. Weather, rain.

Old Home Week and Firemen's Celebration here proved satisfactory despite flash floods and heavy rain. Threatening weather on Monday forced free attraction to be presented earlier than usual and fireworks were displayed on Tuesday in a misty rain. Parade on Wednesday was held up for a time because of the weather, but sudden clear weather gave shows a satisfactory gate. Chief Fred Dentler and committee co-operated. FAY LEWIS.

Crystal Expo
(Baggage cars and trucks)

Abingdon, Va. Week ended June 22. Auspices, firemen. Business, good. Weather, some rain.

Stand has always been a good spot for shows and, except for rain Monday and Tuesday, business this year was on a par with past seasons. Friday and Saturday business was good, especially Saturday when over 3,000 paid admissions were registered. Captain McVay's Monkey Circus topped shows. Billy Arnte's Dark Town Revue was second. Alice, Alligator Girl, with Carlotta Barnard on the front, led grind shows. Sam Petralie's Athletic Show also clicked. Rides did well, with Octopus, Twin Ferris Wheels and Chairplane getting top money. All concessions clicked. Frank Austin, clown, did a good job of street clowning. Shows' sound truck and Minstrel Show band paraded the downtown daily. H. Kilpatrick, billposter, and wife were nightly visitors, motoring over from Marion. Tommie Thomas and wife, former showfolk, also visited. PERCY MARTIN.

J. F. Sparks
(Motorized)

Clinchco, Va. Week ended June 29. Location, Clinchco Ball Park. Auspices, Clinchco Employees' Club. Business, excellent. Weather, good.

Thirty-four-mile hop from Dante, Va., did not carry shows out of reach of the good business registered previous week. With mines working steadily and making regular pay days, business here was among season's bests. Tilt-a-Whirl scored heavily, as did all rides. Jimmy Adams' Athletic Show topped shows. Funhouse, managed by Junior Duggan, and Gus Glenos' cookhouse reported good business.

Dante, Va. Week ended June 22. Location, Dante Ball Park. Auspices, Dante Skeet Club. Business, very good. Weather, fair.

Monday night was lost to rain and, altho weather was good the two following nights, crowds failed to come up to expectations. However, on last three nights attendance built up amazingly and total week's business far surpassed all advance notices. Midway was so crowded Saturday night concessioners and ride operators actually worked under handicaps. Jimmy Adams took over the Athletic Show here and added Flash Gordon. Cotton Blossom Revue led shows. Chairplane, handled by Foreman Lee Mize and Robert McPhail, topped rides. Matinees, Friday and Saturday, were successful altho full gate and ride prices were charged. RAY ALLEN.

Zacchini Bros.
(Motorized)

Glassport, Pa. Week ended June 29. Location, Athletic Field. Auspices, Allegheny County Firemen's convention. Business, excellent. Weather, rain.

Local firemen did an efficient job of publicizing and advertising this event over a 100-mile radius. Special events were scheduled nightly prior to shows' opening, but many of them were rained out. Incessant rains thruout the week turned clay show lot into a veritable sea of mud. Show employees waged week-long fight to keep lot in condition with sawdust, shavings and straw. Tuesday night was rained out, as were matinees on Wednesday and Saturday. Shows did well, but ride business was disappointing, being explained by fact that Glassport is within few miles of several parks. Firemen climaxed the week's convention Saturday afternoon with colorful parade. After the four-hour parade firemen and their friends braved the muddy midway following a cloud-burst, and the turnstiles registered a huge number of paid admissions. *The*

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WANTS Shows, Freaks, Legitimate Concessions of all kinds. Bingo and Rides sold. This Fair has made the largest growth of any State Fair east of the Mississippi River during the last five years. This is the spot where the concessionaires smile at what they have in their hip pocket when they leave and they are not telling you about it; for they want to keep a corner on a good thing. If you want to make connections with a Fair where every concessionaire, before the Fair is over, wants to sign up for location the next year, here is your chance. Write
A. N. PECKHAM, KINGSTON, RHODE ISLAND

Glassport Times co-operated, and its reporters were guest of publicity department at dinner in the Decker cookhouse Tuesday night. Saturday teardown was made in rain and trucks experienced difficulty in getting off lot.

BILL SNYDER.

World of Pleasure
(Motorized)

Hancock, Mich. Week ended June 29. Location, Driving Park Showgrounds. Auspices, Fire Department. Business, mediocre. Weather, cold, rain and high winds.

With rain on Monday, Wednesday and Saturday and high winds on alternate days, spot fell far below expectations. With fair weather, Wednesday and Saturday matinees drew big crowds of kiddies. Local radio stations and newspapers co-operated and were liberal with space. Shows obtained splendid litho coverage from Steve Kumyz and crew. New fronts for Karl Walker's Gay New Yorkers Revue and Crystal Maze were completed here. Sailor Harris' Circus Side Show and two midway pit attractions, Lola, Pinpoint and Belle Muse, clicked. Among visitors were Floyd (Whitey) Newell, of Hennies Bros.' Shows, and Guy Siller.

HENRY (SHORTY) LEWIS.

Blue Ribbon
(Motorized)

Martinsville, Ind. Week ended June 29. Location, High School Showgrounds. Business, fair. Weather, fair.

Opened here to fair business and large crowds with a free gate. Show has played this spot for several years and this year changed locations. Weather, tho fair for the week, was cloudy on some days with high winds, but no damage was done to any canvas. A new side wall was ordered for the Ten-in-One Show. Spot proved one of the best of the season for the rides, and Saturday's business brought shows up to par. Ridee-O topped rides with Loop-o-Plane and Merry-Go-Round running second. Gilbert Tracey's Ten-in-One topped shows. Marion Kessler's Girl Revue was second. Mrs. Roth entertained various local folks here.

Elkhart, Ind. Week ended June 22. Auspices, DAV and VFW Posts. Business, poor. Weather, rain.

Since shows had only a 15-mile move here they worked Sunday night in Mishawaka, Ind., to poor results because of a storm early that night, making it almost a total loss. However, everything was up and ready to go here Monday night. Because of rain all week, spot did not live up to expectations. Lot was located far from town. This being the home of numerous trailer factories, several orders were placed for future deliveries. Mr. and Mrs. Andy Dimon joined to take over Life Show and two girls were added to Hot Shot Montgomery's Harlem Revue. J. C. Weer and family from South Bend, Ind., visited as did Matt Dawson. Ridee-O topped the Boomerang, while Marion Kessler's Girl Revue led shows. Fred Clark's Hell Riders and Ed Reano's Models in the Flesh followed.

LEE NEWTON.

Al Baysinger
(Motorized)

Bettendorf, Ia. Week ended June 22. Location, ball park, downtown. Auspices, fire department. Business, light. Weather, fair.

Because of quick booking and little local newspaper co-operation crowds throught the week were light. Electrical storm Wednesday night put the sound system out of service for a few days. New front arc, artistically decorated and well lighted, was used here for the first time. Midget City continues to click. Maude Keel, special agent, billed Davenport, Moline and East Moline, and had a good banner showing. Show fronts are being painted and rides will undergo same treatment soon. Athletic Show was taken over by Terry O'Brien and Dick Shultz. Several United American Shows' concessioners visited and many of personnel visited them at Moline. Dick Tinklepaugh is now the stock man with Maple Williams' concessions. New style printing and press matter is being prepared by the writer. Electric truck is fully equipped with two new transformers and plenty of extra wire. It's also being used as workshop. Junior Glantz's new grab stand will be used for the first time at Alexander Park, Princeton, Ill. Motion picture houses in Davenport, Ia., were visited daily by some showfolks and Magicians' Convention in City Auditorium also received some patronage.

FRANK J. LEE.

Buckeye State
(Motorized)

Farmington, Mo. Week ended June 29. Location, Highway 67. Auspices, Junior Chamber of Commerce. Business, fair; Saturday, good. Weather, unfavorable.

Flag Day Celebration here was sponsored by Junior Chamber of Commerce, which gave good co-operation. Lot on Highway 67 had plenty of free parking space and despite bad weather fair crowds were on hand. Saturday night drew capacity and brought good business. Mr. and Mrs. M. Galler, of Lakewood, O., parents of General Manager Joe Galler, arrived to spend a vacation with their son. Mr. Galler Sr. was particularly interested in chief electrician Russell Cooper's explanation of shows' new Diesel power plant. Jimmy Murray transferred from front of the Colored Show to the side-show ticket box. H. W. Taplin joined with grab and juice stands. After overhauling all rides chief mechanic Ted Evans obtained a five-day leave of absence. All rides have been repainted and many concessions are getting new paint jobs. Women on shows plan to organize a social club.

TED JOHNSON.

Wallace Bros.
(Motorized)

Newport, Tenn. Week ended June 22. Business, fair. Weather, good.

All shows and rides were up and ready for business Monday afternoon after an 85-mile jump. Leon Lee's Side Show did well. Recent additions to the unit include Jolly Rose Benson, fat woman, and Leo, untamed lion. R. S. Van Noy joined with two ball games and F. E. Pruett came on with his fishpond. Bill McLaughlin joined the roll down game as agent, while Pat Sisk came on as skill-o agent. May Cook, of Hatch Show Print Co., and two friends were guests of Owner and Mrs. E. E. Farrow and Mrs. Miller Saturday afternoon. Mr. and Mrs. Abe Franks and son, Buddy, visited relatives in Knoxville, Tenn., over the week-end.

CAPT. FREDDIE LEACH.

United American
(Motorized)

Kewanee, Ill. Week ended June 29. Location, Taylor Showgrounds. Auspices, St. Anthony's Parish. Business, above average. Weather, warm, with showers Friday. Inclosed midway.

Last-minute change in route brought shows here from Moline, Ill., without advance publicity of any kind except newspaper advertising and sound truck announcing. First two nights attendance was slim, but gradually increased to sizable proportions. Front gate receipts were best since South Beloit and rides had a fair week. Shows and concessions; however, came out second best. Corn game was not permitted to operate so Sidney Hoey and crew had a week's vacation. Carrier boys of The Star-Courier were entertained by management Tuesday night and local press co-operated. Mr. and Mrs. Vanderford returned from Texas where they attended funeral services for the latter's father. A. V. Ackley, digger operator, made a flying business trip to Peoria, Ill. Mr. and Mrs. Hoey visited Sol's Liberty Shows at Rock Falls, Ill., and Allen Brothers joined with one concession. Kewanee is home town of Harry F. Noyes, retired general agent, who visited almost nightly. Writer celebrated another birthday anniversary during the week and received cards and greetings from friends and relatives. Visitors included Mr. and Mrs. W. R. Harris; Leon Sparr, retired showman; Mr. Rowe, Wisconsin De Luxe Corp., and Mr. Gruntz, Gellman Bros.

WALTER B. FOX.

Frank's Greater
(Baggage cars and trucks)

Macon, Ga. Week ended June 29. Location, Troy Raine lot. Business, good. Weather, fair.

Located on Troy Raine lot, outside city limits, shows chalked good business here. Owner and Mrs. Franks attended several parties held in their honor. Among visitors were Charlie Sparks, Levy Johns and Paul Conaway, who was congratulated on his article on the Cliff Jewell murder case in a recent issue. New canvas arrived from Fulton Tent and Awning Co. Mrs. Peggy Franks visited her parents at their farm in Rebecca, Ga. Sid Levitt is doing good work in advance of shows. Larry Parker's cookhouse is popular. Dad Bennett is building a new trailer. Fats Sands is the champion "first in" in the cookhouse. Mrs. Larry Parker is spending her vacation in Jack-

Colored Performers Wanted

Comics, Singers, Dancers, Musicians. Enlarging for Fairs. Want Specialty Singers, Teams and Trios. Following people wire: Pork Chops, Helen Anderson, Armand Varella, Horatio Ballard, George Tallie, Baby Miller, P. C. Williams, Vat and Smokey. Want One Man Band, Team to do real jungle Number. Address

EDDIE JAMEISON

Care Beckmann & Gerety Shows, Kenosha, Wis., July 8 to 11; Milwaukee, Wis., Lake Front, July 12 to 20.

P. S.—I am no longer connected with Johnny J. Jones Shows.

BULLOCK AMUSEMENT CO.
WANTS

To join immediately reliable Man to take full charge of small Cook House, married man preferred. Must be sober and honest and cater to show people. Must also be able to stand to make money. Can also place a few more legitimate Concessions not conflicting. Can place Frozen Custard with own power. All Concessions joining now can play Lilly Reunion. Will sell Novelty privilege at West Jefferson and Elkins, N. C., Fairs. Have opening for a few Concession Agents. Seth, W. Va., this week; Marmet, W. Va., next week.

MOTOR CITY SHOWS

Want SHOWS with or without outfits. Will furnish complete Athletic Show to capable Manager. Good opening for GIRL SHOW with own outfit. Want COOK HOUSE, CANDY FLOSS, LONG RANGE GALLERY, SHORT RANGE GALLERY, FISH POND, PALMISTRY, POP CORN, CANDY APPLES and any other Merchandise Concession. WE HAVE 8 FAIRS and 10 STREET CELEBRATIONS.

VIC HORWITZ, LOGANSPOUT, INDIANA, THIS WEEK

MARKS SHOWS, INC.
WANT

Sober, reliable Billposter who can drive our advertising truck. Foreman for Auto Speedway who understands Spillman cars. Experienced Ride Help. MARKS SHOWS, INC., Week of July 8 at Ironton, Ohio.

sonville, Fla. She will join her husband soon. Wilber Farrell left for the North with his diggers, but will return soon. Charlie Franks is champion rummy player. Walter Vunk joined to handle one of the rides. Dee Hodges, George Blossom and Mott Watts visited here.

HARRY MACK.

World's Fair, Coe Bros.
(Baggage cars and trucks)

Spokane, Wash. June 24-29. Location, Mallon and Monroe streets. Auspices, 40 and 8 Voiture. Business, good. Weather, good.

Good spending crowds at opening prevailed throught the stand. Committee co-operated and Harry Babb was in charge of sponsors' ticket takers and supervisors. Harry Wooding had an infected tooth drawn here. Girl Show led shows, Tony Daro's Athletic Show second. Octopus and Lindy Loop vied for ride honors. Dot Davis and Sherry Lee joined the Girl Show. Two new trucks and another baggage car were added here. Shows now move on four baggage cars and seven trucks. Will Wright, advance agent, spent the first four days here. Shows plan to remain out until Thanksgiving Day. Five free acts are proving popular.

Woodbury, N. J. Week ended June 22. Location, Page Park. Auspices, American Legion Post. Business, good. Weather, good.

Because of local business conditions originally contracted spot for this date was canceled and shows were fortunate in obtaining American Legion Post auspices. General Agent Leo Bistany and Contracting Agent Charles Powell did a good job in booking a spot on such short notice. Much to everyone's surprise date proved a red one. Billing crew was able to get a good showing in two days' time. Shows were said to be the first to exhibit locally this year. George Knight, commander, and Joseph Trautwein, committee chairman, co-operated. All were satisfied with turnout of crowds. Joe Dupont, of C. Jack Shaffer's Penny Playland, added new canvas and a number of new machines. Walter (Shorty) Preston added James Murphy, formerly with John H. Marks Shows, to his ride staff on the Merry-Go-Round. Gene Dockstader, of the Ten-in-One crew, left

here. Mr. and Mrs. Weber report increased business with their photo gallery. Al Paulett, manager French Casino, is whipping his attraction into shape and added recently was Betty, Blake. Abe Prell, in addition to his assistant manager duties, is supervising his penny pitch concessions. Miss Jackie Chapman is assisting him.

THOMAS W. RICE.

Frisk Greater
(Motorized)

Brainerd, Minn. Week ended June 22. Location, Scott County Fair grounds. Business, good. Weather, fair.

Shows pulled in here from Fergus Falls, Minn., on Sunday and good crowds of spenders were on hand throught the week. Rides and shows did well with Octopus and Irene De Mar's Girl Show the leaders. Concession men also reported good business. Venson Compton joined here to take over the duties of running the Kiddie Ride. Bob Bernard opened his new SABU Show to capacity business. Despite good business personnel were sorry to learn of the death of El Toro the Bull, the office pet.

LYLE KULENKAMP.

Hilderbrand's
(Motorized)

Ukiah, Calif. Week ended June 29. Location, fairgrounds. Auspices, L. L. L. Business, poor. Weather, cool. Pay gate, 15 cents.

Town was too small to hold out for a week, but local residents and those in the near vicinity attended nightly. Strong head winds Friday and Saturday left the midway a cloud of dust. Circus acts were well received. A circus move was made from Santa Rosa, Calif., and everything was ready Monday night. Husacc Club's first meeting in eight weeks was held here with 35 members attending. Hazel Fisher and Verna Seeborg were hostesses. O. H. Hilderbrand left for Eureka, Calif., where he will await shows' arrival. Eight pups were born to Toots, shepherd dog, owned by Mr. and Mrs. Ray Durnberger, photo gallery operators. Mr. and Mrs. Peter Richards spent the week sightseeing. Painting and reconstruction of concessions and shows are in order. Ross

More Than 65,000 See Biscaliuz Show

LOS ANGELES, July 6.—Sheriff Gene Biscaliuz's 17th annual Barbecue, Stage and Air Show drew, according to Director of Public Relations Lynch, more than 65,000 on June 30 at Santa Anita Race Track, Arcadia.

There was a variety of entertainment for five hours—stage shows, rides, concessions, air show, athletic events and trick shooting. Featured was a chute jump by Ralph Wiggins.

Biscaliuz was committee chairman, Clem Peoples handled the stage show with Morey Barton. Ed F. Lynch handled publicity; John V. Henry, sports.

Stage program: The Candreva Six, trumpeters; Pine Troupe, Risley, Arabian tumbling and teeter board; Winston Brothers, musicians; Douglas Wright and company, comedy; Johnson Brothers, rhythm boys; Jack Gregory and company, juggling; Capt. Walter Gilman, S. F. Grigger, C. E. Pealer and E. T. Fleming, trick shooting; Audrey and Carnelli, adagio dancers; Morva Dawn, prima donna; Vince Barnett, Passo and Leo, skaters; Candreva Brothers, musical novelty; Doyle and Skelly, songs and dancing; Keene Twins and Vic Lamar, acrobats; Joe Tonti, strong man; Death Valley Mack; Buffalo Bill Burkhardt and Tex Cooper; Yolando Lewis and Sally Loomis, drum majorettes; Freda Starr, prima donna, and Carl Ledels Alpine Tyrolean Orchestra.

The Air Show: Flyers, J. G. (Tex) Rankin, Frank Clarke, Paul Mantz, Howard Batt, Al Lary and Ralph Wiggins.

Other stage acts were the Jackson Trio, tap dancers; Delmar and Renita, comedy dancers; Douglass Wright and company, comedy; Evelyn Allen, musical novelty; Johnson and Schaller, trampoline; Juggling Normans; Clifford and Pearl, comedy dancers; Jose Arias, M. Clements, Ramona Salazar, Jose Augliar; the Olympic Aces, tumbling; Judith Arcoma, Spanish revue; Jewell and Rita and Betty Gordon, the Troubadours; Carl Langley, Jimmie Kanney, Tex Rogers, Deuce Scriggins, Bill Rogers, Jessie Lathrop and Bud Langley, the Blue Ridge Mountain Boys; Morva Dawn, vocalist. There was dancing with Ted Skelly's Ork.

Rides: Ferris Wheel, Joe Baga, Ed Sterle, Sophie McCraner; Auto Ride, Eddie Harp, Neil Gilson; Sea Plane, Jack Hughes, Pete Anders, Martha Quinn; Airplane Ride, Sammy Tralor, Mary Hyde; Merry-Go-Round, Jack Cuneo, Mike Spellacy, Edith Germain.

Concessions: C. V. Curtis, novelties; (See BISCALIUZ SHOW on page 48)

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Excessive Overhead Kills Pepple Promotion

CHICAGO, July 6.—Dwight Pepple's show, a combination circus, carnival and revue, which showed last week at 91st street and Vincennes for the Brainerd Business Association, folded Sunday, and other spots booked have been canceled. Engagement was a disastrous one financially, due principally, Pepple said, to the excessive cost of stagehands and electrical charges, which amounted to more than \$1,000. Acts were not paid off, but may salvage something from the business association's committee, which had agreed to put aside the Saturday night and Sunday receipts to pay the acts but, according to Pepple, used most of the money to pay local ticket sellers and others.

Show made a nice appearance on the lot, the performance was pleasing and attendance was fair the last two days. But the expected co-operation of the business men failed to materialize and not enough exhibit booths were sold to meet the cost. In addition to three rides, concessions and a small revue, the show included the following acts: The Six Cressonians; the Marions, breakaway pole; Matthew Duo and the LaRays, double traps; George Downey, comedy cyclist, and Snyder's Bears.

Jack Guertin, of Milwaukee, was associated with Pepple in the promotion and furnished the tent and booths.

Ohio Festival Has Profit

PHILO, O., July 6.—Civic League officials reported success for their Summer Festival here on June 19-22 and said proceeds will be sufficient to cover the cost of new equipment for the Volunteer Fire Department. It also was announced that another celebration will be held next year. Attendance, officials said on Saturday, when more than 1,000 jammed the midway, shattered previous records. Event was held on the town square and included concerts by high school bands, Jolly's Seccalum Park rides, penny arcade, pony track and several concessions.

Acts Slated for Fla. Show

PENSACOLA, Fla., July 6.—Six vaude acts are to be featured at the first home show to be sponsored here by the Real Estate Board, Retail Merchants' Association and Chamber of Commerce groups, reported Secretary Don Ellis. Edwin N. Williams, of the Federal Production Co., will direct and produce the show. It will be staged six days under canvas and have 50 booths.

Ohio Event Best in Years

WAYNESBURG, O., July 6.—Most successful home-coming celebration in recent years was this year's event here on June 28-29 under sponsorship of the American Legion Post and its auxiliary. Clear weather on both nights permitted a record midway crowd. Variety entertainment was offered both nights, along with band concerts, an exhibition by the Al Koran Shrine Trumdrum, dancing in Legion Hall and fireworks. For the first time in several years the event featured concessions, in charge of Larry Larrimore. Richie Russell was here on novelties and Von Black had pop corn. Paul Muckley was general chairman.

Correction in List

In the June 29 List Number, dates for the Camanche (Ia.) Birthday Party Celebration were erroneously given as July 18-20. Correct dates are July 25-27.

SUCCESS marked Zanesville (O.) Merchants and Manufacturers' Exposition on June 4-8 under auspices of Amrou Grotto, reported O. J. Hartmeyer, co-chairman. F. E. Gooding furnished rides and Mr. and Mrs. Ernie Smith did a strolling act. Event opened with a parade, featuring the Grotto band and other units.

Madison Benefit Show Pulls

MADISON, Wis., July 6.—Some 3,000 25-cent tickets were sold to the Milwaukee Road Service Club's benefit party on June 28 at the company depot here for *The Capital Times' Family Welfare Kiddie Camp fund*. Entertainment was furnished by a dance school; Salerno and Olson, accordionists; Paul Schutte, magician; Brown's Musical Quartet, Joe Steinhauer's carnival of sports and Big Joe's Hot Shots. Depot was used as a dance hall and a loading platform for a stage.

Shorts

NEFFSVILLE (Pa.) Fire Co. has set the *Winter Garden Revue*, Four Tailor Boys and Paul Moore, emcee, for its annual festival.

THOUSANDS turned out for annual Bayfield (Wis.) Strawberry Festival on June 29 and 30, featuring parades, fireworks, sports, midway and dancing to the music of Engel's Blue Jackets.

HISTORICAL pageant, directed by John B. Rogers Producing Co.; home-coming day and popularity contest will be features of three-day Vidalia (Ga.) 50th Anniversary Celebration.

TUNNEL Days Celebration in Tooele, Utah, on June 21 and 22, commemorating completion of new Elton Tunnel portal, was one of the biggest local events in years. It included rodeo, dancing, parade, concessions and trapeze show. C. C. McDermott had charge of shows. Many dressed in Western costume.

EXECUTIVE committee to have charge of concessions, talent and advertising for six-day Mitchell (S. D.) Corn Palace Show includes Wallace MacLean, Bradley Young and J. J. Verschoor.

J. R. EDWARDS reports the shows bearing his name have been booked for six-day Clyde (O.) Cherry Festival under American Legion Post auspices.

JOHN B. ROGERS' historical pageant directed by Bob Colton, float and pet parades, air show and queen contest are planned for four-day Harriman (Tenn.) Semi-Centennial Celebration, officials report. L. W. Bevel, theater manager, is general chairman.

PAUL HILL'S Rodeo, C. H. Steffen's Snows and free acts drew crowds at Artesia (Calif.) Golden Jubilee Dairy Festival on June 20-23. Streets were

decorated and a float parade was staged. Gov. Culbert L. Olson was principal speaker.

J. R. EDWARDS reported his attractions will be featured at six-day Clyde (O.) Cherry Festival.

OFFICIALS of three-day National Cherry Festival in Traverse City, Mich., (See SHORTS on page 57)

CHERRY FESTIVAL

CLYDE, OHIO
July 15 to 20

Sponsored by American Legion, Firemen and Boy Scouts.
Want Frozen Custard, Duck Pond, High Striker, Scales, Novelties, Shows—Fat Girl, Snake Show, "What Is It?" Monkey Show. Own outfits 30%. Barnesville and Bysville Home-Comings to follow. Address all mail and wires to J. R. EDWARDS SHOWS, Marion, O.

CONCESSIONS WANTED

RIDGEVILLE, IND.,
HOMECOMING
July 22-27
W. L. THOMPSON, Secy.

WANTED FOR FIFTH ANNUAL LEGION PICNIC-CARNIVAL

Open for dates either August 15, 16 and 17 or August 22, 23 and 24. Prefer first date. Largest celebration in Southwest Missouri; average daily attendance of eight to ten thousand. Also want Free Acts and other Concessions. Write J. R. SPAKE, Chairman Concessions, Ash Grove, Ohio.

WANT

RIDES AND CONCESSIONS FOR
HORSE SHOW
AT CHRISMAN, ILL., AUGUST 14th-16th
H. E. HAWORTH, Secy.

TWIN-COUNTY FAIR

JULY 15 TO 20
Wanted Concessions and a few more Shows. Attendance last year 43,000. FRED HENGEST, Secy., Masonic Temple, Jeffersonville, Ind.

AMERICAN LEGION FALL FESTIVAL

WINCHESTER, OHIO
AUGUST 26th to 31st, Inclusive
Will book Shows and Concessions. Write J. RALPH SHORT, Secy.

CONCESSIONS AND SHOWS WANTED

For
WATERMELON DAY
AUGUST 20
H. J. WEBER, Sanborn, Minn.

BRYAN, O., HORSE SHOW AND CENTENNIAL CELEBRATION COMBINED

On the Streets Around the Court House, August 13-17

One of Northwestern Ohio's outstanding annual events, it usually draws tremendous crowds. It was by far our most profitable date last year and should be even better this year, being combined with a Centennial. Can place legitimate Concessions of all kinds (except Corn Game) and small attractive Shows. Concessions: \$2.00 and \$3.00 a front foot; minimum, ten feet to a concession. Address all inquiries to F. L. FLACK, who has sole charge of the Midway. This week Angola, Ind.; July 15-20, Vicksburg, Mich.

12—CONSECUTIVE DAYS—12 GOLDEN PHEASANT FESTIVAL ABERDEEN, S. D. WORLD'S ONLY CORN PALACE MITCHELL, S. D.

Sept. 16th to Sept. 21st, 6—DAYS—6. Sept. 23rd to Sept. 28th, 6—DAYS—6. Write SNYDER & FIX, Mitchell, So. Dak. Write J. J. VERSCHOOR, Mitchell, So. Dak. Both Midways on Main Street

WANT FOR BOTH—RIDES, SHOWS AND CONCESSIONS

WANT LEGITIMATE CONCESSIONS OF ALL KINDS TENNESSEE VALLEY CELEBRATION

AUGUST 31-SEPTEMBER 1-2

Write W. M. BROXTON, Engel Stadium, Chattanooga, Tennessee.

WANT CHERRY PICKING TIME
For Firemen's Convention and Cherry Festival
STURGEON BAY, WISCONSIN
JULY 13-14-15-16-17-18-19-20-21
Three good Shows. Concessions all kinds. No String Joints. Hoopla, Jewelry, Novelties, Darts, Fish Pond, Penny Arcade, Bird Store, Custard, Penny Pitch, Mouse Game, Country Store, Diggers, Palmistry, Bird Wheel, Long Range. Write or wire C. F. GIFT, Concession Mgr.

WANT RIDES
For Labor Day Celebration
THE WEEK OF SEPT. 2.
Write H. M. GARRETT
13 1/2 W. 11th St., Columbus, Ga.

WANT FIRST-CLASS CARNIVAL
For Second Week in September.
BUTLER CHAMBER OF COMMERCE
Butler, Missouri

WANT
Small Circus or sensational Acts for a Free Attraction at
FALL FESTIVAL STREET SHOW
Either Sept. 11, 18 or 25.
Write the CHAMBER OF COMMERCE, Atlantic, Iowa

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Many Showmen Attend Funeral Of Jess Adkins

PERU, Ind., July 6.—The body of Jess Adkins, who died at Gardner, Mass., June 25, arrived here Thursday morning, June 27, in charge of lifelong friend, Jess Murden, who handled all details of the funeral at the Allen Funeral Home June 29 at 2 o'clock. Rev. Kenneth E. Thorne, Christian minister of Greensburg, Ind., and a personal friend of the deceased, officiated.

Commitment exercises were in Mount Hope Cemetery, with Masonic ritual in charge of Harry Parkhurst Sr., exemplified at the grave. It is the first time in the history of the city that a trouper has officiated at the burial of a showman. Adkins is buried within a few feet of Bert Bowers, Arthur Quale and other circus officials and attaches. Ben Wallace also is buried in this cemetery.

The funeral was one of the largest ever in Peru and there were scores of beautiful floral offerings from all parts of the United States and Canada. It was estimated there were about 300 people at the funeral, many of them showfolk.

Active pallbearers were T. H. Denton, Hurd J. Hurst, Reginald J. Lawell, Joseph Marburger, William Miller and Clarence Yager, all Masons. Flower bearers, all circus officials and attaches, were Mr. and Mrs. Nick Carter, Mrs. George Davis, Mrs. R. J. Lawell, Mr. and Mrs. P. A. McGrath, Mr. and Mrs. Paul McIntosh and Mr. and Mrs. E. V. Wisenberg.

Honorary pallbearers were John Robinson IV, of Cincinnati; J. D. Newman and Harlan Burkhardt, Cole Bros.' Circus; J. J. Tinkcom, manager of the Ringling farms, Peru; Ike Wile, Rochester, Ind., merchant; A. C. Bradley, Rochester banker; Hugh Barnhart, State excise director, Indianapolis; A. B. Jones, Crawfordsville, Ind., hotel owner; A. G. Maize, Lancaster, Mo., banker; Dr. S. D. Malouf, local surgeon; Judge Hal C. Phelps; Eddie Stinson, secretary of Shrine Temple, Detroit; Gene Haerlan, city engineer of Dayton, O.; Frank (Doc) Stuart, Stuart Bulletin Service, Oklahoma City; John P. Grace, Kokomo manufacturer; Floyd King, Robbins Bros.' Circus; Frederick E. Schortemeier, Indianapolis attorney; Orrin Davenport, Chicago circus operator; Bart Chickard, Peru representative of *The Billboard*, and J. R. Lowe, president of the Erie (Pa.) Printing and Lithographing Co.

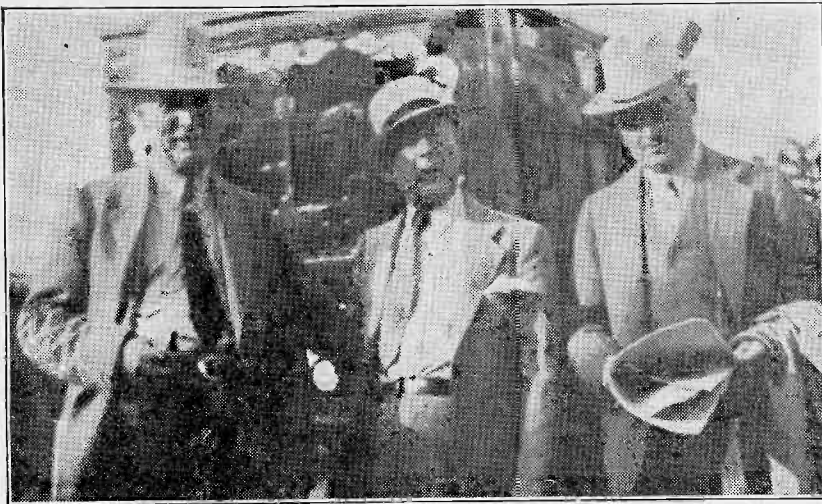
Among others present were Ralph Woodward, W. O. Tarkington, Frank Sweeney, Mr. and Mrs. Eddie Billetti, Frank O. Donnell, H. L. Conghey, Roy Feltus, Ray Marsh Brydon, Arthur Hoffman, Harry Bert, Mrs. Frank Stuart, Mr. and Mrs. J. C. McCaffery, Mrs. Hugh Barnhart, Mr. and Mrs. Percy Smith, William Kellogg, Joe Hodgini, Jean Harlan, Mr. and Mrs. James Burke, George Valentino, Mrs. John G. Robinson, Roger Littleford Jr. and Nat S. Green.

More Adkins' Tributes

CINCINNATI, July 6.—The following tributes to the memory of Jess Adkins were received too late to be included in last week's issue:

Rex de Rosselli: "Never failing to understand the good as well as the bad in his show children, always ready to help the unfortunate and ever ready to overlook and forgive their shortcomings, Jess Adkins held the respect and love of all who knew him. He was rough and ready, but always kind and considerate to those who deserved it. His kindness will live on. The circus world has lost a friend, a benefactor, a leader, a master and a guiding hand. 'You may break and shatter the vase if you will, but the scent of the roses will cling around it still.'"

Doc Waddell: "In show life Jess Adkins was Ringling trained. Later he amassed knowledge, wisdom and understanding under the guiding hand of Jerry Mugivan. One day Mugivan said to me, speaking of Adkins: 'He is the greatest accountant that ever graced the financial department of the office wagon.' To me and everyone when he was assistant manager of the Hagenbeck-Wallace Circus he was supremely thoughtful and kind. Then it was I had opportunity to study the man. I found he had ambition to be circus owner of Barnum-Bailey type. Handicaps prevented, but he was on the way to the goal. Every step of the way was brightened by Jess Adkins' presence. He made life a royal



WHEN COLE BROS.' CIRCUS played New Brunswick, N. J., June 8, Bert Cole (center), who was announcer and banner man with Hagenbeck-Wallace Circus for many years, was the guest of Jess Adkins (left) and Zack Terrell (right), managers of the show. Cole has been living at his home in Tottenville, S. I., N. Y., since retiring from the circus business. Photo by Elmer A. Kemp was taken 17 days before Adkins died.

road not only for himself but for everyone in show life and his neighbor."

John C. Graham: "The death of Jess Adkins was one of the shocks of my life. Having had business relations with him since he managed the Hagenbeck-Wallace Circus, it became one of my pleasures to look after the legal affairs of the new Cole Bros.-Clyde Beatty Circus in 1935. It was organized by Adkins and Zack Terrell. Four weeks ago, as per my custom, I met the Cole show on its first stand in Pennsylvania and was the guest of Jess in his private car until the circus reached Butler, Pa. His last request to me was to look after Bob Ford, a colored man, who had been with him for years, and who was injured that morning in Butler and taken to a hospital. In over 40 years of law practice I never had a client I thought more of than Jess Adkins."

Cole Folks Honor Adkins

CINCINNATI, July 6.—Lester Rodgers, of Steubenville, O., whose peanut truck has been in the front yard of Cole Bros.' Circus the five years it has been in existence and who was an intimate friend of Jess Adkins for many years, writes, in part:

"The train bearing the body of Jess Adkins to Peru, Ind., passed thru North Adams, Mass., June 27 at 4:45 p.m. It passed within sight of the lot on which the show was playing. The personnel of the show stood in silence as the train moved slowly. The band played *Nearer My God to Thee*. It was a great tribute to a good man and a master showman."

Hoot Gibson Heads Rodeo-Thrill Circus

PITTSBURGH, July 7.—Hoot Gibson heads a rodeo-thrill circus beginning a tour this week under management of Len Litman. Oscar Wiley is general agent; Ora Parks, press agent, and Julian West, secretary.

Opening at Homestead, Pa., for a three-day stand, the show is set to perform in Tri-State towns under auspices of Legionnaires, firemen, service clubs and other organizations that can guarantee a gate, according to Litman.

Litman expects to present his troupe in many towns on the ball fields where lighting equipment already installed allays cost of carrying his own power plant. In a preliminary survey he found almost 75 per cent of the fields lighted for night games and convertible into show grounds.

Gibson is set into the Allegheny Exposition lot July 17 for four days at the peak of the Northside Centennial celebration.

Wathon Coming to States

LONDON, June 22.—Unable to obtain passage on boat sailing direct, Stanley Wathon, agent, is making his delayed visit to the United States by way of Africa. He proposes spending some time with the Ringling-Barnum show and is not expected to return here until the winter. In his absence Miss De Neve, secretary, is carrying on the circus contacts.

Fair Biz for Most British Circuses

LONDON, June 10.—Most British circuses report fair business, but the Anglo-French show playing the South Coast has found the going tough. At Eastbourne even a lavish distribution of passes couldn't get the people in. This was in part due to war developments, altho program was not particularly strong for a place which knows good circus.

Bertram Mills Circus leaves Wales this week for the industrial centers of the Midlands. Sangers is in the Northwest but the others are favoring the West.

Circus Fans have been booking lots and billing for the Sir Robert Fossett Circus in Devon and Cornwall. Another show has been helped by a Fan arranging for supplies of provisions.

Mrs. Kannan Bombay, widow of the bouncing-rope performer, is traveling as ringmaster of Rosaires Circus, the program under her direction comprising two individual and one group riding acts, roller balancing, two pony numbers, flying rings; performing bear, pooch and lion acts presented by parson's son, Martin Hawkes; trick cycling and clown entrees. For this season a p.-a. outfit replaces the band. Show has a fair-sized menagerie under former Circus Fan Charles Lawrence.

Cannon's Show Suffers Loss

LONDON, May 31.—Stewart Cannon's Anglo-French Circus at Winter Gardens, Eastbourne, suffered heavy financial loss. Scheduled to run two weeks, show had to close at end of seven days owing to authorities shutting down hall for reasons of national safety. All salaries were paid, amount necessary having been lodged with Variety Artistes' Federation. Show is due to begin South Coast tour under canvas at Worthing on Monday with revised program, all artists working on percentage basis.

In Belgium with Circus Mikkenie at time of German invasion, Frank Jackson and his Western company were last heard of making for France.

British CFA compelled to seek new secretary thru Stanley Bird having to register for military service. He succeeded Jack White, recently promoted to Flight Lieutenant in Royal Air Force.

Paulo's family circus, with John Swallow's elephants and high-school horse, picked up fine business in Cornwall and Devon. Show's running expenses are sufficiently reasonable to permit playing of some places too small for bigger shows. At the same time program is just about strong enough to justify visits to bigger time spots.

ART LIND AND DOLLY, who have been in Boston for 27 weeks, are being held over a fourth week at the Silver Dollar Bar and have signed for the summer at Silver Dollar Blue Room there. Art is scoring with night club patrons with circus clown jokes and bits of the original Cole Bros.-Clyde Beatty clown band. He visited the Cole show at Fall River, Mass.

Lewistown Big for Bud Anderson Show

LEWISTOWN, Mont., July 6.—The Bud E. Anderson Jungle Oddities and Three-Ring Circus scored heavily here June 14, with two near-capacity houses. The show had received much publicity thru P. M. Silloway, local circus fan, and at noon showday hundreds of children and adults thronged Main street to see the free act, a baby elephant riding a tricycle along a block of the crowded thoroughfare, a unique street attraction.

The frame-up of this show is a revelation to those who imagine that a motorized circus is limited in transportation facilities. Show carries seven performing elephants, four camels, a den of lions and hyenas and monkeys, several handsome menage horses, eight beautiful Liberty equines, eight military ponies and other minor stock.

The after-show: Jack Hoxie, movie star, manager; baby elephant, Captain McDonald, trainer; fancy rifle shooting, Dixie Starr; lariat act, Clyde Widener; fancy rope spinning and dare-devil riding, Clyde and Doris Widener; movie scene, Dixie Starr and pony; Old Scout, Hoxie's famous horse.

The Side Show: Leon Bennett, manager and lecturer; tickets, Elmer Myers, Dime Wilson; door, Al Martin, Kokomo Anderson; Harry Benner, Punch and Judy, ventriloquist, inside lecturer; Madame Cleo, mentalist; Vernell Coriell, juggler; Zaza Coriell, Chinese mystery act; Lester Garner, snakes; Bamboola, fire-eater. The jungle animals are housed in the kid show.

Staff: Bud E. Anderson, owner and manager; Joe B. Webb, assistant manager; Mrs. Laura Anderson, treasurer and front door; Mrs. Esby, red wagon tickets; Bert E. Rickman, equestrian director; Verne Crawford, privileges; Frank Ellis, privileges and banners; John Lynn, lot superintendent; William Mitchell, head mechanic; Ty Cobb, cookhouse; Mrs. S. C. Brooks, Mrs. William Mitchell, Mrs. Dime Wilson, reserved seats.

The band: C. S. Brooks, leader; trumpets, Willard Isley, C. B. Vactor; baritone, Louis Mitterdorff; trombones, Chester Espy; Eddie Horak; bass, Ralph Horak; drums, Jess Morris.

Program of the show was published when it opened.

Two Large Crowds For R-B at Albany

ALBANY, N. Y., July 6.—Two large crowds attended the Ringling-Barnum circus here Monday. The seating capacity was tested to its utmost and accommodations for the overflow were necessary to provide space for the hundreds unable to obtain seats.

The management used a canvas covering on the track where the patrons could be seated. They were permitted to remain there until the races were staged and then they were corralled in the rings. It was an ideal day. Each act was warmly applauded.

John Ringling North, who recently was married, was on the lot. It was stated that the show has been playing to 40 per cent more business this season than it has in the past five years.

Canton Club Incorporated

CANTON, O., July 6.—The Canton Showmen's Club has been granted articles of incorporation by the secretary of state's office at Columbus. George Marlow, Art Hill and George Rinehart are the incorporators. Attorney Edward Sterling, president of the club, handled the legal details.

The club has a charter list of 42 members, with almost 100 applications to be voted on for membership at a meeting on July 17. Several outdoor social events are planned for the summer and the club expects to be quartered in a new clubhouse by November.

When Everybody Smiles has been adopted as the official song of the club. It was written in 1918 by Sterling, who dedicated it to Edythe Siegrist, of the Charles Siegrist act on the Ringling show. The show band played the selection for the Siegrist act as long as it remained on the show. Miss Siegrist is one of the club's charter members.

BARNES-CARRUTHERS have booked Kenneth Waite Troupe for the Sioux City (Ia.) Midsummer Festival.

confirm that he mopped up in Albuquerque and the carnivals here have done nice business. If a railroad show can't make it, then a truck show should certainly try to come thru. Albuquerque now has 60,000 population and is hungry for a circus. I am in a position to lend every aid from a publicity angle over the radio, as I have helped the Ringling and Cole shows at other points during the past few years."

BARNEY AND JIMMY ARNESE, clowns and comedy acrobats, will work several weeks of fairs and celebrations for Klein's Attractions.

E. W. ADAMS left Ringling-Barnum show to take over the management of the Pickwick Hotel, Atlanta, Ga. He worked as a side-show manager.

CHARLES (KID) KOSTER, in addition to being floor manager of Billy Rose's Aquacade at the San Francisco fair, is now advertising agent for the attraction. Business is holding up very well.

JEANNE GREGORY, formerly accordionist with Four Cycling Gregorys, free act, is now booking agent for the Rainbow Donkey Baseball show. In spite of bad weather it has been doing very well in Eastern Ohio and Western Pennsylvania.

CHARLES VELVIN TURNER, in the past on the advance brigade with the Hagenbeck-Wallace and other circuses and for the past several years projectionist at a St. Louis movie emporium, leaves the Mound City with his wife and son July 17 for a trip to Florida and Cuba. They'll be gone a month.

JEANETTE POWER, owner of Power's elephants, now at Meyers Lake Park, Canton, O., and Edythe Siegrist, former member of the original Charles Siegrist troupe, now retired and living near Canton, talked over their trouping experiences at a dinner party in their honor given by Ted Deppish at his home in Canton, O., June 30. George Power, son of Mrs. Power, also was a guest.

DENNIS R. SMITH, amusement editor of *The Canton (O.) Repository*, commented, in part, in his after-notice on the engagement in that city of the Ringling-Barnum circus: "The Ringling-Barnum show has always enjoyed a favorable reputation here for its regard for the comfort and safety of its patrons and it maintained this enviable standard in its expeditious and courteous handling of the big crowds. The circus people co-operated fully in trying to protect their patrons from the effects of a minor cloud-burst and the midway was piled deep with straw, which kept the customers out of the worst of the mud. Several loads of straw were rushed to the lot during the afternoon performance and strewn about the midway, eliminating the worst of the mud."

DOC WADDELL states that William Patterson, former dramatic tent show owner and circus man, is owner of the Patterson Printing Co. at Springfield, O., and "Reg" Heber and his brothers, who once operated Heber Bros.' Circus, have a modern printery at Columbus, O. In the Patterson home is a den filled to overflowing with miniature carved models of show wagons and layouts, also copies of *The Billboard* and *Clipper* from way back. In the home of "Reg" Heber is probably the most perfect and greatest collection of circus photographs known. Waddell gave his

"Story of the Circus and the Show" to the Kiwanis Club at Springfield, O., July 2. A Fourth of July party was arranged for him at the home of his son and daughter-in-law, Mr. and Mrs. Parson Waddell, at Chillicothe, O.

RECENT appearance at Canton, O., of Ringling-Barnum provided material for a timely story with a European war angle. A feature writer for *The Canton Repository* interviewed several of the performers of foreign birth on their attitude on the war. The story brought out that the majority of foreign performers with the show ignored the war problem and that natives of the warring lands were carrying on with the show unmindful of conflict. The story also revealed how several had managed to escape to America in time to go on tour with the show. Accompanying the story was a three-column art shot showing pictures of representatives of five racial groups having dinner in the cook tent. They were Charles Kovar, Czechoslovakian; Eric Beck, Swede, Mario Iwanow, Magyar; May Kovar, English, and Fritz Schultz, German. Majority were with the Alfred Court animal act.

Jamestown Good For Cole Bros.

JAMESTOWN, N. Y., July 6.—Cole Bros.' Circus did good business here July 1. Matinee saw all but a small part of reserved seats and one section of general admission filled. At the evening show all but a section of unreserved seats was filled. While a cool wind blew it was the warmest day the area had had in some time.

A new closing was added here. Two Indians marched to the center ring with two American flags while the band played *God Bless America*.

Mrs. Jess Adkins and children, Patricia and Thomas, returned Sunday morning from Mr. Adkins' funeral at Peru, Ind. They were accompanied by Mrs. Joseph Hayworth, wife of the legal adjuster; Harlan Burkhart, superintendent of inside tickets, and Mrs. June Russell, wife of the secretary.

J. D. Newman, general agent, arrived Sunday for a conference with Zack Terrell.

R. B. Dean, press representative, reports that despite the heavy rains the show has encountered business has been fair. There was a late matinee at Rome, N. Y., June 28, because of late arrival, the train being held up behind a railroad wreck. There was a three-quarter house in the afternoon and nearly full at night.

At Geneva June 29 the exact hour of Mr. Adkins' funeral was observed when the band played *Nearer, My God, to Thee* and members of the show all over the lot stood in silence. The playing of the hymn was explained to the big-top spectators, who too joined in observing a moment of silence.

Acts at Ryan's Free Show

ALBANY, N. Y., July 6.—Charlie Ryan's free circus put on a big show here June 24. Also free for the children were balloons, peanuts, soda and ice cream. On the bill were Smith Sisters, billed as "Queens of the Marimba"; Two Jacks, novelty hand-balancing act; Malcon, comedy clown; Jaydee the Great, high trapeze; Tumbling Atwoods and Donohue and La Salle. There also was some local talent.

The performances were given by Charles Ryan, a local political leader of the South End, and the acts were booked by Jimmy Daley.

Edinburgh Again To Have A Circus Next Christmas

LONDON, June 14.—Unless war developments decree otherwise, a circus will again be staged next Christmas in Waverley Market, Edinburgh, Scotland, beginning December 14 and closing January 11.

Rights have been granted by Edinburgh authorities to Leonard Denver, who ran last winter's show. A fun fair will be run in conjunction with the circus.

Cody Family Reunion to Be Held in Ottawa, Ill.

OTTAWA, Ill., July 6.—Kinsmen of Col. William F. Cody (Buffalo Bill) from many sections of the United States and Canada will gather here August 26 and 27 for the 15th annual reunion of the

The Corral

By ROWDY WADDY

MARY CARTER PIRTLE, who retired from the rodeo field, is operating a filling station and tourist camp in El Reno, Okla.

RODEO EVENTS will be included at the Dominion Day sports celebration at Theodore, Sask. J. Svendsen is president.

OGDEN, Utah, will also have its Pioneer Days celebration, altho this year for the first time Harman Perry will be absent. Event will be held in Ogden's outdoor stadium.

TEXAS O'ROURKE has signed for appearances at several horse shows in and around Burlington, Vt. He'll also play theaters with rope, whip and shooting acts.

FINAL RESULTS of the recent rodeo at Shoshoni, Wyo., are: Bronk Riding, Roy Gafford, Happy Sanky, Jimmie O'Neal. Calf Roping, Strid Bedstriup, Justin McCarthy; Buster Hays and Jimmie O'Neal split third.

MONTANA MEECHY will be with Ranger Rodeo, to do announcing at its route of fairs this season. In addition Meechy will have a small Wild West Show. He plans to carry 12 head of stock and 14 people.

TURK GREENOUGH will judge the 45th annual Cheyenne Frontier Days, it was revealed last week. He is one of the few in the United States who have made a contest ride on Five Minutes to Midnight, said to be one of the greatest buckers in the world.

DETROIT'S first sponsored rodeo will be held late next month, instead of opening July 12 as originally planned. Event is to be sponsored by the United Federation of Clubs and will be held in Detroit Sports Park, reports Frank C. Nowak, president.

SECOND ANNUAL Nacogdoches (Texas) County Fair and Live-Stock Exposition Rodeo will be held in Fair Park Arena there soon. R. G. Muckleroy, president, announced last week. Homer Todd will direct the four-day event. Rodeo helps defray expenses of the annual fair to be held in November.

UTAH'S Covered Wagon Days Rodeo will be held at State Fair grounds, Salt Lake City, with nightly performances except Sunday. A free matinee for underprivileged children also will be held. Committee in charge of this special performance consists of Norman Sims and Kingsley Clawson. Rodeo again will be directed by Leo J. Cramer.

WITH all proceeds going to the Red Cross, officials of the Raymond (Alta.) Stampede expect to play host to the largest crowds in the history of the event. Most advance work for the stampede is being done gratis to keep down expenses. Highland cattle will be brought in from Northern Alberta. Clark Lund is arena manager.

PRESIDENT CRAIG WILSON, Drumheller (Alta.) Valley District Stampede and Exhibition Association, announced that the annual stampede and race meet scheduled for July 1 has been canceled. War conditions and the fact that several directors were large-scale farmers and late seeding had prevented them from giving necessary time to stampede matters were given as reasons.

OVER 2,500 attended Nanton, Alta., Stampede. Winners were: Saddle Bronk Riding—Cecil Bedford, Johnny Hayden. Steer Decorating—Dick Andrews, F. McDonald. Calf Roping—Pat Burton, Norman Porter. Steer Riding—Carl Marriot, W. Bascom. Wild Cow Milking—W. Atkins. Bill Munkus sustained a broken leg in the calf roping event. All

Cody Family Association. Buffalo Bill died in 1917 and eight years later the association to commemorate his memory was formed. There are 800 family units in the association, about 10 per cent residing in Canada.

The reunion will be presided over by Frederick Carey Cody, of Cleveland, president-elect of the association. One of the organization's activities is maintenance of the Buffalo Bill Museum at Cody, Wyo.

proceeds, after expenses were paid, went to the Nanton War Charities fund.

OVER 2,000 turned out for the Claresholm, Alta., Stampede. It was one of the most successful ever held. Judges were Herman and Warner Linder. Winners: Saddle Bronk Riding—Jimmy Robertson, Jimmy Darcy, Harley Walsh. Steer Decorating—Warner Linder, Hershall Lund, Jimmy Wills. Calf Roping—Arthur Galarneau, Dick Andrews, Bill Monks. All contestants in steer riding were disqualified.

CONTENT BRIDGE (Alta.) Association Stampede was said to be one of the most successful held. Winners were: Saddle Bucking—Urbin Doan, Tom Cole, Henry Walters. Bareback—Henry Walters, Earl Doan. Steer Riding—Muff Doan, Urbin Doan. Mad Scramble—Dave Clark. Calf Roping—Pierre Burnstad, Heicks Burnstad. Steer Decorating—Bert Stenberg, Willard Stenberg. Wild Horse Race—Ted Glazier, Dick Duncan.

CHUCKWAGON RACE time records at Calgary (Alta.) Stampede are expected to go by the boards this year following announcement that E. C. Flett, had entered a chuckwagon outfit which will be drawn by four young thoroughbreds. J. G. Goettler, whose outfit won last year with the new all-time record of 1:12.3-5, will defend his championship. Dick Cosgrave, six-time winner, will also have an entry. Stampede officials have contracted 150 bucking horses and will have longhorn steers and bang-tail mares on hand for opening. Among United States entries is Fritz Truan.

BEATING out some top-flight Alberta cowboys, Bill Bagley, Cochrane, won the saddle bronk riding championship at annual stampede staged by Stoney Indians at Morley, Alta. Wally Lindstrom was second and Harley Walsh third. Last year's Canadian champion at the Calgary stampede, Sykes Robinson, lost a stirrup in the finals and was disqualified. Harry Thomson won the bareback riding event. Rodeo drew one of the largest crowds in its history. Committee, all Indians, was: President, Dan Wildman; vice-presidents, George MacLean, Johnny Bearsapaw; secretary, Jacob Two Young Men; general manager, Tom Kacquits; stampede manager, Jona Riller Jr.; executives, Isaac Two Young Men, Johnny Lefthand, Tom Simeon, Walter Simeon, Morley Two Young Men, Joe Mark, George Two Young Men, Johnny Pouchette and Moses Wesley Jr.; judges, Joe Fisher, Chappy Rogers, Tom Powderface.

AN ESTIMATED 5,300 witnessed the revival of the American Legion Post sponsored rodeo at Blackfoot, Ida., June 21-23. Weather was ideal, except for a cold wind the last day. However, some 2,500 turned out that day. Homer Holcomb clowned the show. Results: Calf Roping—First day, Harry Hart, Maurice Laycock, Oral Zumwalt, Pierre Sevel. Second day, Harry Hart, Oral Zumwalt, Shorty Rutledge, Charles Bennett. Third day, Shorty Rutledge and Maurice Laycock split first, Charles Fancher, Oral Zumwalt. Finals, Oral Zumwalt, Harry Hart, Maurice Laycock, Carl Sheppard. Bronk Riding—First day, Bill Greenough, Alvin Gordon, George Mills, Bob Borrows. Second day, Nick Knight, Alvin Gordon, Bill Greenough. Third day, Bill Greenough, Nick Knight; George and Hank Mills split third. Finals, Alvin Gordon, Bill Greenough. Bulldogging—First day, Harry Hart, Oral Zumwalt, Alvin Gordon; Bill Greenough. Second day, Oral Zumwalt, Melvin Cropper, Ted Meese, George Mills. Third day, Hank Mills, George Mills, Shorty Rutledge; Oral Zumwalt and Pierre Sevel split fourth. Finals, Oral Zumwalt, Bill Greenough. Brahma Bull Riding—First day, Sandy Guymon, only qualified rider. Second day, George Mills, only qualified rider. Third day, George Mills, only qualified rider. Finals, George Mills.

A RECORD ATTENDANCE was chalked at two-day Ennis (Mont.) Rodeo June 15-16. A new feature was a rodeo queen contest the first day. Officials were Emmett Womack, general manager; Frances Womack, secretary; R. R. Ingersoll and Ralph Stanton, judges; Edna Mavity and Edwin Buck, timers. R. A. Richter, of Bozeman, furnished the stock. Results: Bronk Riding—First day, Bill Greenough; Wayne Louks and Eddie Jones split second and third. Second day, Al Fletcher, Eddie Jones; Wayne Louks and Bob Olson split third. Finals, Eddie Jones, Al Fletcher, Wayne Louks. Calf Roping—First day, Marion Getzwiller, Harry Hart, Oral Zumwalt. (See *CORRAL* on page 48)



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New York City

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

GEORGE CLAREY'S Bayside Pavilion Roller Rink, Malletts Bay, Vt., is drawing crowds from near-by children's camps. Last year he convinced camp directors of the benefits to be derived from skating and has steady patronage this year.

EMIL IGNEZLI'S North Shore Roller Rink, South Haven, Mich., closed on June 23 for the summer. Capacity crowds attended the last two days. He plans operation of a summer rink.

BILLY, of the roller-skating act of Morell Sisters and Billy, reported they recently played the Bowery Club, Detroit, after spending several years on the Coast making pictures. They will return there in September. Billy's daughter, also a roller skater, is signed with MGM.

CHAMPIONSHIP races, open to amateurs, will be held at Fair Grounds Roller Rink, Des Moines, on July 21, said Operator Boyer. He also plans to hold dance contests and stage trick skating exhibitions. Rink has an 80 by 150-foot floor.

ACCORDING to Carter Newman Jr., director of parks in Greenville, S. C., the new \$18,000 municipal skating rink in Cleveland Park will be completed late in July. It will open in the fall. Rink is being built with WPA aid. The city sold revenue bonds to provide its share of the cost.

JOYLAND Roller Rink, White Hall, Ill., is drawing big night crowds, reported Charles F. Sandy, proprietor. Private party bookings are numerous and daily matinees are held on the 50 by 120-foot floor. Slated for July 4 was a skating party from 3 a. m. to dawn. Staff includes Earl Laughary and C. B. Anderson, floor managers; Mrs. C. B. Anderson, cashier; Teeter Allaway and Forrest Andrews, skate room.

MAMMOTH Garden Roller Rink, Denver, closed for remodeling on June 30, reported President Irving Jacobs. It will reopen early in August.

BUSINESS is reported good for Conrose Roller Rink, Hartford, Conn. Claire Miller, formerly of Rockefeller Plaza in Radio City, New York, has been engaged for the summer to teach school figures and dance steps and give nightly exhibitions. Opening of the summer season was celebrated on June 29 with a revue, *Stars and Stripes*. It included 16 girls in marching routines, spinning, 14-step with three couples in formation, free-style figure skating and comedy numbers, with electric organ music furnished by Gertrude Gale.

JACK WYTHE, proprietor of Alhambra Roller Rink, Syracuse, N. Y., reports he recently staged an RSROA night, proceeds of which went to the Roller Skating Rink Operators' Association of the United States. Assisting him was Archie Wing, proprietor of Utica (N. Y.) Roller-drome, whose daughter gave two solo numbers. Two Roller-drome waltz teams gave demonstrations. Other attractions were a half-mile race for women and another speed event, first and second-place winners of which competed in a mile race. Wythe's summer rink at Boysen Bay, Oneida Lake, N. Y., is drawing well in view of cold weather. Alhambra closed on July 1 for alterations, which will include addition of 40 feet to the skating surface. It will reopen early in September.

MRS. ETHEL ORR, a newcomer in the portable rink field, reported she will hold finals in a best couple skating contest, in progress for the past 15 weeks at Bartlesville, Okla., on July 10. It has proved a great success. Waltz and shoe-

skate clubs are being organized. Private parties are booked thru the second week of September.

NEW Penn Roller Rink, Pittsburgh, has closed for the summer.

WINNERS of the June barn dance contest at Lexington Roller Rink, Pittsburgh, were Jane Malcher and Howard Penney. Waltz contest will be held July 10. Medals will be awarded first, second and third-place winners.

AUDITORIUM Roller Rink, Warren, O., has announced a summer schedule of events and prices. On Mondays and Wednesdays, Scotch nights, girls will be admitted for 10 cents, and on Tuesdays shoe-skate owners will be charged 20 cents. Beginners' class is being organized. Chicago and Rollaway skates have been installed.

ATTEMPTING to make the point that people come to his place to skate, not to listen to music, Tom Boydston, manager of Lincoln (Neb.) Roller Rink, is arguing with Gene Blazer, Nebraska representative of the American Society of Composers, Authors and Publishers, in an attempt to evade payment of a music fee. Nebraska's anti-ASCAP law, which was appealed last week to the United States Supreme Court, was declared unconstitutional in Federal Court last March, but the new appeal gives it another chance. Rink men have been going to Attorney-General Walter Johnson,

the fact that temperamental skaters demanded so much powder on the floor that women patrons upon leaving a rink took on the appearance of gray-haired matrons, nearly killed racing completely. Only a few operators who really loved to see a great race had the courage to promote any kind of a meet.

While it is generally conceded that Cincinnati is a speed-skating center of the United States, racing plays no major part in the method of operation of my brother, Bill. I have learned from my association with him that there are many phases of roller skating to be considered and each receives its just portion of attention in Cincinnati. We do have our racing period every Sunday afternoon for skaters of all ages and we do have work-outs which are held after the regular skating is over, which eliminates the menace of powder and dust flying around during the regular sessions.

Most people are under the impression that a skater must have a large track to work out on to become a good speed skater. This is entirely untrue. It is the consensus of the former great champions that it is easier for speedsters to adapt themselves to any sized skating surface if their careers are begun on a small track. The difficulty lies in a skater adapting himself to a small floor who has had a large area to work on.

After witnessing the national championships in Cleveland, I am thoroughly convinced that under the supervision of the RSROA speed skating will soon

An Editor

A SCHOOLBOY in Missouri was asked to write a composition on "An Editor" and this was what he had to say: "I don't know how newspapers and magazines got into the world, and I don't think God does, for He ain't got nothing to say about these in the Bible. I think the editor is the missing link we read about, and that he stayed in the business till after the flood, came out and wrote the thing up, and has been kept busy ever since. If the editor makes a mistake, folks say he ought to be hung; but if the doctor makes mistakes he buries them and people don't say nothing because they can't read Latin. When the editor makes mistakes there is a big lawsuit and swearing and a big fuss; but if the doctor makes one, there is a funeral and perfect silence. A doctor can use a word a yard long without him or any one else knowing what it means; but if the editor uses one he has to spell it. If the doctor goes to see another man's wife, he charges for the visit; but if the editor goes he gets a charge of buckshot. Any college can make doctors to order, but editors have to be born."—Canada's Foundry Journal.

asking whether or not they should pay ASCAP, but up to now he's been non-committal. It is conceded that Nebraska is seeing the anti-ASCAP law to the high bench for two reasons, first, the hope that the lower court decision will be reversed, and second, if the law should be held valid, the high bench will throw some light on methods by which legislatures may curb some ASCAP tactics, especially multiple charging, which would help rink operators.

resume its rightful place on the program of all successful rink operators and attain the great popularity it once enjoyed. The talent displayed in Cleveland gives thought that within a very short time the field of roller skaters will compare favorably with the great skaters of yesterday.

(The above article was crowded out of the Summer Special Number of The Billboard. It was to have been part of the symposium, "How To Hold and Raise Present-Day Peak in Rink Business.")

SPEED SKATING

By C. V. (Cap) Sefferino
Of Sefferino's Roller-drome, Cincinnati,
and Speed Skating Committee
Chairman of RSROA.

Racing at one time was the top attraction of all rinks thruout the United States. Weekly meets and special match races packed the houses with raving patrons of the sport. Truly great skaters were developed all over the country and competition became so keen that there was no other attraction an operator could offer to equal the popularity of speed skating.

However, the skaters began to frame races and managers began to cut down purses to professionals and this, with

CORRAL

(Continued from page 47)
Second day, Harry Hart, Weldon Young, Marion Getzwiller. Finals, Marion Getzwiller, Harry Hart, Irby Mundy. Steer Wrestling—First day, Harry Hart, Ray Mavity, Oral Zumwalt. Second day, Jim Irwin, Steve Heacock; Harry Hart and Jay Overman split third. Finals, Harry Hart, Ralph Stanton, Ray Mavity. Other contestants were Frank Fox, Mel Weasa, Whiz Holloway, Ken Jorgensen, Ray Fletcher, Ted Messa, Jack Carraher, Fred Salisbury, Shorty Rutledge, Tom Nolan, R. R. Ingersoll, Latimer Smith, Irvin Wortman, Leonard Wortman, Homer Cook, Dick McPherson, George Sprout, Russ Johnson, Mickey McCreory, Bud Fisher, Buck Evans, Tom Shipman, Karl Taylor, Chris Rake, Ed Duff, Lee Moore.

BISCALIUZ SHOW

(Continued from page 43)
with Joe Dearing, Jimmie Tighe, Red Gordon, Gus Herrington, Tommy Leeds, Jack Herschell, Mort Kinnear, Fred Myers, Penny Fitch, Charles Moore, Robert Moore, Mrs. Charles Moore; pop corn and peanuts, Eddie Fretz, Arthur Hightower, Spot the Spot, Mr. and Mrs. Elmer G. Hyde; George Tenner; ball game; Jack and Mildred Gresham, Hal Knudsen, Glenn Kayser, tip 'em over.



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MAPLE WHEELS 75c Per Set | BALL BEARINGS \$1.25 Per 1,000
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"Roller Skating and Dance Floor Mats"
FOR STAGE, CLUBS, HOTELS
Maple Hardwood—Roll-Up Construction—Portable Design. Custom made in various sizes at reasonable prices. Highly endorsed and recommended. Write us your particular requirements.
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TRAMILL SELF-LOCKING SECTIONAL FLOORS
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PORTABLE SKATING RINK
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"CHICAGO" SKATES WHY?
They Are Money Earners
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Two Under New Management

County Agency Heads Playland

Group has wide power, making for elasticity in operation

NEW YORK, July 6.—A new agency with wider powers, charged with putting the enterprise on a sounder business basis tantamount to private operation tactics, on Monday (1) took over active direction and control of Playland, the 261-acre park at Rye which was opened in 1928 as a \$7,000,000 development of the Westchester County Park Commission. Agency is the Playland Authority, whose officers and personnel are identical with those of the commission, indicating little or no change in policy and management.

Setting up of a separate administrative unit allows for great elasticity in financial matters and calls for employment (See NEW PLAYLAND HEAD on page 54)

Cincy's Coney Has Near Record Crowd; Biz 30% Over 1939

CINCINNATI, July 6.—A free spending crowd of about 45,000, second largest in the history of the park, crowded its way into Coney Island here on July 4 to drive away the official headache incurred by inclement weather which has dogged the park since opening.

Altho the weather was cool in the morning, it warmed around noon and receipts at the close were 30 per cent above those for the same day last year. The record attendance mark is 60,000, established about 12 years ago. Fireworks were an attraction.

Long lines of customers waited at attractions and practically everything did capacity business. Moonlight Ballroom, featuring Dick Stabile's Orchestra, drew about 1,800. Tho the figure is far from a record, it was considered good in view of the fact that the pavilion never draws heavily on the Fourth. The swimming pool handled 3,500, about 1,400 more than last year.

Woodside Adds Promotions

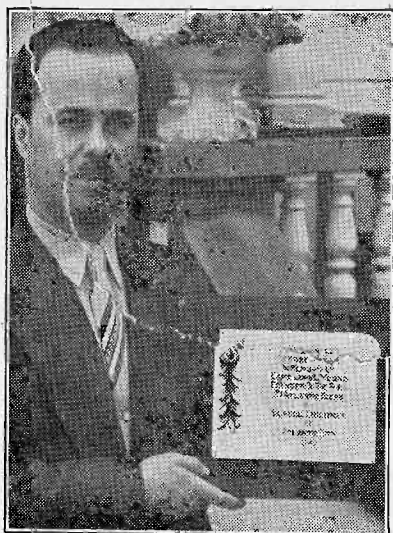
PHILADELPHIA, July 6.—Woodside Park here is paying greater attention to promotions this year than heretofore. Park has made a tie-in with the WFL Camera Club and is sponsoring photo contests for July and August, thus coming in for a generous share of publicity. Pictures entered must be taken at the park, where the camera club maintains a booth. Woodside is also taking advantage of the popularity of mummies, who have built up followings via New Year's Day specs. Each Wednesday a visiting mummies' string band gives concerts in costume.

2d Show for Summit Beach

AKRON, July 6.—International Congress of Oddities has been contracted for a two-week engagement at Summit Beach Park here, opening July 16, according to Ben H. Voorheis, park exploitation director. Attraction will be billed heavily. Voorheis said the success of the two-week date of Barney Lamb's Side Show prompted the management to continue tent attractions. Other shows will be booked later in the summer.

New One Started in Michigan

UTICA, Mich., July 6.—Stanton Welsh Park on the Clinton River here is being developed by Stanton Welsh, who formerly managed the ballroom at Jefferson Beach Park, Detroit, and now operates two penny arcades there. It is being developed primarily as a picnic spot. Facilities include bathing beach, tavern, pony ride, game and Circle Swing ride. Welsh plans addition of other attractions.



GEORGE A. HAMID, operator of Hamid's Million-Dollar Pier, Atlantic City, holding the silver plaque presented to him in honor of Capt. John L. Young, founder of the pier. The plaque, presented to Hamid by Mayor Tom Taggart, was purchased thru a penny drive by school children.

Jefferson Bucks Rain for a Draw

DETROIT, July 6.—Rain has been a bugbear in Detroit for the past month, with 23 straight days of it until last week, when there were two clear days, according to park men. On a few days the amount of rain was negligible but it nevertheless had a bad effect on business.

Result of the rain is that Jefferson Beach, last of three big Detroit parks to open, has found business just about equal to 1939 in the first four weeks of operation. The total is barely even, despite the fact that 12 days of comparatively favorable weather showed an average gain of 25 to 30 per cent over corresponding days of 1939. Indications are that a dry spell will bring business well ahead of last year, as customers appear to be ready to spend when conditions are right, officials said.

Business on June 30 was good despite intermittent rain. Special event was a (See JEFFERSON BUCKS on page 54)

Michigan Spot Is Advertising

PONTIAC, Mich., July 6.—Palmer Park, near here, is starting an elaborate advertising program via radio, newspapers and posters. Spot is being rapidly developed under management of Ray Meyers and Mrs. Leo Lipka. It will have a new outdoor ballroom in 1941. Picnic promotions are being undertaken for the first time, with several major dates drawing around 4,000 each booked for July.

Briefs From All Around the Field

TACOMA, Wash.—Point Defiance Park here opened on June 9 to a good crowd. Community singing, band concerts, speeches and concessions were features. Manager this year is Benjamin F. Grimes. He will be assisted by Michael Devoto.

GALVESTON, Tex.—Warm weather, despite lack of special events, has brought steady increase in daily crowds on Galveston Beach. John W. Young, executive vice-president of Galveston Beach Association, reported opening of new concessions and a new big court, the Jack Tar, to accommodate the steady influx. Rains cut down some patronage but concessions found business fair enough indoors.

CANTON, O.—Ownership of Zoar Lake Park and adjoining property by Urban A. Wernet, Canton, was completed when he bid in at sheriff's sale 66 acres of lake land and other acreage, appraised at \$3,000, for \$2,000. Wernet, who had foreclosed on the Zoar Lake and Resort

Venner Concern Leases Moxahala

Buildings, attractions to be renovated and augmented—name band policy

ZANESVILLE, O., July 6.—Moxahala Park here has been acquired on lease by the Venner Amusement Co., Wilkes-Barre, Pa., according to an announcement by Pierre Venner, president of the company which for almost 20 years has operated amusement parks in Pennsylvania, New Jersey, Massachusetts and Texas.

Renovation of the park, according to President Venner, will be started immediately. Buildings are to be repainted and rides and concessions overhauled. Number of new features will be added immediately, including at least two rides and several concessions.

First operation under the new management was on July 4, when all midway features were open to the public for the first time this season.

Occasional name bands will be the policy for the dance pavilion. George Duffy's Orchestra was offered on the Fourth. Roller rink is being operated daily except Mondays. Robert Venner will head the publicity and exploitation department. Park had been inactive until the time the Venner company completed negotiations.

Steel Pier Plans Pretentious Bills For Summer Season

ATLANTIC CITY, July 6.—Steel Pier opened its summer season on June 29, with Manager Frank P. Gravatt promising pretentious programs for the remainder of the season.

Five theaters and the stadium were in operation. Newly decorated Marine Ballroom had thousands dancing to the music of the Van Alexander and Alex Bartha bands. In Music Hall, with *Lucky Cisco Kid* on the screen, opening show brought back Frank Elliott's Modern Minstrels, including Ben Yost and his Varsity Singers, Charlie Kemper, Pinkey Lee, Dick Dana, Harry Savoy, Charlie Boyden and Charles Stewart. (See STEEL PIER PLANS on page 54)

New Low at Canadian Spots

ST. JOHN, N. B., July 6.—Not in years has the business of late spring and early summer at Eastern Canadian parks and beaches been so adversely affected by the weather. Chilly winds, more suitable to April, have prevailed, with an overdose of rain and fog. Result is that patronage has established what is believed to be a record low.

Co., held a deficiency judgment and a lien on the property involved. Resort has a dance hall, bathing and several other concessions and is being operated by Robert Wernet, Canton, a son.

COLUMBUS, O.—Bill Simpson and Howard Hall have been added to the life-guard staff at Morningside Beach, also being assigned to teaching free swim classes on three days a week from 10 a.m. until noon.

ZANESVILLE, O.—Moxahala Park here has reopened some concessions, dance hall being operated on Fridays and Saturdays, with a new band each week, and the roller rink is open daily. Rides will operate later, it is said.

DETROIT.—Visit of Sally Rand to Jefferson Beach Park on Sunday, June 16, drew big crowds. La Rand, playing at the Bowery Cafe, was slated to visit the park and the occasion was heralded (See BRIEFS on page 66)

Park Free Acts

BARTON'S Society Circus and the Bartoni aerial troupe were recently held over at Buckeye Lake (O.) Park, reported Manager A. M. Brown.

CLEMENTON LAKE (N. J.) Park, continuing its practice of presenting free acts, has booked the Five Eltons, aerialists.

JIMMIE GILL'S Hell Drivers have been booked for one day at Summit Beach Park, Akron. Attraction is said to be the first of its kind to play the park.

WHITESIDE Troupe opened its season at Reed's Park, Kokomo, Ind., on June 24, with Centralia, Ill., and Rockford, O., to follow. Act is booked solid until September 5, reported Thomas F. Whiteside.

MILLS TROUPE played Lake Conyrary Park, St. Joseph, Mo., opening week and (See PARK FREE ACTS on page 54)

Agawam Biz Holds; New Attractions Set

SPRINGFIELD, Mass., July 6.—Work is being rushed on a new midge auto track at Riverside Park here. It will be a dirt track. Managing Director Ed Carroll is back from Chicago where he picked up eight Custer Racers for the track. In view of the fact that the midget motorcycle track has been popular Carroll thinks midget cars will be a hot ride.

Also expected to be ready soon is the airplane ride, which has been held up since opening day due to lack of parts: Ferris Wheel, Pony Ride and Children's Airplane Ride.

Altho continual rain has dampened the spirits of officials, business has unexpectedly held up in certain spots. Abbot's custard stand is reported doing better than any of the others in his wide-flung chain. The funhouse is still packing them in and Olga the Headless Woman continues as a money-maker.

Carroll has donated the ballroom for a Red Cross dance on July 9. A name band will play the date. It is expected that at least 3,000 tickets will be sold for the benefit.

A dancing school is being operated in the ballroom for two hours three nights a week, with general dancing following. Reaction has been good.

Water Carnival Tie-Up Made For Capitol Beach, Lincoln

LINCOLN, Neb., July 6.—Capitol Beach Pool here, managed by Ralph Beechner, will make its biggest good-will bid on July 25 with the staging of Lincoln's first water carnival. Tie-up has been arranged with KFOR. The station's program director, Chuck Miller, will handle the staging.

Local cast of 100 girl swimmers and clown divers will take part in the show and there will be choral numbers of throat and figure, arranged by dancing schools. Promotion has backing of the Chamber of Commerce and will be heralded State-wide in an effort to pull more than 10,000 to the temporary bleachers erected for the occasion.

In addition to radio plugs, it will have newspaper support locally, the printer's ink end of the promotion to be handled by Barney Oldfield, *The Sunday Journal and Star* amusement editor and representative of *The Billboard*.

A. C. Ceremonies Honor Memory of Captain Young

ATLANTIC CITY, July 6.—A highlight of the seventh annual celebration of Children's Week here, which ended Tuesday (2), were the colorful exercises at Hamid's Million-Dollar Pier in which a silver plaque was presented to George A. Hamid, operator and lessee, in honor of the late Capt. John L. Young, founder of the resort.

With Mayor Tom Taggart and Commissioner Casey officiating, the plaque, purchased thru a penny drive by school children, was placed over the entrance of the Venetian Mansion. Preceding the ceremony, Boy Scouts paraded from the Boardwalk to the pier to form a guard of honor for Mayor Taggart and his party. The ceremonies marked the opening of festivities which brought more than 2,000 youngsters to the resort as guests.

Grand Forks Above Average

Two Handicaps Hurt Attendance

Weather, election hurt gate—grand-stand shows popular—midway biz fair

GRAND FORKS, N. D., July 6.—Greater Grand Forks State Fair on June 24-29 was far above average, but a series of handicaps reduced attendance. However, Ralph Lynch, association president and fair manager, declared the week a success and, altho refusing to give out figures on attendance and receipts until a final check-up is made, said the fair closed in the black.

The fair came at a bad time. The North Dakota primary was held the second day, resulting in many staying away to listen to election returns and cold weather was a disadvantage. At night shows many in the grand stand were wrapped in blankets or wore overcoats.

Free acts in front of the grand stand were high-class and patrons asked for more each time they appeared. The program started Monday with Larimer and Hudson, cyclists; Les Juvelys, balancing; Smith, Rogers and Eddy, comedians in eight acts, with Lester Cole as emcee. From Thursday thru the remainder of the week the Naitto wire walkers were added. Earl Moore was billed for a daily balloon ascension, but wind prevented half of his trips.

Royal American Shows had none too good a week on the midway, with crowds below average except on Saturday night. Shows have played here for the last two years, but this year had the largest spread ever set up in Grand Forks. New water show was added and spectators were impressed with the cleanliness in all departments. Monday, Children's Day, brought thousands of youngsters to the grounds, but while midway attendance was good, attractions did only fair business because of reduced prices.

Grand stand was filled for the first night's showing of Barnes-Carruthers' *Americana*, which won general approval. Show was the largest ever staged here, fair officials said. Its program was changed the last half of the week. Merchants co-operated in bringing out a crowd, offering 75-cent grand-stand tickets for 25 cents on Monday night. Thrill Day, Tuesday, featured Jimmy Lynch and his crew. They presented an excellent show to a practically filled grand stand and bleachers. Ten of their white cars and trucks paraded the city during the morning. Pat Purcell, former sports writer on *The Grand Forks Herald* and now advance man and business manager of the Lynch crew, found an advertising bit when he introduced Mrs. Jimmy Lynch to Mrs. Ralph Lynch, wife of the fair manager.

Pet parade on Wednesday, first to be held here, offered prizes and proved a great success. Good harness races were headliners the next three days. Band contest with 25 groups entered from surrounding towns and a live-stock parade brought many from out of town. Minnesota Day, Thursday, featured a spelling contest. The 4-H Clubs also had their day, and competition was keen in stock exhibits. Auto race day Saturday pulled almost the entire crowd to the grand stand and new records were hung up. James Malone, also a former *Grand Forks Herald* writer, managed races for Sloan. An automobile was given away in front of the grand stand on the final night.

Winans Gets Springfield Job

SPRINGFIELD, Mass., July 6.—Raymond K. Winans, former staff man of *The Springfield (Mass.) Union*, has been named advertising and publicity director for Eastern States Exposition here by General Manager Charles A. Nash. He will take over his new duties on July 13, resignation date of James H. Fifield, who has held the position 21 years. Fifield plans to do public relations work in Boston and Springfield.

HAL C. WORTH reported he has been contracted by Louisiana State Fair, Shreveport, and State Fair of Texas, Dallas, to stage queen coronation pageants.



RAYMOND K. WINANS, who has been appointed director of advertising and publicity for Eastern States Exposition, Springfield, Mass., by General Manager Charles A. Nash. Winans, a former staff man of *The Springfield Union*, succeeds James H. Fifield, who resigned effective July 13 to enter public relations service in Springfield and Boston after serving the fair 21 years.

La. Solons Advise Greater State Aid

BATON ROUGE, La., July 6.—State House Appropriations Committee has recommended increases in expenditures for a number of State and sectional fairs, including \$25,000 for repairs to buildings destroyed or damaged at the State fair grounds in Shreveport by the March tornado.

The appropriation would also include \$5,000 for maintenance of the State Exhibit Building at Shreveport, \$7,500 annually in 1940 and 1941 for the State fair; \$5,000 for premiums at Southwest Louisiana State Fair, Eunice; \$1,500 for North Central Fair, Olla; \$20,000 for parish fairs; \$5,000 for South Louisiana Midwinter Fair, Lafayette; \$7,500 for Louisiana State University's Fair and Stock Show, Baton Rouge, and \$7,500 for South Louisiana State Fair, Donaldsonville.

TIOGA JUNCTION, Pa.—Lippincott & Co. will furnish free attractions at four-day fourth annual Tioga Valley Fair here and Leonard Amusements have been signed for the midway, said Secretary Carl H. Forrest.

B-C Show Is Set For Pomona; Stage Facilities Enlarged

POMONA, Calif., July 6.—To accommodate Barnes-Carruthers' *Flying Colors* revue, booked as a grand-stand attraction for the last eight days of the Los Angeles County Fair here, Secretary-Manager C. B. (Jack) Afflerbaugh has a crew enlarging the hippodrome stage in front of the grand stand.

Depth is to be increased 27 feet, making a total of 76 feet, and the width will be increased from 100 to 116 feet. The structure will be moved into position each night on the race track. Scenery in the rear and flanking the stage will be 200 feet long.

Line-up of attractions scheduled to appear in the show includes Garo Neilson Ensemble and Myrtle and Pacaud, dancers; Jim Wong Troupe, acros and contortionists; Willie Necker's Doberman Pinchers; 12 Aristocrats, waltzing; Lester Cole Sextet; Rogers and Eddy, comedians; Juvelys, equilibrists; Four Franks, song and dance team; Jimmie Evans and Company, foot juggler; Five Albanis, aerialists; France and LaPell, perch; Tymar Trio, Monroe Brothers, and the Loyal Repenskys, equestrians.

Bill Set for Kansas Annual

BELLEVILLE, Kan., July 6.—A rodeo, grand-stand feature at Central Kansas Free Fair here for the past two years, will be replaced this year with a variety of attractions, officials said. Among attractions slated to appear are Edna Alea, trick shot, and Jimmie Lynch's Death Dodgers, the latter to appear one afternoon and night. Other features booked are a horse act, Chinese troupe, and motorcycle trapeze and seal acts. Daily automobile races will be staged, with purses totaling \$1,000. Opening day will be Children's Day, to be followed by Governor's and 4-H Club Day, when Governor Ratner will award prizes to club members.

Popular Science Monthly for August contains a very interesting illustrated article on fireworks, dealing specifically with the pyrotechnic displays at the New York World's Fair. The article, titled *Wizards of Fire*, was written by Kenneth Swezey. Art Briese, of the Thearle-Duffield Fireworks Co., is shown twice among the illustrations, in one picture making a scale drawing of the Statute of Liberty as a pattern for a display and in the other seated in the control-house where, from an electric panel, he fires the show which is presented on 19 barges and floats a thousand feet away.

Agricultural Situation

Condensed Data From June Summary by U. S. Department of Agriculture, Washington, D. C.

Lightning warfare struck farm commodity markets during the past month. Prices of wheat and cotton melted all over the world. In the United States much of the rise in the general level of farm commodity prices since outbreak of the war was canceled. Grain prices then were pegged and buttressed by government loans to growers on their 1940 crops. Farm income may not be very different this June than last.

Meanwhile, a new production and marketing season has opened rapidly the country over. Crops and pastures made quick growth following a late spring. Truck crops are rolling to market in heavy volume. Hog marketings are at seasonal peak. Sheep and lambs shorn of wool that may yield producers \$100,000,000 this year are going to slaughter. In the winter wheat belt another mechanized harvest will soon be under way. Soon a report will come of the first bale of cotton ginned in the Deep South. Prospects continue for better consumer demand this summer than last.

DEMAND: UNCERTAIN

Before the latest German invasion, conditions pointed definitely to improve-

ment in domestic consumer demand for farm products. The industrial recession apparently had ended in April. With steel production advancing, residential building making a good showing, exports of industrial products substantially above last year, and goods moving into consuming channels at comparatively high rate, a gradual upswing of business activity and consumers' income was in prospect.

Then came the blitzkrieg. If this proves to be only temporarily successful, leading to increased activity on a broader war front, the effects on the industrial situation in the United States probably will be stimulating. Increased export of many kinds of war supplies will follow, with effects similar to increased government spending by this country. With increased exports and large domestic preparedness expenditures, the gradual increase of industrial activity previously indicated may turn out to be even greater as a result of the war developments.

On the other hand, should the German invasion be so successful as to bring

(See AGRICULTURAL on page 54)

Double-Play Combo May Pull an Assist

TECUMSEH, Neb., July 6.—It was bound to happen eventually—the double-feature fair.

Johnson County's agricultural show is in debt \$6,000 on buildings and equipment after rebuilding necessitated by a fire. It was announced recently that an attempt would be made to recoup the loss by a dual fair, one on the fair grounds and the other on the town square.

Idea is that if the double load of entertainment is able to inspire double spending and merchants get a big cut of the money from the street section they may move the Chamber of Commerce to pull a financial assist.

Changes Under Way On O. State Grounds

COLUMBUS, O., July 6.—Ohio State Fair Manager Win H. Kinnan and his staff established themselves in the fair grounds Administration Building on July 1 so as to provide closer contact with rapid developments which are taking place in preparation for the 1940 annual.

Extensive rearrangement of the grounds will be completed by fair time. Three metal hangars have been removed from the center of the grounds and the area will be converted into an amusement center. Press and Registration Building has been moved near the Coliseum. The Conservation Department has been moved near the lagoons. In its place will be established the frame cat show building. Improvements on the machinery field will provide facilities for more attractive displays. Direct entrance from the Women's Building to the new Junior Fair cattle barn will be available. In addition to parking space on the grounds 100 acres of free space will be provided outside the plant.

Women's and Children's Day will be restored this year. Rural School Day is scheduled for opening day.

Elaborate Program Planned For Six-Day Kansas Annual

DODGE CITY, Kan., July 6.—Elaborate shows are planned for the six-day Southwest Fair here. Featured the first three days will be a 10-act vaude show, including the Three Harrisons; Comedy Cloyd, cyclist; Bill Irwin, clown; Two Bills, comedians; the Bradford Family, tumblers; Aerial Patts, and Charlotte and Vera, trapeze; Zerados' Cabaret Dogs; Prince Zogi, magician, and Harry Froboess, swaying pole. On the last three days *Broadway Sensations* will be presented, featuring Dancing Debutantes, Radio Swingers; Zang and Todd, comedians; Barth and Maier, tumblers, and El Roy Peace.

A large number of exhibit entries are expected this year. Special days are being set aside for school children, Boy Scouts and a live-stock program.

Regina Prepping for Shows

REGINA, Sask., July 6.—Facilities for presentation of shows are being improved at Regina Exhibition grounds. Movable platform has been installed and a dressing room, with space provided for storage of scenery, has been constructed. In the space between the grand stand and race track reserved seat accommodations will be provided for 2,000 more, bringing total seating capacity to about 14,000. Loudspeakers are being rearranged and a canvas sun screen is being installed from the back of the stand to the track.

Emerson Annual Draws Well

EMERSON, Man., July 6.—Emerson's 58th annual fair on June 27-29 had excellent attendance. Exhibits were smaller in number than in former years but the quality was higher. Association President Norman C. McLean and Mrs. George L. Breckton, secretary, were pleased with the results. The Kiwanis Club of Winnipeg, 500 strong, attended the fair.

LONDON.—Decision not to hold Mitcham's 300-year-old fair, biggest in the London area, is a disappointment to 500 showmen who applied for space. Newcastle and Oxford fairs are definitely off and the status of the Nottingham Goose and Hull annuals is uncertain.

Premium Facts



Data collected from lists received by **The Billboard**

DONNELLSON, Ia.—Lee County Fair, 87th annual, July 23-26. 88 pages. Officers: J. H. Vermazen, president; William Paisley, vice-president; W. A. Krebill, secretary; G. W. Mattern, treasurer. Admissions: Day or night, 35 cents; children under 10, free; automobiles, 25 cents. Grand stand: 25 cents; boxes, 35 cents. Attractions: B. Ward Beam's International Congress of Dare-Devs; *Glorified Follies of 1940*, Gus Sun show; Pedro and Luis, Royal Rollers, Whiteside Troupe, Aerial Matthues. Midway: United American Shows.

PUEBLO, Colo.—Colorado State Fair, August 26-30. 143 pages. Officers: Ray H. Talbot, president; George Hofmann, vice-president and treasurer; John M. Addington, vice-president and secretary; Frank H. Means, manager. Admissions: 50 cents; night, 25 cents; children, day, 25 cents; automobiles, 25 cents. Grand stand: 75 cents; night, 50 cents; boxes, \$1; night, 75 cents. Attractions: Grand stand, Leo J. Cremer directed rodeo; Charlie Quaranta's Band. Midway: Alamo Exposition Shows.

GALLATIN, Tenn.—Sumner County Colored Fair, 34th annual, August 29-31. 60 pages. Officers: Rufus Horton, president; John McCellan, vice-president; Edward V. Anthony, secretary; H. L. Tolliver, treasurer. Admissions: 25 cents; children, 6-12, 15 cents. Attractions: Midway, Reading Shows.

LANCASTER, O.—Fairfield County Fair, 90th annual, October 9-12. 132 pages. Officers: O. S. Benadum, president; M. E. Miller, vice-president; R. W. Alt, secretary; Clifton Parish, treasurer. Admissions: 25 cents; children under 12, free. Grand stand: 25 cents.

DALLAS.—State Fair of Texas, 52d annual, October 5-20. 143 pages. Officers: Harry L. Seay, president; Hugo Schoellkopf, T. M. Cullum, vice-presidents; Roy Rupard, secretary; Fred F. Florence, treasurer. Admissions: 50 cents; vehicles, 25 cents; children 6-12, 25 cents. Attractions: Mexican Tipica Orchestra. Midway, Rubin & Cherry Shows.

SASKATOON, Sask.—Saskatoon Exhibition, July 22-27. 60 pages. Officers: R. B. McLeod, president; C. C. T. Robertson,

J. H. Warren, vice-presidents; A. D. Munro, treasurer; Sid W. Johns, secretary-manager. Admissions: 25 cents; grand stand, 50 cents; reserves, 25 cents. Attractions: Grand stand, *Flying Colors*; Smith, Rogers and Eddy; Garo Neilsen Dancers, Naitto Troupe, Dick Mayo and Co., 12 Aristocrats. Midway: Royal American Shows.

CALGARY, Alta.—Calgary Exhibition and Stampede, 55th annual, July 8-13. 84 pages. Officers: J. Charles Yule, president; T. A. Hornbrook, R. W. Ward, vice-presidents; E. L. Richardson, general manager. Admissions: 25 cents; autos, 25 cents; grand stand and bleachers, 50 cents; afternoon reserves, 50 cents; night reserves, 25 cents. Attractions: Rodeo, Calgary Stampede; Hand's Canadian Fireworks, revue. Midway: Royal American Shows.

Fair Grounds

TOMAH, Wis.—Monroe County Fair here, originally scheduled for August 22-28, has been postponed until September 12-15 because of army maneuvers, which will be in progress in this area during August. Maneuvers will be taken part in by more than 80,000 men.

DOVER, O.—Tuscarawas County Agricultural Society plans to borrow \$12,000 to finance construction of a new grand stand on the fair plant, to be completed in time for the 1940 annual.

ZANESVILLE, O.—Muskingum County Agricultural Society has granted permission to the County Grange Association to build a shelter house on the fair grounds. Secretary Leslie Wilson said the association in former years used a tent for use of grangers.

BOGALUSA, La.—Construction of an armory-exhibition building on Washington Parish Fair grounds here got under way recently. Plans are to complete it in time for the 1940 fair. Police jury of the parish is sponsor of the project. It is being financed by a \$15,000 bond issue and a \$30,000 federal loan. Projects also calls for renovation of other buildings and grounds. New building will cover a 50 by 100-foot area.

ALBIA, Ia.—Fire of undetermined origin destroyed the recently rebuilt amphitheater at Monroe County Fair grounds on June 30.

ST. JOHN, N. B.—This city has refunded to St. John Exhibition Association \$943 spent by the association on repairs to city-owned buildings on the exhibition grounds. The sum is in addition to \$12,000 voted the association because of cancellation of the 1939 fair that plant facilities could be turned over to the army.

WOODSTOCK, N. B.—Woodstock Fair plant is equipped with a new water supply system by the city. Work involved laying pipe under water as the plant is on an island.

ANGLETON, Tex.—Premium list for 1940 Brazoria County Fair here will run about \$1,500, according to Secretary-Manager Richard J. Higgins. Reynolds & Wells Shows have been booked for the midway.

NAPOLEON, O.—J. R. Edwards reports the shows bearing his name have been booked for Henry County Fair here.

COLUMBUS, O.—Major attention will be given plans for an industrial exhibit at Ohio State Fair, said Col. William Mumm, chairman of Ohio Publicity Commission. It is hoped to develop exhibits to a place of equal rank with other departments.

CENTRALIA, Wash.—Southwest Washington State Fair here will follow Oregon State Fair, Salem, and precede Western Washington Fair, Puyallup, enabling patrons and attractions to rotate among Northwestern fairs. Eight acts, last year with Ringling-Barnum circus, have been contracted and other attractions are to be booked. Army maneuvers will be held on the grounds in August. WPA workers have started work on a new building.

SASKATOON, Sask.—In view of cancellation of the government grant, prize moneys in live-stock classes of Saskatoon Industrial Exhibition will be reduced and the Farm Boys Camp will be eliminated. Because of space occupied by the army it has been decided to dispense with horticultural and art exhibits and the kennel show. Sports committee re-

ported that \$1,000 will be spent on baseball. Race purses will be the same as in 1939. Secretary-Manager Sid W. Johns said city council has leased part of the grounds to Station CFQC.

NORTH ROBINSON, O.—Loss of grand stand by fire last spring and inability to erect one this year has resulted in decision of board members not to hold a 1940 Crawford County Fair, reported Secretary Morris Knisely.

SOMERSET, O.—Committee composed of W. J. Fluatt, J. R. Underwood, C. B. Hughey, Carl Finck and Elliott Ginn has been appointed by O. T. Vansickle, president of Perry County Agricultural Society, to select a manager for 1940 Somerset Pumpkin Show. At a recent meeting directors approved the holding of a cattle show and industrial art and vocational economic displays in connection with the show.

BRANDON, Man.—Several thousand free-admission tickets for opening day have been sent to school children under 12 by Brandon Fair board. Live-stock judging competition for children will take the place of camps, discontinued this year because of cancellation of federal grants.

CALGARY, Alta.—With completion of new corrals, directors of Calgary Exhibition and Stampede will have finished a \$115,000 improvement program which has extended over three years. Height of stamper fences and corrals in the center field have been reduced and it is now possible for grand-stand patrons to see races in their entirety. Grand stand and fencing have been repainted. Attractions platform has a new floor and steel posts for lights and scenery have been set in cement.

AMHERST, N. S.—Final barrier to continuance of Maritime Winter Fair here this year is withdrawal of a \$5,000 government grant. There had been a possibility of continuance. Decision has been made by directors of Oxford (N. S.) Fair to function this year.

POMEROY, O.—Meigs County sees possibility of elimination of this year's fair as a result of suit filed against the agricultural society by the county to recover \$4,724 paid the society in 1937 and 1938. Action was filed after a State examiner returned a finding against the society on the claim that the county wrongfully advanced the money.

BONHAM, Tex.—Fanin County Fair Association is planning to build a new plant three miles from city limits. Association has applied to RFC for a \$20,000 loan, to be repaid by revenue liens. Land has been bought but money is needed for buildings and improvements. WPA has pledged \$64,000.

HATTIESBURG, Miss.—Application has been filed with WPA for erection of a \$58,000 armory building on Forrest County Fair grounds here. Drill floor and grand stand will be available for fair use.

EUNICE, La.—Tri-Parish Fair Association has been successful in a drive to secure an increase in annual State appropriation from \$3,000 to \$5,000 and has set plans for extension of the event from three to five days.

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AT LIBERTY—Midget, 33 inches high, good looking, perfect shape. Send for photo. Accept anything; travel or locate. E. J. GUERNSEY, Laredo, Texas.

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four Acts. Go anywhere. Address care The Billboard, Chicago, Ill.

YOUNG MAN—Interested in training wild animals for the past six years, desires to become apprentice to trainer. Experienced keeper. THOMAS PEEHLY, 342 E. 25 St., Baltimore, Md.

AT LIBERTY DRAMATIC ARTISTS

MARION HALBERT—COMEDY OR DRAMA, Ingenue, Character Roles or as cast. Stage, radio, television experience. Eighteen, 5' 6", 115 pounds; attractive. 528 E. WYOMING AVE., Philadelphia, Pa.

AT LIBERTY MISCELLANEOUS

CORRESPONDENT, Secretary, Stenographer—Capable and efficient. Available full or part time schedule. MARY J. ZELLER, 140 W. 79 St., New York, N. Y.

AT LIBERTY M. P. OPERATORS

OPERATOR AND STAGE ELECTRICIAN—20 years' experience; 5 years trouble man for projector equipment house. Good results guaranteed with any equipment. WESTLEY, General Delivery, Elizabethtown, Ky.

AT LIBERTY MUSICIANS

TROMBONE—EXPERIENCED circus, strong tone; age 37, strictly sober and reliable. RALPH M. ANDERSON, 22 Elm St., Great Barrington, Mass.

ALTO SAX—DOUBLING CLARINET, VIOLIN. Union. LEO JOHNSON, 512 N. 13th St., Milwaukee, Wis.

AT LIBERTY—TRUMPET. FULL TONE, HIGH range, reader, fake. TRUMPET, Duval Hotel, Jacksonville, Fla.

BAND-MASTER—EXPERIENCE, CAPABLE, wants to hear from live towns. LEONARD DOTO, Iron Mountain, Mich.

CORNET—FIRST, SECOND, READ, SWING. Go anywhere. Arrange, experienced all lines. Cut or else. Prefer East. MUSICIAN, Apt. 4, 433 N. Hazel, Danville, Ill.

DRUMMER—EXPERIENCED, BEST OF EQUIPMENT. Read, sing, can cut anything. Young, excellent appearance, sober, reliable. Travel or location. No panics, union. JOE CHADDOCK, 110 W. Williams St., Owosso, Mich.

GIRL DRUMMER AND GIRL ALTO SAX—BOTH experienced in all lines, read and fake. Union. Address MUSICIAN, 418 Hannibal St., Fulton, N. Y.

HAMMOND ORGANIST—ROLLER RINK Specialist. BOX 166, care Billboard, 1564 Broadway, New York.

HILLBILLY FIDDLER—JUST FINISHED THREE-year tour through Canada and U. S. A. Swing, fake, read and do eight different acts with fiddle; do acts which no other fiddler does in hillbilly field. Have proof, plenty of press clippings and photos. Will join on wire. State salary and works. Will work with hillbilly or cowboy bands only; others lay off. Age 24, don't drink, have car and all tailor made outfits. FREDDIE STONE, care H. T. Brown, Stillwater, Pa., R. D. No. 1.

LEAD TENOR, CLARINET—TRANSPOSE AT sight. Age 24, union, sober. Prefer location. MILTON CHRYSTAL, Bismarck Hotel, Bismarck, N. D.

SAXOPHONE, ARRANGER—ALTO SAX, doubling Tenor and Clarinet. Lead man. Arrange for any combo or style. Good copyist. Age 20, single, no habits. Available after July 16. No co-operative bands. Write or wire ALLAN HAMMERSTEIN, 810 Fourth St., Savanna, Ill.

TENOR SAX—TRANSPOSING AT SIGHT Double Clarinet, good Piano, some Trumpet, good Vibraphones if you have them. Arrange, read, fake. Prefer shows. GUS GOSS, Spencerville, O.

TENOR SAX, CLARINET—AGE 20, SINGLE, union, no habits. Take-off or sweet, not corny. Clean appearance, good references. Fine tone on both horns. Guarantee read and execute anything. Prefer salary offers. PHILIP BELANCER, 917 4th Ave., S. W., Aberdeen, S. D.

TROMBONE—AGE 24, READ, FAKE, GOOD tone, high solos. Union. Name band experience. Write MUSICIAN, 328 W. 48 St., Los Angeles, Calif.

TRUMPET, DRUMMER—EACH EXPERIENCED trouper, sober. TRUMPETIST, 806 Howard Ave., Altoona, Pa.

TRUMPET—READ AND GO. FIRST OR SECOND. Arrange and sing. Double E-flat valve trombone. Union. Need fare for wife and myself. Age 27. JOHNNY FITZGERALD, 411 Hopkins St., Cincinnati, O.

A-1 SWING DRUMMER—Sober, reliable, nice appearance, age 21, union. Rudimental, read, jam, solid drums, fine take-off. Cut any floor show. Four beat or two beat style. Good references. Pearl drums and toms. No panics, please. Don't misrepresent. I haven't. NEILL BELANGER, Durite Cafe, Jackson, Mich.

ACCORDIONIST AT LIBERTY—Young, neat, sober, reliable, experienced, songwriter, plenty publicity. Available immediately. Will consider anything and everything. Will go anywhere. IRVING SIEGEL, Marshfield, Wis.

ACE ALTO SAX-CLARINET—Read or anything; wide experience; possesses ability plus ambition. Single congenial willing. Only reliable offers considered. Write JOHN KIDWELL, Crittenden, Ky.

AT LIBERTY—Trombone. Experienced in all lines of playing. LYLE E. COX, 1607 Woodland Ave., Canton, O.

DRUMMER—Young, good habits. Cut or no notice. Go anywhere. PETE PETERSON, 236 1/2 Main St., Gas City, Ind.

DRUMMER—Wants connection with reliable band. Union, 23, wardrobe. Complete set pearl drums. Play solid four beat rhythm. Have car. Join on wire. LEO HAMBERG JR., Mt. Nebo State Park, Mt. Nebo, Ark.

DRUMMER—Union, young, eight years' experience. Cut any show, play solid dance stuff. Will consider any reliable offer. Join immediately. STANLEY HOTALING, Warwick, N. Y.

GIRL ALTO SAX—Read, fake, take-off. Union, young, experienced, attractive. Prefer girls' orch., but will consider all reliable offers. Available soon. BOX C-517, Billboard, Cincinnati, O.

GUITARIST—Age 19, union, tux, single, sober, ambitious. Six years' dance band experience. Available anytime. DAVID B. MURPHY, 428 Tenth St., Cairo, Ill.

SWING GUITARIST—Solid rhythm; 11 years with top bands, trios. Have \$400 guitar. Young, union. Write FREDDIE STIVERS, 858 W. Sawyer, Decatur, Ill.

TROMBONE—Troupier, sober. Available hotel, restaurant, resort. Tone, read, fake, improvise. Industrial, municipal bands, write, Atlantic Coast States preferred. BOX C-484, Billboard, Cincinnati, O.

TROMBONIST—Name band experience; 21, single, neat, sober, reliable. Good tone, take-off, sight read, high F arrange. Available immediately. ELBERT ANSLER, Blackwater, Mo.

AT LIBERTY PARKS AND FAIRS

A BALLOONIST AVAILABLE for your park, fair or celebration. CONTINENTAL BALLOON CO., care Billboard, Cincinnati, O.

ACE AERONAUTS—LADY or Gent. Trapeze Performance in Midair. Some open time. Write or wire JOHNSON BALLOON CO., Clayton, N. J.

AERONAUT, BALLOONIST—Years experience; scientific ascensions, parachute leap. W. G. MCKINNEY BALLOON CO., Springfield, Illinois.

BALLOON ASCENSIONS—With one or more Parachute Drops by Girl or Gent jumpers. Modern equipment. HENDERSON BALLOON CO., Haskins, O.

BALLOON ASCENSIONS—With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind.

The Cincinnati offices of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Biographies

HIGH SWAYING POLE—And World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-476, The Billboard, Cincinnati, O.

BALLOON ASCENSIONS, PARACHUTE JUMPING furnished parks, fairs, celebrations. Experienced operators. O. E. RUTH'S BALLOON CO., 1021 Collier, Indianapolis, Ind.

BALLOON ASCENSIONS AND PARACHUTE jumps. ETHEL PRITCHETT, Danville, Ind. Phone 548-K.

FOUR HIGH-CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis.

HORSES—BAREBACK RIDING NOVELTY—6 Musical Millers; six acts for one family troupe. H. R. MILLER, Wilton, Wis.

JAMES COGSWELL—CLOWN, STILT WALKER for fairs, celebrations, parades. Write for literature. 1433 ROSE ST., Lincoln, Neb.

JAYDEE THE GREAT—POSITIVELY HIGHEST Contortionist Trapeze Act. Rigging 110 ft. high. A real novelty by man costumed as Huge Ape. Comedy and thrills open for parks, fairs, celebrations. If interested, write or wire JERRY D. MARTIN, Box 64, Rochelle Park, N. J., or Billboard, Cincinnati, O.

PURCELL'S STAGE CIRCUS AND SENSATIONAL High Aerial Acts—Now booking fairs and celebrations in South and Middle West. Headquarters, BOX 85, Chillicothe, Ia.

"STAR JUPITER"—WORLD WONDER HORSE. Shown in Chicago, Indianapolis, Pan American Exp., Dallas, Wichita and many larger fairs and celebrations. The horse with human intelligence. Actually writes his name and figures on blackboard. Also the Brown Dual Australian Whip Masters, father and son, performing fast, thrilling, unbelievable, dangerous acts with 6 to 14 foot whips in flashy costumes. The above are outstanding acts for stage, fairs, parks, for special attractions. Now booking Illinois and Indiana. A. O. BROWN, 128 E. Pine, Eldorado, Kan.

THE CARMENES—TWO COMPLETE AND distinct acts. Three people hand and ladder balancing acrobats. Three people comedy acrobatic act. Price and literature on request. Address BOX 21, Williamston, Mich.

THREE FREE ACTS AT LIBERTY—SLACK Wire Act, Comedy juggling and Balancing Act, Comedy Dog Act. Price of acts reasonable. Write for literature. CHESTER HUBER, Wabasha, Minn.

A CLEVER COMBINATION Comedy Juggling Balancing and Slack Wire Act. New wardrobe and apparatus. This is a platform attraction. DONALD CLARK, Route 1, Springfield, O.

BINGO SUNSHINE—Real clown cop for parades, picnics or any celebration. He's tops in his line. Address BINGO SUNSHINE, 4562 Packard Ave., Cudahy, Wis.

CHAS. AUGUSTUS—Classy Trapeze Artist. Committees wanting Feature Novelty Act as free attraction for celebrations, other events, write me. Act can be erected on your platform. Flashy apparatus. Real act. For price, literature address CHAS AUGUSTUS, care Dreier Drugs, 602 Calhoun St., Fort Wayne, Ind.

CLOWN AT LIBERTY July 12 to 30 only. Best of everything. None better; been with all the largest and best. ROY BARRETT, Chicago, Billboard.

DASHINGTONS CIRCUS—Ten dogs, cats, monkey; two distinct acts; guaranteed to please and present something different. 429 Sixteenth Ave., Moline, Ill.

E. R. GRAY'S ATTRACTIONS—Twelve Vaudeville and Circus Acts. Six ladies, four gents. Triple Bar Act, Rolling Globes, Contortionist, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Posing Act, Comedy, Riding Act (we use a mule), Singing and Dancing. Can be booked as a unit or separately. Address Ross and Keck Ave., Evansville, Ind.

FOUR ACTS—Expert Rope Spinning and Wonderful Educated Horse Act; Muscle Control and Strong Man Act; 1,000-pound horse supported by a 150-pound man. Twice featured in "Believe It or Not." Ideal for street fairs. Labor Day open. LEISTAD'S ATTRACTIONS, Elkhor, Ia.

HIRAM CAILEY—Farmer Slack Wire, Comedy and Straight, and Juggling Act. Fairs, celebrations, etc. Care The Billboard, Palace Bldg., 1564 Broadway, New York, N. Y.

THE LERCHES—Lady and Gent, presenting three high-class acts. Guaranteed to please, at a right price. 1801 W. Main St., Belleville, Ill.

THE GUTHRIES—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. Care The Billboard, Cincinnati, O.

TWO FEATURE PLATFORM ACTS—Wire Walker and Jugglers. Each act runs fifteen minutes. Write for prices and literature. THE GRIFITH TRIO, 816 Main, Keokuk, Ia.

AT LIBERTY PIANO PLAYERS

A-1 RHYTHM PIANIST—EXPERT, FAST ARRANGER. Young, single, no drinker. Read, all essentials. Complete library modern, commercial specials. Also tap dance, sing in trio. Loyal, hard worker and wish to connect with reliable band or radio station. GLENN WILLIAMS, 2222 Court Pl., Denver, Colo.

PIANIST, ACCORDIONIST, HAMMOND ORGANIST (Woman)—Read and fake. Working steady with dance band for the past four years. Wide experience in all lines. Union. Reliability only, write details to 4704 23d, Meridian, Miss.

PIANO PLAYER—Nonunion, plenty on the swing side; read or jam, solo or with band. PIANIST, 221 Lexington Ave., Buffalo, N. Y.

SOLID RHYTHM, Modern Chorus—Southern boy, young, experienced, dependable. Prefer North or East, small combination. Notice required present job. Please write fully; don't wire. PIANO MAN, General Delivery, Syracuse, N. Y.

UNION PIANIST desires reliable work. Experienced all lines. No wires or postcards. State full particulars by letter. Ticket to join. RAYMOND DEMPSEY, Franklinville, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—Latin-American Act. Man and wife with sound truck. Featuring sword dancing and Spanish dances. Man plays five various string instruments in Hawaiian, Spanish, Oriental and modern music. Own public address system, ready-made stage and house trailer. Reliable, honest and clean show people considered to write. MARCE & LORING, General Delivery, Washington, Ind.

AT LIBERTY—Team, straight or black and female impersonator, straights and characters, electric guitar and piano player. Have p. a. system with record player. Specialties, single and doubles. Have house trailer and car. DAWSON AND JEWELL, Vine st., Columbiana, Ohio.

VERSATILE TEAM—Lady A-1 Pianiste; read, transpose, hot faking. Man, Comedy, Straights. What have you? Prefer med show. Good specialties, novelties. Plenty strong changes. HARRY MALVERNO, General Delivery, Dallas, Tex.

SHORTS

(Continued from page 43) have announced booking of World of Pleasure Shows. Festival will also feature free attractions and concessions. More than 200,000 usually visit the event.

BAZINETT Shows and parades are to be features of two-day Henderson (Minn.) Sauerkraut Celebration under auspices of the Boosters' Club, reported Walter A. Connick.

LILLIAN STROCK, aerialist, and Barney and Jimmy Arnesen, comedy acrobats, have been set for the annual four-day Stone Creek (O.) Home-Coming by C. A. Klein Attractions.

TWO-DAY third annual White River Water Carnival at Batesville, Ark., will feature fireworks, parade, bathing beauty revue, boxing match, band concerts, dancing and sports, reported General Chairman J. D. King.

EVANGELINE Shows will be featured at 40th annual three-day Diggins (Mo.) Picnic and Home-Coming, reported Secretary John H. Rudolph. There will also be contests, speakers and a musical program.

LARRY LARRIMORE will have concessions at annual six-day Minerva (O.) Home-Coming, and R. H. Wade rides and shows are planned.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

Rearick, Geo. B. (Montgomery Ward) 5c
Carrigan, J. E., 10c Higgins, Windy, 11c
Colston, The, 6c Larson, Lenore, 10c
Crowe, Mrs. E. C. 9c Warriner, Miss Bobbie, 3c

Women

Abernathy, Mrs. Ellen
Alberts, Leona
Allen, Mrs. Roy
Andrews, Mrs. Dudley
Andrews, Mary
Antonette, Princess
Archer, Mrs. J. V.
Asher, Mildred
Attenson, Mrs. A.
Babcock, Mrs. Oscar V.
Bahnsen, Mrs. Beattie
Bailey, Mrs. Clas. E.
Bales, Vada Lee
Barbare, Miss Bobbie
Barnett, Mrs. Irene
Baysden, Grace
Bebe, Mrs. Dave
Bell, Mrs. Lelia O.
Bell, Mrs. Neva
Bell, Mrs. O. A.
Bellinger, Mrs. Eva N.
Bennette, Mrs. Owen
Bestland, Mrs. Harry
Blanchard, Mrs. T. A.
Botz, Cecelia
Branom, Mrs. H. M.
Brazier, Mrs. Irene
Bresk, Mrs. F. J.
Brown, Mrs. Esther
Brown, Mrs. Hazel
Burke, Carrie
Burkhart, Mrs. Mylee
Burns, Mrs. Evelyn
Burton, Mrs. Fannie L.
Burton, Mrs. K.
Cady, Mrs. Sally
Call, Mrs. Bessie
Cameron, Mrs. R. W.
Campell, Yvonne
Carrington, Mrs. Maurice
Claire, Mrs. M. C.
Claire, Madam
Clark, Helen
Clarke, Althea
Clarke, Mrs. Anna A.
Clarke, Miss Bobbie
Clayton, Mildred
Clifford, Mary Jean
Clingman, Mrs. Walter
Code, Mrs. Milton
Codey, Mrs. Sallie
Cole, Mrs. King
Coleman, Mrs. Corda
Collins, Mrs. Erma
Collins, Mrs. Rachel
Conrad, Mrs. Eva
Cook, Mrs. Wm. E.
Cooper, Virginia
Coriell, Zaza
Crawford, Mrs. Mary
Crow, Berth
Dabney, Bertha
Dale, Sylvia
Dalrymple, Mavis C.
Davis, Mrs. Betty "Boops"
Davis, Miss Jackie
Davis, Sallie
Davison, Mrs. Maurice
Dawn, Dorothy
Dawson, Seyvlla
Day, Mrs. Agnes
Day, Josephine
DeBelle, Miss Mickey
DeLano, Mrs. Margaret
DeWitt, Mrs. Hall
DelMoure, Marie
Delaney, Patricia
Demetro, Mrs. Bob
Devine, Mrs. Tom
Dionne, Mrs. Babe
Dixon, Mrs. Ora
Draper, Mrs. Edith
Dun, Mrs. Geo.
Dunahoo, Mrs. Lillian V.
Duncan, Mrs. Edna
Earl, Mrs. Martha
Easter, Mrs. Alice
Edmonds, Mrs. Mary
Elbert, Mrs. David
Elza, Joan
Emerson, Mrs. Ruby
Emerson, Mrs. Thelma
English, Barbara
Emsinger, Milda
Ephrini, Miss Warner
Escalanti, Esther
Eule, Mrs. Dot
Evans, Hazel
Farmers, Ruth
Feagin, Revine
Feaster, Avis
Fields, Mrs. J. C.
Fink, Marie
Fisher, Agnes
Flynn, Alma
Ford, Mrs. Dixie
Fortier, Myra Lott
Fredrickson, Mrs. Ruth (Svede)
Fulmer, Mrs. Alice
Gallagher, Mrs. Winnie
Gannon, Jean
Gannon, Madeline
Garber, Mrs. M. Frank
Gerry, Mrs. Frank J.
Giaquinto, Frances
Gleason, Mrs. Mura
Godbout, Mrs. Pearl

McPhearson, Mrs. Jean
McSpadden, Mrs. Myrtle
McWilliams, Mrs. Paul
Mackey, Mrs. Violet
Maddison, Sally
Mangin, Doris
Mansell, Margie
Marino, Carmine
Martin, Helen
Martin, Mrs. Kappy
Martin, Mrs. Pauline
Martin, Mrs. Glen
Marvin, Mrs. Robt.
Mathews, Geraldine
Mayer, Ann
Maw, Mrs. Duckey
Maxine, Madam
Meadows, Mrs. D.
Mendows, Mrs. Lois
Melville, Mrs. Fred
Mercy, Mrs. Al
Meyers, Marion
Michell, Mrs.
Miller, Mrs. Billy
Miller, Evelyn
Miller, Mrs. H. A.
Miller, Mabel
Miller, Nancy
Mitchell, Diana
Michele, Rose
Mixon, Mrs. Tillie
Money, Betty & Marion
Moore, Florence
Moore, Mrs. Irene
Moreno, Mrs. Mary
Moreno, Ruth
Morgan, Juley
Morgan, Patricia
Morgan, Patie
Morgan, Mrs. Russ
Mosley, Florence
Nethaway, Lulu
Newton, Marie
Nixon, Mrs. Ruth
O'Connor, Frances
O'Neal, Mrs. Leola
O'Neill, Dolores
O'Neill, Ruth
Oakley, Edith
Okada, Mrs. Edith
Okeke, Helen
Orr, Mrs. Jack
Paige, Betty
Parks, Mrs. Frances
Parrish, Mrs. Kathryn
Paterson, Helen
Patterson, Dorothy
Patterson, Mrs. Harold P.
Patterson, Marjorie
Pautz, Lorrinda
Pearl, Miss Mickey
Pelbert, Mrs. David
Perez, Mrs. Louise
Pettis, Margaret
Phillips, Mrs. Ruth
Piacentini, Frances
Pierson, Mrs. Mabel
Poplin, Mrs. Charlie
Powell, Mrs. Elsie
Powell, Jewell
Powell, Nell
Pratt, Mrs. Bill
Presto, Mrs. Frank
Purvis, Elyza
Raber, Mrs. Julia
Race, Mrs. Floe
Ragsdale, Mrs. F. L. (Ann)
Ralston, Mary
Ramey, Mrs. Walker
Raymond, Lillian
Reddick, Mrs. L.
Reche, Mitzie
Reece, Kathleen M.
Reeves, Mrs. Lovevella
Renfro, Melita V.
Reovis, Carrie
Reynolds, Mrs. Reba
Rhodes, Gertrude
Ribar, Ann
Rice, Betty
Rice, Mrs. Clara
Rice, Mrs. Evelyn
Rice, Mrs. O. C.
Rieffensch, Marie
Riggs, Mrs. J. L.
Roahs, Viola
Roberts, May
Roberts, May (Musical Merrihevs)
Robbins, Peggy
Roberts, Mrs. Boots
Roberts, Mrs. Parker
Roberts, Mary
Robinson, Betty
Robinson, Mrs. Wm. P. H. A.
Rocco, Mrs. Phil
Rogers, Bessie Gray
Rometa, Mrs. Esner
Rose, Sally & Harry
Russel, Grace
Sakobie, Mrs. Mickey
Sanders, Mrs. Mildred
Sandman, Mrs. Kay
Schaffer, Dolly
Schener, Delois (Sborty)
Schneider, Mrs. E. J.
Schuler, Mrs. Clarence
Scott, Mrs. Filcon
Sewell, Mildred
Winters
Shannon, Mrs. James
Sheldon, Miss Jerry
Sheppard, Lillian
Sherburne, Mary
Shouse, Mrs. Doris
Shriner, Stella
Siek, Mrs. Carrie
Siegfried, LaRosa
Silverlake, Miss Billy
Simms, Alice
Sims, Margie
Slaughter, Mrs. K. C.
Slaughter, Mrs. Kenneth



Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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Smith, Marjoretta
Smith, Mrs. Thelma
Smukler, Mrs. Franchon
Snyder, Mrs. D. E.
Snyder, Mrs. Helen
Somers, Mrs. Florence S.
South, Mrs. Earl
Spark, Mrs. Evelyn
Spark, Mrs. Welton
Spence, Mrs. Malie
Squires, Florence
Stack, Ester
Stanley, Daisy Jean
Stanley, Joan
Stanley, Mrs. Lois
Stanley, Mrs. Lillian
Starkey, Mrs. Lillian
Stephens, Estella
Stroh, Mrs. E. B.
Sterling, Edythe
Stevens, Mrs. Amanda
Stevens, Miss Bobbie
Stewart, Miss Jackie
Stickler, Charleen L.
Stone, Benona
Stone, Mrs. Lill
Storey, Mrs. Bill
Story, Mrs. Eula
Sullivan, Mrs. Jas. A.
Sullivant, Patsy
Tamburr, Mrs. D. T.
Taylor, Patsy
Teaford, Mrs. Lucille
Thomas, Mrs. Louise
Thompson, Mrs. Ann
Thweatt, Mrs. Leona
Todd, Miss Bobbie
Todd, Lorraine
Tompson, Miss Jerry

Tucker, Lauretta D.
Turner, Ann
Turner, Mrs. E. B.
Ulear, Mrs. J. J.
Va Len, Wilma
Valentine, Patricia
Vaughn, Mrs. Bessie
Venus, Bunny
Vicars, Dejouris
Violette & Rooks
Wade, Mrs. Doris
Wade, Mrs. M. V.
Walker, Mrs. Stella
Walker, Vina
Wallace, Mrs. Al
Ward, Lecta
Washburn, Vivian E.
Watkins, Evelyn
Watters, Mrs. Estel
Weaver, Helen
Weiner, Mrs. Sam
Wells, Miss Ersel
Westlake, Rose
Weyla, Mrs. E. M.
White, Annie B. (Musician)
White, Mrs. Willie Mae
Williams, Mrs. Polly
Willse, Mrs. Doc (Side Show)
Wilson, Louise
Wilson, Louise (Peggie)
Wilson, Margie
Wilson, Rita
Wilson, Mrs. T. M.
Wimberly, Mrs. H. D.
Wimberly, Mae
Winger, Barbara
Wolfanger, Margaret
Woods, Jean
Woods, Mrs. Rosa Lee
Wright, Mrs. Ethel
Wright, Jessie
Wu, Madam
Yon-Kootz, Mary B.
York, Mrs. James A.
Zimmerman, Gladys

Men

Abbins, Morris
Ackley, A. V.
Ackley, H. J.
Acuff, Homer
Adams, Geo. & Miller
Adams, Sanford
Adgie, Joe
Adkins, W. A.
Adolph, Clarence
Aho, Reuben
Alberts, Al
Aleo, Rocco, Esq.
Alexander, E. R.
Alford, Pete
Alfred, Jack & Juno
Alibey, A. W.
Allan, Mr. and Mrs. A. Bee, W. E.
Allan, Hubbard (Runt)
Allen, M. H.
Allen, Dan
Alter, Lew
Alzora, Karl (Mystic)
Anderson, Bob & Helen
Anderson, Chas. F.
Anderson, Francis (Dick)
Annon, Earl
Annon, Karl
Ansel, Harry
Anthony, Milo
Arbogon, Geo. C.
Armitino, John
Ariz, Carl
Arlen, James M.
Arnold, Jack
Arrianda, Antonio
Arriand, Geo.
Atkins, Al
Atkinson, Geo.
Audette, Raymond
Auskings, Clarence
Austin, Gene (Theater)
Austin, Harry Z.
Avalos, Pete
Babcock, Oscar B.
Bach, Rair
Bacon, Wm.
Badger, Harry
Baile, Luther
Bailey, Texas Jack
Bailey, Charles
Balgong, R. G.
Bancroft, Raymond O.
Bancroft, Fred
Bancroft, Dr. Wm.
Bard, Ossified Roy
Barnes, Clinton D.
Barnes, Harold
Barnes, Roger
Barnett, Chester "BoBo"
Barr, Clyde
Barr, Chas.
Barr, Sherman
Barry, Geo.
Barry, Jack
Barton, Bernie
Barzol, Leo
Rasden, H. L.
Batz, Teddy
Bauer, Brnt
Bays, Dick
Beard, Albert
Bean, John A.
Beasley, W. A.
Beaumont, Frank
Becker, Gus A. Co.
Bedford, Fred M.
Bee, W. E.
Beemore, W. H.
Beers, C. W.
Beers, Geo. R.
Belknap, M.
Bell, Brian
Bell, Oliver A.
Belles, Robert Lee
Bennett Sr., Ed
Bennett, Owen
Bennett, Robt. J.
Bennetts, Aerial
Benson, B. W.
Bento Bros. & Rila
Berger, Al
Berni Vici, Count
Bernstein, Maurice
Berry, Moton
Bessa, Jack
Beverleman, Smiles
Bible, O. R. (Bible Bros.' Circus)
Biehler, Ray
Billy's Riding Devices
Bishop, Jady
Bistany, Leo M.
Blackburn, G. W.
Blackmelder, Bruce
Blaine, Buddy
Blair, Jack
Blair, Norman
Blevins, Belton
Bligh, Frank
Bloom, Wm.
Bookman, Bill
Bookman, Freddie
Boegan, Al
Boullager, Bob
Boud, E. K. (Dad)
Bopp, Al G.
Bovin, Richie C.
Bsoit, Jackie (Frances)

Dostater, Eldred
Drake, K. W.
Drayer, Howard
Dreden, Chas.
Duff, Robt. B.
Duke, D. D.
Duke, Ralph
Dulin, Fred
Dumke, Edw.
Dunbar, Leo Jack
Duncan, Alex
Duncan, Dallas
Dundy, Johnny
Dunn, Al Victor
Dwyer, Tim
Eagle Eye, Chief
Ealey, Edgar C.
Easley, W. D.
Eaton, A. G.
Edwards, Curtis
Edwards, G. A. Jerry
Edwards, Pinky
Ehler, Henry
Eller, R. C.
Eldridge, Willie (Col.)
Eldstrom, Nestor
Elkins, Walter O.
Elis, Kirby
Elliman, Mark
Elms, Bob
Ely, Louis
Ely, Miller (None)
Ely, Morris
Emswiler, Geo.
Engledow, Frank
Ennsley, Ugene
Eown, I.
Epple, Sammy
Ernel, Howard E.
Estes, Jim
Estes, Danville Slim
Eule, Jos. & Monroe
Evans, Chas. E.
Evans, Frank N.
Evans, Frank S.
Evans, Forrest
Evans, Jack (Forrest)
Evans, Sailor
Evinger, Chas.
Faber, Lindsay
Fabiano, Joe B.
Fairbanks, Wm.
Fairfield, John
Fales, C. T.
Fannin, Mitchell
Faraday, H. C.
Farley, Albert
Farrell, Chas. B.
Farrell, Walter
Farrell, Eugene
Farris, Paul M.
Faulkner, Roy Lee
Faust, Ben
Faust, Ray
Fay, Leo
Fendrick, Boyd
Fennell, Geo.
Fenton, Brenshaw
Ferguson, D. R.
Ferguson, Mack D.
Fiber, Roxy
Finlay, Homer
Fisher, Louis
Fitzgerald, Mr. Pat (Talker)
Fleck, Wm. P.
Flourning, Jimmie
Flouring, C. J.
Foley & Burke
Fonda & St. Clair
Forrest, Tom & Betty (Dancers)
Foster, Freeman
Fox, Thomas J.
Francis, Burl
Francis, Dave J.
Frank, Ephram J.
Frank, Kennis
Frank, Jos. A.
Frazier, Hershall
Frazier, Leonard
Frazier, Thomas
Frey, Ted
Fritz, Heinie
Frye, Donald
Frye, Isaacs
Fulton, Wm. (Cotton)
Fultz, Charlie
Furner, B. E.
Gager, Geo.
Galler, Frederick (Tex)
Galimore, Wray
Gallagher, Frank
Gallagher, Jack
Garber, M.
Garner, Joe
Gaston, Ray (The Gastons)
Gates, Roy
Gault, Jas. F.
Gavin, Joe L.
Gay, H. S.
Geddis, Geo.
Geffs, Harry
Gentry, Willie
George, Eli
Gesundo, Victor
Gibson, Bert
Gibson, Don
Gill, Jimmie
Gillis, Donald
Gillispe, G. T.
Ginther, Homer
Glasscock, D.
Glenny, Dan C.
Glynea, Morris
Glover, Don
Goddy, Lawrence
Goforth, Bill
Goldberg, Arthur
Golden, A. M.
Golden, Jack
Golden, Nat
Goodene, Merle
Goodin, Bill
Goodman, David
Goodwin, J. F.
Gordoni, Dan
Gould Bros.
Grady, Michael
Graham, Basil (Jimmie)
Graham, Jimmie
Graham, Ray
Graham, Stanley R.
Grafton, M. J.
Gray, Bee Ho
Gray, Benny & Glenda
Gray, Chas. E.
Gray, Gary
Grazeland & Decker Shows
Green, Jack O.
Green, Silas Show
Green, Thomas H.
Grice, Thomas (Baby)
Griffith, B. S.
Griffin, Chas.
Griffin, Harold
Griffin, Willard
Grindall, Art
Guy, Ed
Hale Sr., James W.
Hale, Tom & Ruth
Haley, Jack
Halke, R. S.
Hall, Joe E.
Hall, Lousouse
Hall, Melvin
Hall, Spark Plug
Halm, Eugene J.
Ham, D. H.
Hamer, Dave
Hamer, Harry J.
Hameroff, Alan
Hamilton Jr., Hale
Hamilton, Jack & Mercedes
Hamilton, Rufus Edw.
Hammon, R.
Hampton, Jack
Hampton Jr., Joe. Serv. Sta.
Haney, Lee
Hannafor, Poodles
Harden, Bill
Harden, Wm.
Hargrove, R. H. (Runt)
Harrington, Arthur
Harris, Edw.
Harris, Frank X.
Harris, James
Harris, Pat
Harrison, Edw.
Harrison, Tex
Hart, Capt. John
Hart, H. Henry (Stitt Walker)
Hart, Thos. D.
Harter, Ray
Hartsell, Itay (Mechano the Great)
Hartzfield, Lee
Hascal, Maurice
Hassel, Jos. M.
Hasson, Tom
Haworth, Jos. Bernard
Have, Henry (Haunk)
Hayes, "Suicide"
Headley, Arthur
Headley, Ray (Robin)
Healy, James
Hector, Mr. R.
Hedrick, Fred
Hefferan, Dr. Jos. M.
Lane, C. E.
Lane, Frank B.
Lane, John
Lane, Wm. Dutchie
Lang, Joseph
Lanham, Clarence
Larkin, Charles E.
Lede, Happy
Laughlin, Eugene
Lawrence, Larry
Laycox, Wm.
LeMoinds, Frank
Leahy, John
Leblair, Jack
Lee, Buddy
Lee, Bros. Circus
Lee, Floyd M.
Lee, Jimmie P.
Lee, Mervine
Lee, Rusty
Leiberman, Jerry
Leigh, PeeWee
Lentini, Frank
Leon, Charles L.
Leonard, Harry (Clown)
Leonard, Sid
Lester, Weilly
Lettieri, John
Leunis, Robt. A.
Lewis, Billy
Lewis, Curley
Lewis & Co., Dick
Lewis, Harry
Lewis, Russell E.
Lewis, T. H. Ted
Liacco, H. C.
Libby, Frank
Lichter, B. E.
Light, Droll P.
Lindeman, Edward
Linger Bros., Show
Littlejohn, Thomas
Linton, Jimmy
Lloyd, B.
Lloyd, Capt. Jack
Loftus, Hank
Loftus, Pete
Logan Jr., Jushua L.
Logsdon, Billy
Lollar, James L.
Lollar, Jimmie
Long, Leon
Longshore, Barney
Looker, Al
Lorenzo, B.
Lorraine, Fred
Lovell, Ben
Lovell, Blackie
Lovett, Sid
Loyal, Alfred
Lucas, Weldon
Lukimire, Wilbur
Lunsford, Jack
Lyerly, Ace
Lyons, Edward
MacKenzie, Paul
MacMitchen, Clayton
McAdoo, Bob
McAlear, Stewart H.
McArdle, V.
McBride, Chas. L.
McBride, Thomas
McCardle (Chimp Trainer)
McCaskill, Robt. J.
McClanahan, D. H.
McClain, Alfred
McClellan, Billie V.
McClung, C. O.
McClurkin, Richard
McCluskey, T. F.
McCluskey, W. T.
McDonald, Wm.
McElroy, Jack D.
McElroy, John
McGee, Lester
McGee, Milt
McGee, Robert

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Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Carnival Season Looks Strong From Merchandise Angle

BOSTON, July 6.—Current carnival season looks strong from the merchandise angle, according to a check-up made this week. More carnivals are playing the New England area than in the past, and the 13 big fairs skedded for the summer should do more to boost sales.

At least one Boston jobber has already noted an increase in sales to shows. A salesman for G. DeCicco, Inc., declared sales were above last year and indicated the firm expects a banner year. The war has had little effect on conditions apparently, altho it has stimulated an increase in sales of patriotic novelties. Patriotic pins and lapel flags are booming.

The war also can be thanked for an increase in resort business. Many New England resorts report people who previously took cruises are now afraid to take an ocean trip and are going to resorts to spend their vacations. This trend has resulted in increased concessions in many places and in a definite boom in souvenir sales at all points. The nutshell mailer is more popular than ever, with resort men reporting jewelry a close runner-up for sales.

The number of pitchmen working the New England area is also increasing.



By BEN SMITH

The new RCA camera-size, battery-operated, portable radio has received such an amazing reception from John Public that, despite heavy advance production, we are informed that hundreds of dealers thruout the country have not yet received a sample set for display. Bruno-New York, distributors in the metropolitan area for RCA, reports that it will probably be three weeks before production can be stepped up to satisfy everyone and that it is now a question of first come first served. We saw the set the other day and it's really a beauty. No wonder it caught on the way it did.

Some of the boys are wondering whether the cost of the RCA portable would affect the success of a deal on the item. . . it will be necessary to work up a card with a take larger than has been the rule the past few months. However, the terrific consumer appeal of the set should permit a take of around \$40, which should be enough to leave an adequate margin for the operator and insure a volume turnover. When the electric shavers first hit the market they were distributed on a take of better than \$30; other portable radios, fur coats, etc., have been merchandised on large cards and there is every reason to believe that if the boys work up a deal on the RCA unit it should go and go big.

Rubin, of Crono Products, is back in town after a flying visit to Chicago and Detroit.

Have you ever tried to offer an additional premium to the worker of a card to get him to complete his deal within a definite time limit? It's an old gag but a good one and many operators have found it valuable in getting quicker action and an assured collection. Very often the worker will make up the difference on the deal out of his own pocket if the deal is not completed when the operator calls again. Cost of the extra (See DEALS on page 62)

Concessioners, Bingo Ops Shop As Profit Part of Season Opens

NEW YORK, July 6.—With the most profitable part of summer yet to come, fair and park concessioners and outdoor bingo operators are said to be shopping around the wholesale markets for new and different items. As soon as reports are current that certain merchandise has the flash that is necessary to put it across the boys make a bee-line to see if the rumors are founded.

Decoration Day and Fourth of July holidays have shown that there is still a big demand for the stand-bys. Sun glasses, consistent sellers at beach and mountain resorts, continue to hold up on sales, with the new Daisy model with rim shaped like petals claiming demand. Since glasses are white-rimmed and with colored lenses, they give added flash to the display. Few vacationers pass stands where sun glasses are displayed properly without making some sort of purchase. This item is being used as a leader in a number of amusement spots.

Luggage in Demand

Bingo operators are finding luggage, such as the zipper bag, overnight case and week-end bag claiming attention. Luggage has always been a necessary accessory for vacationers and the introduction of new numbers on the market has boosted the demand for this line. Cameras are also proving money-makers at the games, for nation-wide campaigns conducted by film makers brought this item so much into the limelight that it is one of the first items secured by vacationers. Radios, especially the new pick-up-and-go models that operate on AC-DC and battery current, are clicking, with indications of increasing popularity as the season rolls on. Some of these weigh as little as five pounds and are no bigger than box cameras, yet they give good reception and have high fidelity speakers.

Patriotic numbers are proving tops with concessioners. This line is most complete and hinged on the "God Bless America" theme. Silk banners, lapel pins, lapel pennants, brooches and bracelets are available. People who never before thought of displaying patriotic colors are now buying these novelties.

The baton with tasseled colors is also a big seller, with indications that its demand will go to new heights.

Caps and hats, profit makers, are selling fast where they are properly displayed. In this region the yacht or commodore cap in World's Fair colors is a top item, with sailor hats clicking at the beaches. Coolie hats are in demand, as are large straws especially designed for hot weather wear.

Bandanas Selling

Silk bandanas, which serve as a souvenir and a head wrap for women, are in demand at resorts. These are available in some cases with scenes of the local re-

Beach Improvement Ups Sand Toy Sales

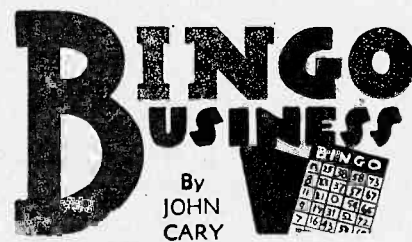
CONEY ISLAND, N. Y., July 6.—Sand toys are expected to be among the top items sold by novelty and souvenir workers along the Boardwalk. With new sand distributed on the beach as part of the \$350,000,000 improvement plan, the demand is seen surpassing all previous records.

According to Meyer Rappaport, 'walk operator, the sales already have been above expectations. He expects the demand really to exert itself when the weather man gives the island a break and sends fair and warmer weather. Rappaport has been selling sand toys, among other lines, for many years.

In small spots World's Fair or scenes of some large city near by are featured on the kerchiefs. Regardless of the pictures, they are selling, and the demand has by no means reached its peak. With much more warm weather yet to come, the alert worker is stocking these items in quantities rather than chancing loss of time and money by having to re-order.

Balloon workers are said to be busy, too, this season. Recent developments and improvements in the texture of balloons is to a great extent responsible for the upward trend. In the case of Pudgy Pig, a squawker has been substituted for the air valve and the item sold as the Dying Pig. It is said to be a hit wherever sold under this new guise. Round balloons with pictures of battleships, flags and comic characters are also money-makers. Flying birds and whips also come in for their shares of sales.

Dolls of plaster and composition are getting a lot of attention. Pinocchios are especially popular. Balloon-pants dolls, a stuffed toy, loom as one of the season's big attractions.



RECENTLY WE CAME ACROSS a story in a Pennsylvania newspaper regarding players' opinions of bingo. The interview did not reveal anything startling, but it did show conclusively that operators, to make their games successful, must find new angles to work from time to time, award good merchandise and have the backing of some reputable organization.

IN THE INTRODUCTORY paragraphs the story estimated that 40,000,000 people thruout the nation play bingo. In writing of other games that had come up like wildfire, flourished and then died, the story pointed out that "bingo popularity seems to be growing instead of lessening with age." With this point in mind the question propounded to six people was, "How can you account for the continued popularity of merchandise Bingo when all fads of the past died after a brief reign?"

THE FIRST ANSWER was that of a workman. "It's a human trait to want to win, and as long as legitimate sponsors promote the games they will have crowds," he stated. The second person interviewed was a housewife. Her statement was, in part: "We all experience a thrill when we win something, and when the chance to take home something presents itself people just can't resist." Another housewife said: "The games have been run on the level and persons attending them know that. . . . If a person knows a thing is honest and he has as much chance to win as his neighbor he just naturally is interested."

THE FOURTH PERSON INTERVIEWED placed emphasis on the spirit of good fellowship seen at the games. "Games of this type give people an opportunity to meet others and to divert their minds from the cares of the day. Women, in particular, are attracted to them, and I think one of the reasons is that it allows them to get out of the house after being in all day. Of course, the fact that prizes are given to winners is still the main factor of the diversion's continued popularity," this store employee said. In answering the question a councilman said: "If an individual gets 25 or 30 thrills

Costume Jewelry Popularity Grows

CHICAGO, July 6.—Costume and novelty jewelry, for the past several years a reliable outdoor season money-maker, is reported enjoying greater popularity than ever before. Concessioners and operators at parks, fairs and resorts are featuring all sorts of decorative costume creations. News notes from style centers citing the timeliness of costume accessories and suggesting appropriate pieces and combinations for beach, street or ballroom wear have also served to stimulate demand.

Intensely popular at this time are the hundreds of pastel necklaces, bracelets and clips made to resemble flowers and bubbles.

Also being featured strongly is the red, white and blue patriotic jewelry which recent events have boosted into the limelight. Novelty and souvenir workers are capitalizing on the 1940 convention year with cord-attached elephant and donkey charms. Items of plastic are overwhelming favorites with the public, it is reported.

Because every type of wearing apparel requires a matching group of costume jewelry items, merchandisers are finding the business one that has broad appeal and promotes repeat business. What's more, the trend this year is definitely to merchandise of a better quality, with resultant longer profits for workers. In addition, the extensive promotion efforts by department, jewelry and specialty stores are expected to keep this class of merchandise in the big-profit group for the remainder of the summer.

a night, and for a nominal sum, he's going to pay that admission charge as long as he is able. And when he thinks that one of the thrills might be bigger than the others, because he is the winner, the lure is that much stronger." Last to be interviewed was a prison keeper. He said: "Some people are naturally lucky and feel that if they go to enough of the games they will more than make up for what they spend and have a good time doing it. Of course, everyone can't win. That ever-present hope that the next night may be their night brings them back."

FROM THESE ANSWERS we draw the following recapitulations for the successful operation of bingo games:

1. The game must be supported by a reputable organization, with the funds assigned to some worth-while cause.
2. The admission must be low enough so that the players can afford to return night after night to play.
3. Prizes must be of good quality.
4. Angles must be worked to make the second game more interesting than the first.

WHILE WE HAVE brought these facts before our readers on other occasions, this time they are confirmed by bingo players themselves. The operators in the territory covered by the survey run their games to appeal to the players. That is why they are successful. There is no reason why other operators can't be successful—but the game must be designed to please the patrons.

OPERATORS in some sections have been faced with the problem of learning the exact status of bingo. It is a problem that is not easily solved. An editorial from an Ohio paper has come to this desk and we pass it on to our readers:

When Is Bingo Bingo?

"Saturday night the police broke up a bingo game.

"It happened to be one sponsored by a West Side post of the American Legion.

"We are sure there were other bingo games in this city that were not raided Saturday night.

"We would be interested in a clear-cut (See BINGO BUSINESS on page 62)



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223 W. Madison St., Dept. "B", Chicago

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.

Fifth Column Expose

Union Associated Press of New York reports that it has put on sale thru The Veterans' Service Magazine an illustrated factual booklet, *Fifth Column Exposed*, that shows indications of being a big seller with streetmen, pitchmen and agents. Slogan of the publication is "A man owes more to his country than his country owes to him," and it is run at the bottom of each page. Summary contains suggestions for a spiritual awakening and tells how loyal, dutiful citizens should combat the fifth column forces. With the trend toward patriotic items this booklet is sure to claim the interest of many loyal Americans, it is reported.

Powder Box

The powder box is seen as one of the season's most popular items with prize users and it is already off to a good start toward earning profits for operators, Leo Kaul Importing Agency reports. Item is made of Mexican rosewood, with hand-carved ornaments, including the bird on top. Bird is white with red bill and legs. A high polish makes the box flashy, as do the olive and maroon finish in which it is available. Four inches in diameter and 3 1/4 inches high, the article is one that every woman will want. It is packed six to the box in assorted colors. Firm also reports that it has a full line of unique articles suitable for prizes.

Illuminated Vanity

Concessioners and prize users who want a flashy item are turning to the new De Luxe Illuminated Vanity Case as a profitable solution to their problem. Erie Plastics Co. reports. Vanity has No. 112 Mazda bulb with power supplied by standard 1.1-volt battery. When case is opened and bulb is lighted by pressing plunger, lady has ample light to make up. The vanity case is guaranteed against defects. The addition of the light makes it possible to use the vanity at any hour, and it is especially recommended as part of feminine paraphernalia while motoring. Special prices are available to the trade to introduce the number, the firm reports.

Blitzkrieg

Blitzkrieg is the name of the doll that shows indication of being one of the big hits of the season as a concession or premium item, Ralco, Inc., reports. Item is full composition doll, 4 1/2 inches high, and resembles one of the dictators. Doll is a hit, it is said, at the World's Fair and its popularity is growing over the nation. With the demand for patriotic items increasing, this item seems to fill

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It's Big!
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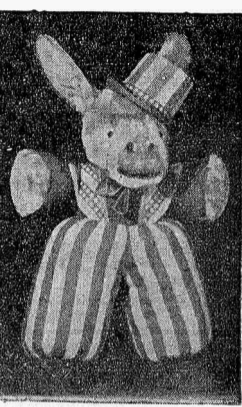
What more does an item need to make it a winner? 24 inches tall. Cotton stuffed body, plush head, rolling eyes. Dressed in flashy Red, White and Blue Uniform, including coat, trousers, cape and helmet. Packed each in cellophane bag.

NO. B41N3 Per Dozen \$7.84
PANDA CLOWN. Same big value as above but dressed in flashy red and yellow clown outfit.
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TWO TIMELY ITEMS FOR THE COMING CAMPAIGNS!

Balloon Leg Stuffed Elephant and Donkey. 20 inches high. Kapoc stuffed body, rolling eyes. Colorful Red, White and Blue outfits. Each in fancy box.

ELEPHANT No. B41N113
DONKEY No. B41N114
Per Dozen \$12.00
Each \$1.10



FUR MONKEYS

B38N255—6 1/2" high. \$3.60
Per Gross
B38N82—8" high. 5.75
Per Gross
B38N84—10" high. 7.20
Per Gross
B38N235—12" high. 13.20
Per Gross

CANES

B15N100—Pennant Canes (for Dolls, Pennants, etc.)
PER 1000 \$6.35
PER 10068
B15N137—Curved Handle Bamboo Kiddle Cane.
PER GROSS 4.50

CHINA HEAD SWAGGER CANES

B16N130—Kiddle Swagger Canes, Cartoon Character Heads.
PER GROSS 4.50
B16N131—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. Nest. Colored Feather.
B45N9—Per Gross Hats \$3.50
6-Inch Hat. Duplicate of real straw hat in everything but size.
B45N013—Per Gross 4.50

FEATHER DRESSED CELLULOID DOLLS

B34N51—4 1/2" Doll.
Per Gross \$4.75
B34N56—7" Doll.
Per Gross 7.50
B34N57—10 3/4" Doll.
Per Gross 16.50
B34N60—7" Drum Major Doll.
Per Gr. 7.50



RAYON PARASOLS

28 inch, 8 rib, hand painted floral design.
B26N104—Per Gr. \$17.50
28 inch, 8 rib, checked plaid pattern.
B26N116—Per Gr. \$17.50
32 inch, 8 rib, floral design, fancy handle.
B26N114—Per Gr. \$21.00
32 inch, 8 rib, checked plaid pattern.
B26N119—Per Gr. \$21.00

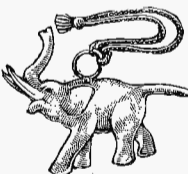


COOLIE HATS

B45N15—12 Inches Wide.
PER GROSS \$9.00
B45N14—16 Inches Wide.
PER GROSS 12.00

Elephants

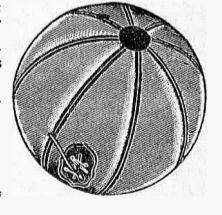
New Streamlined Elephant Charm. White celluloid. Cord attached.
B11N13—Per Gr. \$1.00
New Streamlined, Large Size Elephant Charm. White celluloid. Attached cord.
B11N14—Per Gr. \$4.00



Donkeys

Celluloid Donkey Charm. White color. Cord attached.
B11N16—Per Gr. \$0.75
Large Size Celluloid Donkey Charm. Cord attached.
B11N11—Per Gr. \$3.60

BEACH BALLS, made of heavy weight fresh live rubber. Tan and Brown combination color.
No. 28N93—8" diameter. Per Gross \$8.50
No. 28N98—12" diameter. Per Gross \$18.00
Red, Blue and Green Combination Color.
No. 28N92—11" diameter. Per Gross \$18.00



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GA. BED SPREAD CO., B-6, Nelson, Ga.

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Beacon Blankets
Cattu. Dolls
Plaster Dolls
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Parasols
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18x24, Doz. 6.00

Navy Caps with wording same as the banners. Per Gr. \$9.00

Dixie Doodle Batons. Per Hundred . . . 8.50

Enameled Button Hole American Flag. Gr. 4.80

God Bless America Buttons. Per 10085

Wiggling Snakes. Per 100 2.50

Bamboo Canes. Per Gr. 4.50

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Wholesale Jeweler
801 SANSON ST., PHILADELPHIA, PA.

the bill of ribbing the totalitarian rulers. Prices are low to allow workers a sizable profit in introducing the new item, the firm reports.

AC-DC Radio

Bingo and salesboard operators are garnering profits with the new Universal radio, Record-o-Vox, Inc., reports. Set has five tubes and operates on 110-volt AC or DC line. Flashy walnut cabinet is 11 1/4 x 8 x 6 inches. Set has illuminated dial, built-in aerial and five-inch dynamic speaker. The radio is designed to give service and its latest style cabinet makes it appropriate for office or home use. Special prices are offered on lots and samples are available, the firm reports.

Political Items

With the Republicans having nominated their choice for President and the Democrats soon to convene to make their pick, donkey and elephant charms are enjoying good sales. The charms are available in the new streamlined styles in two sizes and come in white with cords attached. Streetmen and pitchmen are said to be finding the charms popular over the nation. With the election set for November, the items are sure to roll up record popularity by that time, reports say.

DEALS

(Continued from page 60)

item offered is determined by the size and take of the deal involved.

Time and again we have said we would be glad to receive and run squibs on new items. How about it, Mr. Manufacturer? Drop us a line if you have anything which may interest the boys.

HAPPY LANDING.

BINGO BUSINESS

(Continued from page 60)

statement of departmental policy from the safety director.

"The officer who led the raiding squad Saturday night said he raided this game because there had been a couple of complaints about it. He said there were no other complaints.

"That does not strike us as a very clear-cut basis for a policy.

"We should like to hear the basis on which the police are to decide what games can run and what cannot."

WE'D ALL LIKE TO KNOW the answer.

FRIENDLY ENEMIES



MAGNETIC NOVELTIES

Here is the vest pocket novelty sensation of the hour. Famous political enemies (G. O. P. Elephant and Dem. Donkey) of moulded plastic are mounted on unusually powerful G. E. Alnico magnetic bases. They attract, repel, twirl, giving an amazing performance. Special instructions enclosed for Republicans and Democrats. An ideal novelty giveaway. Each pair in box. (Cut actual size.) Order No. B17X69. Per dozen, \$1.75. Per gross, \$18.00. 6 pair postpaid, \$1.00. We also carry Snooty Pups, Black and White Scotties, as above. No. B15X54. Per dozen, \$1.35. Per gross, \$15.00. Prices Less 2% Cash. 25% Deposit on C. O. D. Write for latest Merchandise Catalog No. 402 Spring & Summer. Mention your business; we do not sell retail.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 233 W. MADISON ST., CHICAGO

FURS OF DISTINCTION

Direct From Our Factory—
Make Your Selections From
Our Sensational 1940 Styles

Muskrats, Raccoons, Skunks, Foxes, Marminks, Checkiangs, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other fur from \$7.50 Up

Write Immediately for Our Free NEW ILLUSTRATED CATALOG and PRICE LIST.

ANDREW PAUL & E. ARKAS
Manufacturing Furriers
154 WEST 27TH ST., NEW YORK CITY

NOTES from SUPPLY HOUSES

Barr Rubber Products Co. announces the formulation of sales arrangements to offer its customers the rubber dolls and gas-inflated toys manufactured by the Schavoir Rubber Co. The set-up is part of Barr's Centralized Service, which features the advantage of purchasing every rubber toy requirement from one source. The Schavoir line is being added to the Barr line of high quality rubber balls and balloons, it is reported.

World Trading Corp. recently moved to new quarters, where it has 7,500 square feet on three floors. Street floor was remodeled along modernistic lines, with special display counters and fluorescent lighting being installed to show off merchandise to the best advantage. Firm has been serving the concession trade for years.

Wel-Built Products Co. is presenting to park and carnival concessioners a complete line of modern seating equipment. The firm manufactures stools and seats for bingo games and also for eating places at resorts.

An item that has been selling fast, says M. K. Brody, who has been catering to concessioners and streetmen for 29 years, is the attractive 9 by 12-inch patriotic banner printed on silk and bearing "God Bless America" and "It's Great To Be An American." It comes (See SUPPLY HOUSE NOTES on page 64)

GOD BLESS AMERICA SILK BANNERS



The fastest selling patriotic item in the country. Peddlers cleaning up at 10c ea. Sells to car owners, store keepers, etc. Large Quantity on Hand—Immediate Delivery.

DOZEN, 65c GROSS, \$7.20

Patriotic Flag Button. 100, 90c; 1,000, \$8.50. 25% Deposit, Balance C. O. D.

SEND FOR 1940 CATALOG.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.



New Suction Flag Holder

Complete with 3 American Flags. Sensational seller. Sample 15c. Doz. \$1.50. Gross \$15.00.

Enamel Flag Pin

Beautiful Red, White and Blue enamel inlaid on genuine Gold-Plated metal. Dozen 75c.



Elephant and Donkey Lapel Pins

For Election Campaign. Brilliant white and ruby red rhinestones set in genuine Rhodium-Plated white metal. Gross \$9.00. "God Bless America" banners and pins. Send for catalog of other fast sellers.

GORDON MFG. CO.
110 E. 23rd St., New York City. Dept. FJ9.

NEW TURN SIGNAL



FLASHES from REAR WINDOW—DASH Control AGENTS

A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name for facts and Demonstrator sample plan. All Free! Rush WATCH-MY-TURN SIGNAL CO., Dept. W-437A, Walnut Bldg., Des Moines, Iowa

**CATALOG no. 25...JUST OUT!
NEW ENGRAVING LINE**

Brand-new "engraving pin" styles... big sellers that really "get money" "new line" of pins, lockets, tie chains, knives, bracelets, signet rings—all the big selling jewelry items... even 12 popular "American Flag" pins. Write for "new catalog No. 25" today... New! Just off the press!



HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

NEW LINE 1940 JEWELRY NOW READY

Signet Pins, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Locketts, Cameo and White-stone Rings. Send \$2.00 for complete samples. Free Catalog.

JACK ROSEMAN CO.
307 Fifth Ave., New York City.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 8. H. Engraved Cases, at

Send for Price List. Money Back if Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.
118 N. Broadway, St. Louis, Mo.

SOCIAL SECURITY PLATES \$3.00 per 100

CASES \$1.00 per 100

Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.

RELIABLE SALES CO.
1133 Broadway, Dept. BG, NEW YORK CITY

WALTHAM

Coupon Workers • Sheetwriters • Pitchmen Get the Pen That Makes You Money

New All Pearl Package Just Completed. \$26.00 PER GROSS. The Package That Gets Real Money.

Write for Price List on All Type Waltham Pens.

STARR PEN CO.,
800 W. Adams St., Dept. B, Chicago, Ill.

CHEWING GUM 23 BOX

RETAILS FOR \$1.00.

Each box holds 20 Collophoned Fo Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.

Key Check Stamping Outfits

Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.

SOCIAL SECURITY PLATES KEMP

463-B East 178th St., NEW YORK CITY

SLUM JEWELRY \$1.00

Assorted Gross CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75c, \$1.00, \$1.25, \$1.50. KNIFE & CHAIN SETS, White & Yellow, big value. Per Set 25c. LOCKETS, popular numbers. Dozen \$3.00 & \$6.00. 25% Deposit with order. Balance C. O. D.

FELDMAN BROS., 159 CANAL ST., NEW YORK CITY

SUBSCRIPTION MEN

Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$1.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolinas. Write for details.

CHAS. WEBSTER
Room 1201, Sandstone Bldg., Mount Morris, Ill.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
387 E. Spring St., Columbus, Ohio

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

STANLEY NALDRETT... opened in St. Paul July 8 for two weeks.

DOC NOONAN... thanks his many friends who wrote to him while he was in the hospital. He's home now and says he's doing nicely but that it will be September before he'll be able to work.

THERE'S A LOT OF GOOD NEWS going to waste because pipesters are too tired to send it in.

DOC JERRY COATES... scribes: "I just pulled my first bloomer in over a year at Columbus, O. But I was not the only one. Otto Gerber, in Green's, and Bob Twitty also pulled a larry in Columbus. I am now in Indianapolis coining the lucre on polish. Bob Artman and Jack Mahoney, pipe in.

HARRY H. KINCHELOE... visited the Babe Sherwin Players at Tecumseh, Okla., last week. A new addition to the show is Don Humberd, magician, who also plays sax in the band.

SMOKEY PITTMAN... played Stilwell, Okla., last week to good biz.

SOME PITCHMEN we know wear sour pussies at the slightest discomfort and then beef because the watching natives do not smile and patronize them.

BILL MARTIN... was sighted on a lot in Lovell, Okla., last week.

DOC VICTOR B. LUND... is working in Omaha.

N. W. KENNEDY... has a med trick with vaude and pictures in Southern New Hampshire.

DOC BOB SMITH... tells from Whitesburg, Ky.: "If you can't make a med pitch without someone to help you, you better stay out of Kentucky. Two or more persons are due for a shake. Your wife is no exception."

JERRY THE JAMMER SEZ: Believe you are a success and before long you'll be a success.

AN ORDINANCE has been passed in Shawano, Wis., providing for a \$3-per-day license for peddlers, hawkers and street venders. Ex-soldiers or blind persons are not subject to the ordinance. Terms of the ordinance are not restricted to activity upon the public streets or alleys, but also include all sales of goods, wares or merchandise at private residences.

PHILADELPHIA... had elephants roaming the streets of the downtown section during the Republican National Convention, and it was nothing short of a Roman holiday for pitchmen. Miniature white elephants were the hottest sellers, going virtually a fistful at a time. Even staid Quaker City natives tossed aside a mantle of dignity to pin 'em on coat lapel or dress. Flags, canes and souvenir badges and coins went as fast as the vender could pin them upon a board. Hotels and Convention Hall were the best locations, with pitches as thick as flies. Biggest break came from the fact that no souvenir items of any sort or description were permitted to be sold in Convention Hall. It was a field day for the pitch lads.

THE McCORMICKS... Dolly and Jack, are reported doing great at Murphy's in Washington with glass knives and juice extractors.

SPREAD OUT, FELLOWS! Don't overdo a privilege.

WILLIE THE WEEPER... is reported working pens in Joe Hess' old spot on Cookman avenue, Asbury Park, N. J.

AL MORRIS... who managed spots at the New York World's Fair last year, has his own

kitchen novelty store on the boardwalk at Atlantic City and is said to be doing well.

THE SUCCESSFUL PITCHMAN does all possible to keep from blocking sidewalk and street traffic because he realizes it's greatly to his and everybody's advantage.

MURRY ZUCKERMAN... has fudge and nuts at the New York Fair and is getting his share of the geedus.

HAP E. HUGHES... was spotted out Oregon way recently with vegetable preparers.

CHESTER GREELEY... on the road for years, has retired to his home in Liberty, Me. He would like to see a pipe from Charles Levine.

LET'S HAVE some more dope on St. Louis, Kansas City, Detroit and other cities.

"STILL... in the berry and trucking section of Illinois, with lots of rain and little money," pens Bob Posey from Paris, Ill. "Am springing a new layout after the Fourth. Would like to read pipes from Gummy Jack Currant, Doc Coy Hammock, Jack Halstead, A. L. (Needles) Richards, Al Decker, Bobby Dale, Tom Sigourney, Al Rice and Speed Hascal."

SEYMOUR POPEL... is reported still going strong with glass knives at the H. S. Kress Co., Fifth avenue, New York.

ANYBODY GET ANY BUSINESS over the Fourth? Come on, tell Bill about it.

M. R. SOUTH... blasts from Sharon, Pa.: "Harry Corry and I have left Bantly's All-American Shows and are now on the Ideal Exposition Shows. We opened to satisfactory business in Sharon."

JOE LESSER... and Johnny Morris are said to be cleaning up with glass knives and juicers on 50th street, New York.

DOING BETTER... this year at the New York World's Fair are Dick Wolfson, Barney Weiner, Oscar Mandel and Irving Eisenberg.

WHY GIVE BUM STEERS? Don't do it. It's not professional.

PAUL DAYTON... was seen recently on the West Coast, going well with juicers.

A PITCH FAN... Vail Morgan, queries from Macomb, Ill.: "I and many friends are wondering what's become of Doc Dean, medicine man, who used to make Macomb regularly, but who hasn't been here for the past three years. In fact, no medicine show has been here since then, despite the fact that there is a free lot for them two blocks west of the public square; and that such shows always seemed to do big biz here."

THERE'S ANY NUMBER of specialty articles being advertised for demonstrators and pitchmen. Have you looked 'em over?

IRVING HIRSCH... son of Lionel Hirsch, is working juicers in the East.

PAUL ORDLAW... and Al Weisman are reported pitching glass knives to good takes thru the East.

TRIPOD OPININGS: "Nothing is deader than that bank roll you used to have."

HARRY ALSING... was sighted recently in Los Angeles working Dur-X juicers.

DOC GEORGE BLUE... spied Kid Carrigan in Indianapolis recently. Carrigan is now proprietor of the Oxford Hotel there.

OAK-HYTEX INFLATABLE TOYS

MICKEY MOUSE and PINOCCHIO FAST SELLERS

Ask Your Jobber

The OAK RUBBER CO., RAVENNA, OHIO.

NEW JEWELRY for ENGRAVERS, Summer Resorts, Fairs, Demonstrations and Promotions!

Locketts, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

SUMMER SPECIALS

Scale Candy	\$10.00 per 100
Shooting Gallery Candy	10.00 per 1000
Chesterfield Cans	8.00 per Gross
Pennant Cans	7.00 per 1000
Carnival League Baseballs	1.00 per Doz.
Faultless Balls	.95 per Doz.
Tails and Cans	4.25 per 100
Dolls and Cans	4.00 per 100
Swagger Cans	5.75 per Gross
Fur Monkeys	3.50 per Gross
Celluloid Dolls (5 inch)	4.80 per Gross
Celluloid Dolls (7 inch)	7.50 per Gross
Madagascar Hats	7.50 per Gross
Sun Glasses in Leather Kits with Mirror, Comb & Nail File	18.00 per Gross
10 Gross Assortment of China Slum for Penny Arcades	.90 per Gross

We Carry a complete Stock of Bingo, Hoop-La and Grind Store Supplies, also Novelties, China, Slum, etc.

Write For Our Catalog

Terms: 25% Deposit, Balance C. O. D.

ORDER FROM OUR NEAREST STORE

B. & N. SALES

HOUSTON, TEX. 707 Preston
DALLAS, TEX. 2125 Commerce
KANSAS CITY, MO. 310 West 9th

ROLLED GOLD PLATED WIRE (Gold Filled)

A Holt & Bohm
227 Eddy St., PROVIDENCE, R. I.

SOCIAL SECURITY PLATES \$3.00 PER 100

Cases, \$1.00 per 100. Stamping Outfit, letters, figures and gauge, \$4.00. Agents—Send for wholesale pricelist, name plates, stamping machines, etc. **FRANK BONOMO, 65 Central Ave., Dept. BB-13, Brooklyn, N. Y.**

Veterans' Whirlwind Seller—Act Quickly

Sensational 5th Column Exposure, illustrated; Service Joke Books, Flag Respects, Holiday Issues, Patriotic Calendars. New issues monthly, 2c to 5c; sell 10c to 25c; samples 10c; with U. S. Supreme Court law authorizing sales anywhere. Low shipping rates.

VETERANS SERVICE MAG.
169 Duane St., New York

JACK REDDICK... is working glass knives and juicers on the boardwalk in Wildwood, N. J.

WHO WAS IT who once said, "Opportunity does not knock. Not even once."

Pitchdom Five Years Ago

Doc A. M. Johansen had his show on the border line between Oklahoma and Arkansas... Jim Gay was visiting Doc Franklin Streets' Show at Higginsville, Mo. Roster of the show included Doc Franklin Streets, Gay Streets, Davenport and Davenport, Harry Delaney, Jim Gay Jr., Robert (Blades) Cook was in Lancaster, N. H. He had just made a big Fourth of July doings at Groveton, N. H. The Little Chief White Eagle Show did not fare so well in Oklahoma; there was too much rain. Show was playing two-week stands. Roster included Chief White Eagle, Happy Hanks, Ruby Chief White Horse, Chief Little White

Eagle Jr., Mickey and Minnie Price and Daddy, Mammy and Ellis Monroe. . . Tommy Barrows and B. L. Calkins were spotted in Schenectady, N. Y. Business there was only fair. Amsterdam was good. Ricton's show was in Carlton, Ga., where the personnel of the Ed Reno Show visited. . . Eddie Mason was having good paper biz in Charleston, W. Va. . . Old Bill Ellis had been working New York and Pennsylvania. He met Billy Myers, who was working strop dressing, at Corning, N. Y. . . Leo E. Eyman was on his second week in Youngstown, O. . . Sharon, Pa., was open to your o. m. and on a soldier's reader. Niles, O., was open on city property, but was n. g. . . John H. Jones, working tricks to poor business; Bill Marke, with blades and dime and penny tricks; A. C. Huber, liquid solder, and Soapy Williams were in St. Louis. . . George Allen had been working rad in Washington for two weeks to fair takes. Harlen, the Mystery Man, was working folding paper tricks

there. Ed Norris, of radio garter fame, was also in the nation's capital. . . Jack Scharding was working health books and astrology in Charleston, W. Va. He had been there four weeks and was doing well. . . Morris Kahntroff, after working several days in the rain in Louisville, left for Michigan and Wisconsin. . . Doc Coy D. Hammack was working med in Fayette, Ala., his home town. With the show were Happy O'Curran, producer and stage manager; Little Man, lot and property; Leon Smith, carpenter; Frank Hill, juice and pop-corn concessions. . . Bob Sperry, who opened his Puratone med unit in Kansas City, Mo., June 10, was playing dates in that section of the State. . . Jack Pickrell opened his med show in Iowa. . . Doc J. M. Shope and his Maro-o-Vell med show were playing Oklahoma. . . That's all.

Hyndman. Centennial, 17-22. Lake Winola. Firemen's Celebration, 15-20. Orbisonia. Firemen's Celebration, 15-20. Pen Argyll. St. Rocco Celebration, 14-21. Saxonburg. Vol. Firemen's Carnival, 15-20. Seward. Old Home Week, 15-20. S. C.—Hampton. Watermelon Festival, 15-20. S. D.—Alpena. Sports Day, 18. Hot Springs. Race Meet, 19-20. Spearfish. Black Hills Air-Fair, 20-21. TEX.—Leonard. Picnic & Old Settlers' Reunion, 16-20. McGregor. Rodeo, 19-20. Priddy. Picnic, 18-20. Valley Mills. Reunion, 17-20. UTAH—Ogden. Pioneer Days, 20-24. Salt Lake City. Covered Wagon Days, 19-24. VA.—Washington. Horse Show, 19-20. WIS.—Lake Mills. Dairy Co-Operative Centennial, 20-22. Reesville. Legion Picnic, 21. Two Rivers. Snow Festival, 20. WYO.—Sheridan. Sheridan-Wyo-Rodeo, 16-18. CAN.—Black Diamond, Alta. Stampede, 20-22. Cardston, Alta. Rodeo, 17-18.

Wholesale Catalog 4000 BARGAINS For Salesmen and Distributors. It has 260 pages, check-full of unusual values. It contains selling plans; order stimulators; test & fast selling articles to dealers, stores and direct to the consumer. A new revised issue is off the press. Cost about 25c. FREE while stock lasts. Send for your copy today.

OUR SLOGAN FOR OVER 24 YEARS WE ARE "NEVER UNDERSOLD" . . . has given us a tremendous following . . . NOW . . . We challenge every Buyer . . . To make us prove it. See competitor's catalogs . . . Send us the orders with their prices and in every instance We guarantee you Better Values. Our line consists of Razor Blades, Toilettries, Side-Line Merchandise, Notions, Novelties, Gifts and Deals. UNIVERSAL WHOLESALERS Customers Note Through special arrangement all orders for UNIVERSAL WHOLESALERS shipped by us. Deposit of 25% With All C. O. D. Orders. Send ALL ORDERS TO NEW YORK ONLY. MILLS SALES CO. 901 BROADWAY New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

Events for 2 Weeks

July 8-13 ARK.—Rogers. VFW Celebration, 7-13. CALIF.—San Mateo. Dog Show, 14. COLO.—Central City. Festival, 6-27. Gunnison. Cattlemen's Days & Pioneers' Parade, 12-13. ILL.—Rock Island. Bridge Opening Celebration, 11-13. Oakland—VFW Street Fair, 8-13. IND.—Marengo. Reunion, 8-13. Rosedale. Legion Home-Coming, 10-13. Topton—Legion Street Fair, 8-13. Burlington—Old Settlers' Homecoming, 11-13. IA.—Davenport. Retail Grocers & Meat Dealers' Picnic, 14. KY.—Owensboro. Bridge Opening Celebration, 11. MICH.—Edwardsburg. Home-Coming, 11-13. MINN.—Detroit Lake. Northwest Water Carnival, 12-14. Ely. Celebration, 8-14. Weaubleau—Reunion, 11-13. MONT.—Glasgow. Legion Celebration, 10-13. Wolf Point. Stampede, 11-13. NEB.—South Omaha. Legion Celebration, 6-13. N. M.—Las Vegas. Pageant, 12-13. N. Y.—Sherman. Firemen's Field Day, 12. N. D.—Grand Forks. Midwest International Shoot, 13-14. O.—Delaware. Horse-Pulling Contest, 14. Grafton. Vol. Firemen's Carnival, 11-14. Rockford. Firemen & Legion Carnival, 8-13. Sabina. Tom Bol Celebration, 8-13. Shelby. Firemen's Week, 5-11. Toronto. Kiwanis Fair, 8-13. Yorkville. Firemen's Fair, 8-13. Zanesville. Celebration, 8-13. PA.—Finleyville. Firemen's Street Fair, 6-13. Martins Creek. Lawn Festival, 7-14. Oakdale. Vol. Firemen's Fair, 8-13. Rockwood. Old Home Week, 8-13. Shamokin. Firemen's Celebration, 7-14. Stewartstown. Lions' Club Celebration, 10-13. Wind Gap. St. Mary's Celebration, 8-14. S. D.—Canistota. Sports Day, 11. TENN.—Elizabethtown. Crippled Children's Carnival, 11-20. TEX.—Atlanta. Watermelon Festival, 11. Coleman. Rodeo, 10-13. Mineral Wells. Health Festival, 11-14. Royce City. Home-Coming, 11-13. UTAH—Nephi. Ute Stampede, 11-13. Price. Robbers' Roost Roundup, 11-13. WYO.—Thermopolis. Statehood Anniv. Celebration, 13-14. CAN.—Calgary, Alta. Stampede, 8-13.

SUPPLY HOUSE NOTES

(Continued from page 62) in red, white and blue and is trimmed with gold silk cord and tassels. Another popular item is a snake with solid head and paper body having markings of a snake. It is mounted on a stick, which when jiggled causes the snake to wiggle forward, giving the appearance of the real thing. Streetmen everywhere are selling 'em by the hundreds, Brody states. He also announced a new catalog which is twice the size of the former book. It displays thousands of premiums and items for outdoor show trade.

GLEANINGS-

(Continued from page 30) on the percentage end of the deal, and the Smith Syndicate, which financed the project. These things, plus union stagehands and a number of other high-salaried people who were necessary, made a nut that virtually was the straw that broke the camel's back. It also had a brutal location. Mrs. L. Wilson, operator of one of the expunged mitt camps, is en route to New York, looking for new fields to conquer. The exposition, 'tis said, made a satisfactory adjustment with her. Harry Baker, who has been emulating In Again, Out Again Finnegan, is out again as manager of the Jungleground Show. Harry was an organizer of the attraction, worked a while as manager, got out for a while, got back for a while and is now out again. This time, 'tis said, for good. Bill Saunders, of the Smith Syndicate, is now the reinsman. Pacific Telephone and Telegraph Day will be observed August 18. Reduced tickets are now being sold. The Council of Civic Clubs, comprised of hundreds of clubs throuthout the State, are to have their day August 25. This is another reduced-rate ticket day. Seen gadding about the Gayway: Jerry Smith, Harry Taylor, in from Los Angeles; Billy Boyd, of the Los Angeles Elks' Club; Charlie Smith and brother, Snapper Ingram, William Lyon, Harry Foster; William Lyon, head of the Department of Works, San Diego; Sam Slugar, Mr. and Mrs. Linnie, Mr. and Mrs. Carroll Nathan, Charlie Mugivan and Butch Geggus. McChrystal's new silk stocking wheel is getting a fine play. An attractive woman is used for bally. She intermittenly draws a pair of silk stockings on while sitting in a miniature elevated tri-mirrored dressing room. Looks like a winner—the wheel, not the girl. Sammy Sheridan, since his broadcast recently with General Manager Monahan, has had a number of offers from broadcasting stations in the West. Sammy refused all offers, preferring to stay with the exposition till its close. He is still assisting Eddie Brown and, incidentally, taking charge of the weekly broadcast from Brown's Gayway office. The Horse Show, which was such a success in 1939, will be held this year from August 10-18 in the Coliseum. Leo Selzer, of Roller Derby note, claims he has obtained contracts with the relatives of the 6-year-old mother of the Peruvian baby to bring the child and mother to the States for exhibition. Frank Duffield is expected to arrive in San Francisco soon, according to Charlie Duffield. Nate Miller is off to look after his interests at Long Beach and other Southern resorts. A couple of more Gayway attractions are wobbly. Look for them to topple any minute. A couple of Milwaukeeans conferred with Fred Sandusky regarding a proposed exposition to be held in that city in 1944. Fred knows the business pretty well, having been expositioning since 1923. Ken Daily, of the Levey Booking Agency, is contracting most of the free attractions used here. He's an up-and-stepping young man. Fred Salih brought six sand diviners from Atlantic City for

use in a building that was part of old Television City. Fred didn't reckon with the police, so has had to pay the transportation of the gang back home, as the authorities would not let them divine. Don't know whether the fall of the Netherlands had anything to do with it, but the Holland Windmill Restaurant has not opened. President and Mrs. Dill were seen conversing animatedly with Eddie Brown in the mayor's office. The bottom has dropped out of the Tom Wolfe Holyland attraction, according to Mrs. Tom. Their Glassblowers of the World on the Gayway is holding its own. Walter Oswald's electric machine guns are doing a good business. He is thinking of replacing the derby game with another battery of these guns. One of the executives of the expo, while discussing the picketing of the fried potato joints, said, "Well, at least we get \$12 or \$15 a day in admission tickets for the pickets." He didn't know and I didn't tell him that union business agents issue their own gate passes to seekers for work and others. The Believe It or Not farm has always had the quietest loudspeaker on the Gayway, in keeping with the dignity of the Ripley attraction. That's all over now. Someone turned up the gimmick, so it's just another show. The only attraction that doesn't seem to draw complaints to annoy Eddie Brown is the Whitney Merry-Go-Round.

The trade winds have been tough on the Jungleground monkeys. Most of the little simians that the show opened with have passed over the River Styx. The weight of powerful attractions on the north end of the island, Rose's Aquacade, Herrick's Hollywood, Smith Syndicate's Pantheon de la Guerre, Fischer's Folies Bergeres and McChrystal's Ice Folies, has made a deserted village out of the Gayway on slow days. As a remedy expo officials have decided to move some of the sensational free attractions from the Avenue of Olives location to one on the west end of the amusement street. Leo Singer may close the Midget Village and take a troupe of the little people on the road. Rumors are rife that Sally Rand may be back with us. She has lost none of her draft in San Francisco. Mel Smith may be approached to take over one of the big attractions as manager. Benny Rogers, manager of the Lost World, says "the show will reopen as soon as things are adjusted satisfactorily." A signal honor will be bestowed on Major O. J. Keatinge, chief of foreign participation and director of special events. He will be honored at the special 30th Infantry retreat ceremonies in Federal Plaza during I Am an American week. The major, who is a former British Army officer with an enviable record, having been decorated by Britain, France, Morocco and French Indo China for bravery, is about to become an American citizen. He will be a welcome addition. It looked like Japan in America on June 23, Japanese Day. Ted Husing was seen rambling along the Gayway and apparently was not recognized by other Gayway gadders. Harry Taylor was in from L. A. He is now operating a tommy gun gallery in the South. Johnny Ward, operator of attractions at a number of beaches in the South, took in the fare as a stopover on his way to the Foley & Burke Shows, on which he also has a number of attractions. Herman Zapf, of the penny arcade, is taking a much-needed rest in an East Bay hospital.

Patriotic Novelties Everybody Cashing In On These Up-To-The-Minute "Old Glory" Items No. 5642—Enamel Flag Pins (Ladies' Pin Back) Doz. \$0.70 No. 5643—Enamel Flag Pins (Men's Screw Back) Doz. .70 No. 5x6 1/2—God Bless America Banners, Per 100 9.00 No. 9x12—God Bless America Banners, Per 100 12.50 No. 18x24—God Bless America Banners, Per Doz. 6.00 No. 8x12—U. S. Cotton Flags, Gilt Spears, Per Doz. .30 No. 12x18—U. S. Cotton Flags, Gilt Spears, Per Doz. .60 No. 50—Ligne Flag I Love Buttons, Per 100 1.25 Send For Special Patriotic Circular Chinese Twirling Snakes. Best Quality. Per Gross 4.00 Same Supplies by Our Coast Branch, Acme Novelty Co., 712 So. Los Angeles St., Los Angeles, Calif. 25% Deposit, Balance C. O. D. Goldfarb Novelty Co. The House of Service 20 West 23rd St., NEW YORK

KELNER SPECIALS Everyone is making fast money with our Flag Buttons. Original 4-color print buttons. No limitations. \$1.00 per 100. \$8.00 Original Bestmaid Rollover Mechanical Cat. \$24.00 Gross Enameled Flag Pins. Doz. 75c. \$8.00 9x12 God Bless America Rayon Banners, Doz. \$1.50. Gr. \$16.50 5x8 God Bless America Rayon Banners with tassels. Gr. \$9.00 No. 90 Special Circus Balloons. \$2.50 Gross Large R W B Bow Pins. Gr. 40c Original Chinese Wiggly Snakes, Individually wrapped. Gross \$3.60 Oh-U. Dogs, boxed. Gr. \$8.00 Best Inside Whistle Birds. Gr. \$2.75 V.F.W. American Legion Buttons, 1,000 \$9.00 New 25-inch Assorted Colors Batons. \$9.00 Gross Marx Tricky Taxi. Doz. \$1.80. Gr. \$21.00 One-Half Deposit on All Orders. Send \$2.00 for Sample Selection of Best Sellers. HARRY KELNER & SON, Inc. 50 BOWERY, NEW YORK CITY

ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85 DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40 Send for Descriptive Circular H. SPARBER & CO. 108 North 7th St., St. Louis, Mo.

Notes From the Crossroads

By NAT GREEN

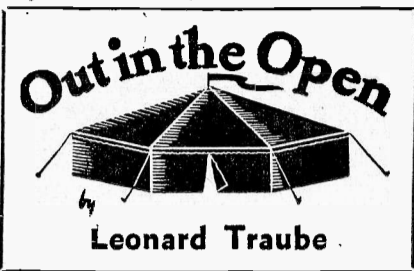
THE proposed Showmen's Home of the Showmen's League of America holds the center of interest among members just now. It has been discussed for several years and a considerable sum of money has been accumulated to establish a home. But there is some difference of opinion as to what form the home is to take; whether one should be built or purchased or a deal made with some established institution. There are plausible arguments for each—and against each. The main thing at present, it seems to us, is to adopt one or another of the proposed plans after the matter has been threshed out and a majority opinion is obtained. Possibly that will be accomplished at the meeting of the board of governors scheduled for this week. It is important that some action be taken, otherwise interest in the project will lag. Discussion of the home has overshadowed all other activities of the league in recent months, causing some members to lose sight of the many splendid things the league has done and is doing. There has not been a week during the past year when there was not some showman—often several—being cared for at the hospital. In addition several showmen have been laid to rest in Showmen's Rest and others to whom fate has been unkind have been cared for. This work is going on constantly, without any publicity. Perhaps for the good of the league, members should be kept better informed of the work the league is doing. A move toward that end has been made. There is no valid reason why the organization's good work should be clothed in secrecy. If members know the good that is being done they will be more inclined to lend greater support. They have done splendidly in the past.

It was a sad mission that took us to Peru, Ind., to the funeral of Jess Adkins. When last we saw him at the Shrine Circus in Chicago he was the picture of health; now, a few short months later, he lies at rest with no cares to trouble him. His was a full life but it is sad to see any man taken in his prime. Friends from many parts of the country were there to pay their last respects. Mr. and Mrs. Frank Stuart, of Oklahoma City, were there. Frank, who had been very close to Jess for many years, said: "I have lost my best friend." J. C. McCaffery, past president of the Showmen's League, and wife were down from Chicago. John Robinson IV, another close friend, and his mother came on from Cincinnati. Others noticed at the services were Mrs. Bert Bowers, Floyd King, J. R. Lowe, of Erie; Orrin Davenport, J. D. Newman, Roy Feltus and Ray Marsh Brydon, as well as many others. Zack Terrell was not present, it being necessary for him to remain with the show. Services, both at the funeral home and the cemetery, were impressive.

On our way back to Chicago we stopped at the winter quarters in Rochester where five years ago Jess and Zack started the Cole Bros.' Circus. But we hadn't the heart to photograph what had been an impressive group of buildings but now is a jumbled mass of blackened bricks and twisted iron.

John Sloan, Aut Swenson and Gaylord White in Chi for a few days making preparations for their fair season of auto racing. . . . Orville Craft, West Coast carnival operator, in on his way home after an eastern trip. . . . Booby Obadal, owner of the Texas State Shows, a Chicago visitor while the show was playing Hammond, Ind. . . . Harry Bert, of the Beckmann & Gerety Shows, stopped off for a couple of days before going on to Kenosha, Wis., to set the stage for the engagement there. . . . Thearle-Duffield got a swell break in the August issue of *Popular Science*, which devoted eight pages, in color, to a story of the fireworks industry, with mention of Frank Duffield and Art Briese and pictures of the latter. . . . The Ringling crew is busy putting up "oil paintings" for the forthcoming engagement, and Frank Braden will be in shortly to buck war and election news. Allen Lester, contracting press, is already on hand. . . . George Duffy, Circus Fan of Fort Plain, N. Y., has been making the news regularly of late. Last week the Fort Plain Circus, formerly the Beechnut Circus, played on the Duffy circus lot No. 2 in Fort Plain to 900 Sunday school

children, each of whom received a lolly-pop and a bag of pop corn. Mr. and Mrs. Duffy put on the show and it was managed by W. T. Linney. . . . "Fuzzy" Hughes saying hello to the boys in Chi. . . . Jack Beck, old-time circus agent, in Chicago on his way to San Francisco. . . . C. W. Finney is back in town, having completed a promotion on which he has been working for several weeks. . . . L. S. Hogan came back from Rochester, Minn., with a broad smile on his kisser, so everything must be all right. . . . Circus Fans returning from the annual convention report they were royally entertained by Cole Bros.' Circus at Stamford, Conn.



Miscellaneous

Anniversary: 130 years ago this week—July 5, 1810—a great showman and a great American was born in the little town of Bethel, Conn. You may have heard of him—his name is Phineas Taylor Barnum.

On With the Show: Morris Miller is dead, but the Miller Bros.' Shows go on. William C. Murray, general agent, reported to the *Open* desk that Miller's son, Maurice, who is in his early 30s, has taken complete charge.

Tie-Up: Current *Collier's* mag carries a half-page Cola Life Savers ad topped by an action picture showing Coaster of Palisades Amusement Park, with credit. Pretty good PAP. Identical insertion ran in a recent *Saturday Evening Post*—and another is due in *Life*. We don't suppose Press Agent Bert Nevins had anything to do with this rare machination!

Flashback: Rodeo contestants remember John Baldwin way back—maybe 25 years ago—when he was a bronk and trick rider. Baldwin is furnisher of the horses and riders for the Flushing opera's *American Jubilee*.

Question: Is Cole Bros.' Circus seeking a Pennsylvania winter quarters? We don't know so we're asking.

New Circus: An advertisement indicates that Alfred Court, Ringling-Barnum wild animal trainer who made his debut here this year, will take out his own big top. Incidentally, Court, a Frenchman, is said to have suffered heavy property and financial losses when his country capitulated to the Reich.

License: George Poli, vice-president of the Frank Wirth booking office and a Nutmugger, has a license plate which reads, "P-O-L-I, Conn."

Quote: Following from *World's Fair*, the British amusement weekly, has a familiar ring over here: "Last week afforded another example of how unwise circus owners are in not keeping this office fully posted as to their routes. A certain film-producing concern, anxious to make a two-reel picture of one of our circuses, approached me (Edward Graves, *The Billboard's* London correspondent) for particulars of the show's immediate route. An early contact was essential, but for the moment, beyond having a vague idea that the show was out in the West, I was stumped. But for the sake of general circus propaganda, and hoping to do the show a good turn, I got busy. I was ultimately able to furnish the film company with the information sought. But why should all this be necessary? There have been times when I have had to stay in the dark, which has not been to the advantage of the proprietors concerned." We second the motion.

Namesake: We see where Harry Hertzberg won an auto in the Golden Key contest at the NY World's Fair. However, this isn't the Hertzberg of San Antonio who once headed the Circus Fans' Association.

Judgment: Jimmy the Legless Swimmer received a judgment of \$2,500 against Ripley Odditorium on a breach of contract suit. The Broadway spot, incidentally, closed after nearly a year's run. Following the closing the corporation, International Oddities, Inc., filed a voluntary petition in bankruptcy listing assets of \$4,006 and liabilities of \$122,231. Largest creditor is Robert Rip-

Hartmann's Broadcast

IF DON SMITH, president of the Circus Historical Society were to have his choice of the two titles, *What Is Wrong With the Circus* and *What Is Right With the Circus*, he would choose the latter. The reason is that he cannot see anything wrong with the circus. What it needs, in his opinion, is more real fans—fans who will get out and boost at all times. He is strongly in favor of changing the slogan "Save the Circus" to "See the Circus."

The article by P. M. Silloway, *Is the Circus Really Slipping?*, in the Summer Special of *The Billboard*, prompted Don to express his views in a letter date of June 29 from Farmington, Mich. "I have noted with great interest the article by P. M. Silloway in your issue of June 22," he writes. "With some statements I agree; with others I am not in accord."

"As an active member of CFA I suppose I should follow suit of the 'other 499' and tell the world what is wrong with the circus, but I'm not that smart, Al. I admit that I do not know, altho my opinion is that nothing is wrong. The trouble is with the fans and small-time kibitzers who think they see something wrong."

"P. M. says the prices are too high, altho I have noticed on the various shows—and this is verified in your boxed outline of prices—that the prices are no higher in general than most movie theaters in any city you might mention. And the theaters do not offer the brand of entertainment that we find under the big tops. Even so, a bit higher price once or twice a year should not be prohibitive, considering the joy a circus brings. The big movies use posters every bit as gaudy as the circus; they use hours of radio time, and page on page of newspaper and magazine advertising to build up their show. But can you imagine the kids or grown-ups in any town in the country arising at dawn to see the train bring in the strip of celluloid which will be shown that afternoon?"

"As far as feature acts are concerned, I believe the circus of today compares very well with the shows of yesteryear. True, the one big feature, the long horse-drawn parade, is missing, but that is not the fault of the circus. A number of incidents have combined to eliminate the parade as remembered by your dad and mine. Yes, there have been fires and train wrecks, and wagons have been retired because of old age, but there are more outstanding reasons than these why the gilded wagons no longer roll over the streets of America on circus day. Big-city traffic was the main cause of the parade passing on. Business did not wish to be hampered by herds of lumbering elephants or smoke from belching calliopes, so in many cities an extra tax was placed on shows which had a parade. Small and medium-size cities grew larger, and circus lots were crowded out farther and farther from the old grounds. This meant an extra hour or more to reach the lots on arrival, and at least that much time to get away at night; and in order to still give the 2 o'clock performance and not cut the night concert short, parades with their necessary extra wagons and baggage stock were discontinued. That is the real reason, and there isn't much use of our crying about it at this late date."

"As mentioned by Silloway, the big winter circuses in the larger cities continue to grow in number, quality and attendance, and there can be little doubt that they do affect the business of smaller shows coming in later. However, proper advertising will serve to overcome this problem, I believe, and that is where most shows are very weak. It is stated that the Detroit Shrine Circus played to over 300,000 persons in two weeks last winter, and most of the success can be laid directly to a well-posted city before the show and to several daily radio programs during the engagement. That was swell, but now the Big Show comes along with more smart advertising, more smart publicity of all kinds regarding their newly imported acts, and I'll guarantee right now that Ringling Bros. and Barnum & Bailey will pack in over a third of the Shrine attendance in four days. And all the customers

ley, with \$94,500. Federal government is a creditor for taxes and unemployment insurance.

will go home satisfied! No, dear fans, there is nothing wrong with the circus. What the circus needs is more real fans who will go out and boost at all times—fans who will not only pay their own way but see that their friends and neighbors also pay their way. Too many are masquerading as fans who have no true interest in the circus. Too many are running around shouting 'Save the Circus' and writing letters to the editors on what is wrong with it. Too many are trying to crash the wall despite their fine constitution. I have probably seen more circuses in different cities this season than many persons see in a lifetime, and I know whereof I speak.

"As for streamlining the shows and daring to change their style of program, I believe Ringlings have done a mighty fine job, altho I must confess the darkened top does not have the old appeal of a bright new white top. I, too, miss the long lines of sturdy baggage horses, but I also get a thrill out of watching the big tractors pull whole strings of heavy wagons out of the mud. And even without the parade the 1940 Cole Bros.' Circus is one of the most appealing they have ever presented, and in my opinion their strongest performance since 1935. What of the motorized shows? I've seen Lewis Bros. at least a dozen times this year and enjoyed every performance witnessed, altho they have played to small crowds in most places due to continued cold weather and rain. The Lewis show is the most attractive in several seasons, with change of paint from aluminum to brilliant red, and with wide striped sidewalls for all tents. The performance is completely new. My correspondents tell me that the Bud Anderson Jungle Oddities is an exceptionally fine show, and the same is true of Al G. Kelley and Miller Bros.; and, of course, Wallace Bros. always have a grand performance, enhanced this year by added attractions with the Hamid-Morton dates."

"Let's change 'Save the Circus' to 'See the Circus.' That is what is wrong."

CARLIN'S Amusement Park, Baltimore, Md., is attracting new patrons this season thru its Silver Dollar Night—and new faces is something that shouldn't be sneezed at. When Jerry Fleishman, the park's p. a., started the idea about five weeks ago his audience numbered around 400. Now it's common to see 2,000 in the audience, plus standees.

Silver Dollar Night is held weekly—on Sunday night—on the stage in Forest Gardens in the park, where an amateur show is presented. During the show the emcee introduces Dr. Askem, none other than Jerry himself, who presides at a "pulpit" on the stage—a stand built with cabinet inside which holds presents such as pillows, dolls, lamps, etc. The Doc has an assistant select 10 persons at random from the audience and bring them to the stage where each is asked a simple question about the park and its attractions. Each contestant answering correctly is handed a silver dollar. Those who do not answer correctly are given merchandise items. This causes them to leave the stage with a kindly feeling, rather than a grouchy one, toward the park.

It's a fine piece of advertising and the people in the audience have their appetites whetted to go right out in the park and try some of the rides about which the quiz tells.

Jerry, who has had considerable radio experience, took to this Silver Dollar Night idea like a duck takes to water. It's no easy matter to think up 10 new questions about the park's attractions each week and keep the show moving, but Jerry loves this kind of work and is having the time of his life with the contest.

Robbins Circus Wants

Account of enlarging, Big Show Acts and Performers excepting Riders. Flying, Aerial, Acrobatic, Skating, Novelty and Family Acts doubling. Also Dog and Pony number for stage. Enclose photo. We pay gas and oil after joining. Salary low; sure, never miss. For Lease—Name in Headlines, Scales, Photo and other legitimate Concessions. Permanent address: ROBBINS CIRCUS, P. O. Box 29, Bloomington, Ill.

AT LIBERTY—PARKS AND FAIRS
CELEBRATED
RAY FAMILY CIRCUS

Unit—9 people, 14 acts, featuring the Five Ray Sisters, acrobats, wire walkers, trapeze, foot and hand jugglers. Write or wire for open time.
REUBEN RAY FAMILY CIRCUS
Georgetown, Mass.
Will buy Bear Cubs.

Truce Is Signed Between A. C. Pier, Property Owners

ATLANTIC CITY, July 6.—Tabling of a dispute between beach-front property owners and amusement pier operators until the season is over was announced by Mayor Thomas D. Taggart Jr. here on July 2. The resort was threatened with being turned into private beaches when beach-front management said it would go to court to regain control of the beach.

It has been agreed that piers will sell no food during the two-month truce, but will continue to vend soft drinks and ice cream. For several years the question of the sale of food and refreshments has been agitated, following general disregard of park and easement deed restrictions.

With the coming in of a new administration last month demands were made for a showdown, calling for either rigid enforcement of beach deeds or cancellation of the deeds, which would mean the return of bathing beaches to private Boardwalk owners.

BRIEFS

(Continued from page 49)

in newspaper ads and other publicity. Tying in with exploitation of the candid camera craze, snap addicts were invited to submit their offerings and a \$10 prize was awarded for the best. Park was full of photographers as well as regular patrons and those out just to get a look at Miss Rand.

PONTIAC, Mich.—Palmer Park near here is using free motion pictures on Monday nights when attendance is light. Plans call for addition of a second night of movies and a third show night to be devoted to amateur acts.

DETROIT.—Tashmoo Park on Harsen's Island in Lake St. Clair, 40 miles north of Detroit, opened on June 30. Attendance is almost entirely restricted to passengers on excursion steamers out of Detroit, altho a ferry runs to the island. Plans call for regular Sunday excursions, with some specials sponsored by organizations.

PORT ARTHUR, Tex.—Jules Naquin, operator of Pleasure Pier here, gave away 1,500 free drinks on June 28, opening day. Naquin, who also staged a free dance in the renovated pavilion, promised a full season of name orks.

SHREVEPORT, La.—Sportland Beach here, operated by Frank D. Fowler, opened on July 1. Clyde Coulson has been named swim instructor for the pool and Mrs. Paul Angelo is concessions manager. New sand beach has been installed.

ATLANTIC CITY.—Heinz Ocean Pier reopened and Lois Miller, singing organist, back for her fourth season, will again feature nightly community sings which attracted 15,000 last summer.

The Season's MOST COMPLETE LIST

1940 FAIR DATES

will be published in

JULY 27 ISSUE

ORDER YOUR COPY NOW

The Billboard
25 Opera Place
Cincinnati, Ohio

Please mail copies of the July 27 LIST NUMBER, which carries the most complete list of FAIR DATES published this season, for which I inclose 15c each copy.

Name

Address

City State

Write Additional Names on Separate Sheet of Paper

Kathryn Cunningham has charge of cooking school and motion pictures will again be offered. In addition to sun deck, promenade and writing rooms, pier has installed a patent models exhibit, *Cradle of American Industry*.

ATLANTA.—Lakewood Park here celebrated Railroad Day on June 29 and drew 22,000. President Mike Benton and Secretary Virgil Meigs said it will be an annual affair.

CLEMENTON, N. J.—Clementon Lake Park gets the call to host the all-radio outing sponsored each summer by WPEN, Philadelphia, on July 17 for its listeners. Station will present a special show in the park, radio sponsors are donating prizes for contests and station has arranged with a railroad company for special rate tickets to listeners. Park management is cutting in half the prices for all amusements on WPEN Day. Last summer the station sponsored a boat ride, attracting 4,000.

LEWES BEACH, Del.—The large concrete-block Sharp Amusement Hall facing Delaware Breakwater has been opened for the season here. Largest amusement

center to be erected on the beach in many years, it is owned and operated by Arthur B. Sharp. Dances are held three nights a week with three days of roller skating.

NEW PHILADELPHIA, O.—Robert J. Jersey, Canton, who recently purchased Mt. View Park here for \$10,000 from the Frank Angel estate, is being sought by police for passing worthless checks, according to Police Chief E. H. Gintz. Mt. View, once one of the leading smaller amusement parks in Eastern Ohio, is not being operated, and H. H. Stonebrook, executor of the Angel estate, said he is making plans to have the sale set aside in court.

MIDDLETOWN, O.—First baseball night on June 11 at LeSourdsville Lake near here was a big success. Dick Bray, baseball announcer, served as emcee and Willard Hershberger and Frank McCormick, of the Cincinnati Reds, were guests. Outings of three Cincinnati firms were slated for June 22. Sheik Coyle's Band recently opened a two-week stand in the dance pavilion.

With the Zoos

PHILADELPHIA.—A ball python surrendered to captivity by laying six eggs in its cage in the Reptile House in Philadelphia Zoo, the first time this species has been known to lay eggs while in captivity, according to Roger Conant, zoo curator. Coming from West Africa, the python was brought here last spring by Warren Buck, Camden, N. J.

MILWAUKEE.—Summer opening festivities in Washington Park Zoo on June 15, attended by about 60 members of Washington Park Zoological Society, county officials and visitors from other zoos, included official presentation of a waterbuck, leopard and pair each of Capuchin monkeys, Mona monkeys, black spider and gray spider monkeys, all of them already in the zoo. Visitors included C. W. Campbell, director of Baraboo (Wis.) Zoo; E. W. Ackerman, V. J. Svitowsky, directors of the Racine (Wis.) Zoo, and Mayor Charles Plotz, South Milwaukee.

COLUMBUS, O.—Six-foot alligator is newest addition to Columbus Municipal Zoo, gift of Bill Cannata, who also promised the zoo a bigger alligator and a large rattlesnake.

KANSAS CITY, Mo.—From evidence, it appears Kansas City Zoo will start getting some breaks. News that this city had entered the 400,000 population class was received with cheer by members of old Kansas City Zoological Society, which immediately started plans for revival.

Councilman Russell Greiner, vice-president of the old society, said the city now has opportunity to vote for placing the zoo under an administrative board and building it up. Under Missouri law signatures of 1,000 electors are needed to call an election on proposal to provide one-fifth of a mill of the city's general operating revenue for the zoo. This would mean about \$90,000. Only a majority would be required for the proposal to carry. Operation now costs between \$40,000 and \$50,000 a year. Additional funds would permit improvement and expansion. O. N. (Tex.) Clark is superintendent.

LONDON.—Two lawns in the zoo gardens here have been turned over to a war utility exposition. One is used for demonstrations of breeding animals for larder purposes. The other has been converted into a vegetable garden.

PHILADELPHIA.—Stork has been busy at the zoo here, recent arrivals being two elk, a Central American, two white fallow, red and Sika deer. Also there were new ducks, some hatched in the zoo incubator, and four were hatched by the mute swan family. Pan, baby chimp born some weeks ago, succumbed when keepers tried to get it from the mother. Pan was the fifth chimp born here. Colt born last month was named Major. Name was selected in a contest held on American Legion Day.

Lizzie, 42-year-old elephant, died on June 24. She was brought here from the zoo in Berlin in 1902 and was said to be the largest female Indian elephant in captivity, weighing five tons and measuring eight and a half feet high.

Recent shipment contained pairs of elands, Blythe hornbills, baby drills, Columbus monkeys and a red bird of paradise. Most of the animals were purchased as a result of the animal fund raised by Freeman M. Shelly, director of the zoo. Part of the shipment was in exchange of surplus animals.

SEATTLE.—Woodland Zoo here is building an island for 30 Philippine monkeys. Gus Knudsen, zoo keeper, said it will be equipped with 20-foot moat and imitation spring, cascade and trees. En route to Colorado Springs, Colo., to become property of Cheyenne Mountain Zoo, three cub bears from Kodiak Island, Alaska, were serviced at Woodland. En route to Brookfield Zoo, Chicago, three walrus were here recently. They were brought to Seattle by Carl Preutzer, Chicago lawyer and big-game hunter, who captured them near Cape Prince of Wales in the Arctic Ocean. They were transported by plane to Nome, Alaska, thence by steamer to Seattle.

BIRTHS

(Continued from page 59)

Mrs. J. E. Sprinkle in Kern General Hospital, Bakersfield, Calif., May 15.

To Mr. and Mrs. Nat Baase a seven-pound son, Barry, June 23 in Detroit. Father is manager of Metro (Theater) Premium Co., Detroit.

A 6½-pound boy, James (Kid) Jr., to Mr. and Mrs. James (Kid) Cotton in St. Louis May 30. Father is handling the front of Frank Buck's Jungleland Show at the New York World's Fair.

A 7½-pound daughter to Mr. and Mrs. William Goodin, of Arma, Kan., recently. Mrs. Goodin is the daughter of Theobald Forstall, in the ticket department of Ringling-Barnum circus, and Peggy Forstall (Marshall), former president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association.

A son to Mr. and Mrs. Saul Krugman June 26 at Fitzgerald-Mercy Hospital, Philadelphia. Father is a booker with United Artists pictures in Philadelphia.

A seven-pound son, Richard Horne, to Mr. and Mrs. Joseph Lopez in Bridgeport, Conn., June 15. Lopez is manager of Station WICC, Bridgeport.

A seven-pound boy to Mr. and Mrs. Ben Muros in West Penn Hospital, Pittsburgh. Father is engineer at Station WCAE.

Divorces

Erma Lee, circus and burlesque performer, from Pat Kling, of the Thunderbirds, high act, in Kansas City, Mo., recently.

Rebecca Tenney Shields from Francis Xavier Shields in Superior Court, Bridgeport, Conn., last week. Francis is a tennis player and actor of New York City.

Marian Elizabeth Burke Friedberg from Irving Friedberg last week in Bridgeport, Conn. Friedberg was formerly announcer on Station WICC, Bridgeport, and now is an announcer at walkathon contests.



Mrs. Murray's Summer Candy

There is a flashy package of high quality candy for every purpose—at every price. FROM ONE CENT UP.

WRITE TODAY FOR FREE ILLUSTRATED CIRCULAR

CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois



DIESEL SHOW OWNERS
YOU ARE PAYING FOR G. M. DIESEL PLANTS AND NOT GETTING THEM!!! CALL, WIRE, WRITE.
J. W. (DIESEL) CLEMENTS
Southern Power Division of
LEWIS SUPPLY CO.
477 S. Main St., MEMPHIS, TENN.



GREAT LAKES EXPOSITION SHOWS, INC.

10 "America's Brightest Midway" 10
SHOWS WANTS FOR WANTS RIDES

EAST PEORIA, ILL. WITH 10 WEEKS OF FAIRS AND CELEBRATIONS TO FOLLOW. OCTOPUS AND ANY FLAT RIDE EXCEPT TILT-A-WHIREL, WITH OR WITHOUT OWN TRANSPORTATION. CONCESSIONS AND SLUM STORES OF ALL KINDS. Good opening for Ball Games, Lead Gallery, Custard and American Palmistry (no Gypsies). SHOWS WITH OWN OUTFITS NOT CONFLICTING. John R. Castle wants Agents for Grind Stores. Two attractive Girls for Girl Show. All address: AL WAGNER, Mgr., Charleston, Ill., this week; then East Peoria, Ill.

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



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

Propaganda

Minor industries have difficulty in getting a fair hearing in a world of propaganda

Propaganda becomes so confusing during war times that even the experts cannot unravel all the angles that are kept in agitation. But in war times people have grown to expect propaganda and to discount much of what they read or hear.

Propaganda may have good uses as well as bad; it may be used to aid minorities as well as to injure them. In any case, propaganda is expensive and requires planning and professional operation to get results.

Many small industries and minorities will never have the funds with which to put their propaganda over. If the coin machine industry ever succeeds in making good headway in appeals for recognition as a business, it will be thru personal missionary work and the good impression made by its individual members.

People who feel the need of favorable trade propaganda may have some curiosity about the whole business of propaganda and how experts in the field handle the stuff. I have for years been amused by propaganda and how easily all people, including myself, are duped by it. (There is useful propaganda, of course, to which we should all respond intelligently.)

Starting as a "boy orator" at 16 and dealing with crowds, then a teacher of history, then newspaper work, and thru a varied experience I have studied propaganda and how people respond. I have for some years now given study to promoting propaganda favorable to the coin machine industry.

The experts in propaganda seem to follow certain clues about the human being which guide them in the forming and the timing of the propaganda release. As a working policy, about 80 per cent of the human family like to be catered to with information that pleases them, no matter how false the information may be.

That is, about 80 per cent of the people like to be kidded, duped, spoofed or whatever term you wish to use. It saves the energy required to think. This fact makes possible the whole great business of propaganda.

There are many other clues to human beings that the experts in propaganda play upon, such as prejudices, sympathies, background and all factors that enter into making us what we are.

Some of the interesting cases of propaganda have economic and political purposes. If one reads the big metropolitan newspapers, he is struck by a lot of tax propaganda. The amusing fact is that much of this tax propaganda originates with big business, and that small business men are most easily duped by it.

Any man who can put two and two together should know that when big business and big newspapers are fighting taxes, the real idea is to have the taxes passed on to small enterprises or to the consumer. Or there may be a purely political move in the background.

There are agencies and sources in the United States engaged in impartial, long term study of taxation, but they are rarely ever consulted. The voter can be sure that

practically every mention of taxes has back of it some subtle propaganda. In practically every case, too, the tax propaganda is designed to benefit big interests and is not designed to benefit the voter. Small business men lack funds for propaganda, and when they belong to trade associations there is usually so little unity that even an association cannot promote effective propaganda. But big business has many mediums at its command which spread tax "facts and figures" far and wide.

The amusing thing about all the tax propaganda is that the small business man, instead of taking sides with the mass of consumers, lends aid and comfort to his own worst enemies!

Some propaganda ideas have a long and interesting history. Due to conditions in Europe, some thoro investigations have been made into the propaganda let loose on the United States since the World War. Investigation has shown that the slogan for not sending any more American soldiers overseas was first invented by a Communist on the West Coast and was widely used as Communist propaganda. About 90 per cent of the American people swallowed it hook, line and sinker.

The recent confession of the writer, Archibald MacLeish, before an association meeting in New York that men of his type had overdone their work of propaganda on the young people revealed how the novels and other books published since the World War have been infested with propaganda. Page after page of incidents could be recited which show what you and I have swallowed, not knowing the source and the purpose back of the idea.

The United States is about to be subjected to one of the most amazing propaganda campaigns in all history. If the idea were expressed in blunt words, it is that the American people pay off the Hitler war debt. But the propaganda will be couched in such subtle ways that few people will know what it is all about. It will be a big issue in the coming Presidential campaign. I have on my desk now clippings from three big newspapers which show that the propaganda is already in the press. The United States News (Republican), July 5, 1940, says the basic issue before the country is "to appease Hitler, or not to appease Hitler." The political campaign and the press will be filled with propaganda on the issue.

Well, when such big questions face the people and when all the propaganda is so confusing, it is not easy for the coin machine industry to get a fair hearing. There are prospects, however, that many States in 1941 will consider licensing amusement games for revenue. If the proposed taxes can be kept within reason, it should be a great help to settling conditions in the amusement games field.

When big questions are so confusing, the American people ought to be able to depend upon their newspapers and general publications for reliable and non-partisan information. The American people pay enough to these newspapers and publications in the purchase of advertised goods to get a reliable information service on important questions.

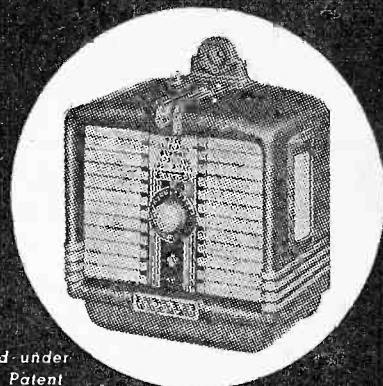
Keeney Says LOOK AT ALL "3"

and You See The Biggest "PROFIT GETTERS" In Their Fields

1 Keeney's POSITIVE WALL BOX Performance

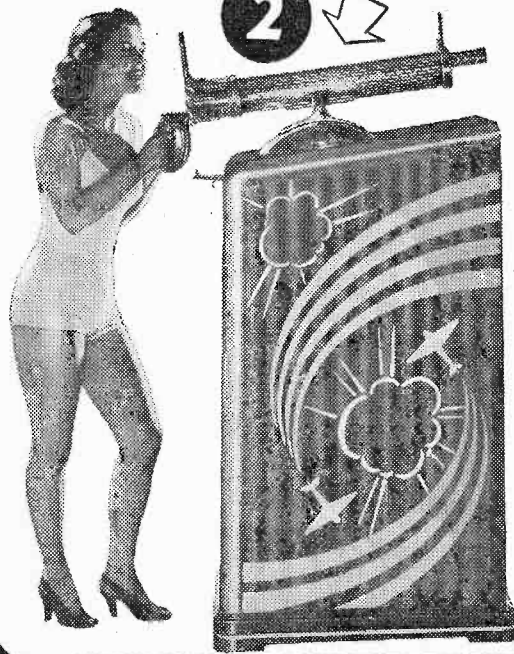
Adaptable to all makes and models

Up your profits 300 to 600% on every type of location. Keeney's Wall Box is simple to install, performs perfectly and is adaptable to all makes and models. Send for booklet.



Licensed under Nelson Patent

2 "No Let Down In Play" Say Operators



Keeney's ANTI-AIRCRAFT MACHINE GUN

Makes big money the first week and EVERY WEEK THEREAFTER — no "after trial let down." Be sure you get Keeney Anti-Aircraft Machine Guns on your locations before somebody blitzkriegs you out of your big money spots.

3 Real Inducement For Repeat Play

Keeney's SCORE CHAMP with the new "Carry Over" RESERVE

J. H. Keeney & Co. NOT INC.

2001 CALUMET, CHICAGO, ILL.

"The House That Jack Built"

SLIDE, KELLY, SLIDE!

It's smart to slide in a baseball game, but when "up again—down again" machine profits start sliding — be smarter . . . look into PHOTOMATIC. That's your Best Bet for big league profits all year around!

INVESTIGATE

International Mutoscope Reel Co., Inc. 44-01 11th St., Long Island City, New York

OPERATORS! DISTRIBUTORS!

STOP!



Don't Sign till you SEE

VISIONTONE THE ONLY MOVIE-MUSIC MACHINE with FULL SELECTIVITY

Koplo Reports Midwest Biz Good

CHICAGO, July 6.—Al Koplo reports that in the first several months since the opening of his business, the Koplo Sales and Supply Co., he has had the opportunity to serve a large number of coin machine men. "I thought I knew practically every coinman in the Midwest area," declared Koplo, "but I must admit that I was wrong, for I have met many during these past few months that I did not meet while serving the industry in my previous capacities.

"In a way, I'm glad to admit this fact, for it reveals that our business is going along well and constantly gaining the friendship of operator-customers. I am always glad to have the operators call upon us, and the Koplo welcome sign is always out.

"Out-of-the-ordinary counter games like Roll-a-Cent have always been great attractions. Our new machine comes

along at a time particularly adapted for use on counters in any type of location. With the new defense taxes and the current sales taxes, there is always a cent or two in the change given a customer at the cashier's counter. The good old psychological urge to insert the cent in the game resting on the counter results in a good many of those two-or-three-penny cashier returns ending up in the cash box. Roll-a-Cent is particularly attractive to the competitive-minded player. It takes skill to roll a penny down an incline thru the spaces between a fence. One penny always leads to another on this game.

"The extension speaker is particularly adaptable for use in all locations. Advertising legends plugging the use of the phonograph add to its value. It comes in a beautiful cabinet with a light-up of soft colored lights to make it the most attractive speaker available.

Nathanson Dean Of Mexico Distribs

CHICAGO, July 6.—J. H. Keeney & Co. report that William Nathanson has been conducting a highly successful campaign in Mexico in behalf of Keeney's Anti-Aircraft Gun, the Remote Selector Wall Box, Score Champ, Keeney consoles and other products of the Keeney factory.

During his experience in distributing the machine in Mexico Nathanson has learned much about the buying habits of the big Mexican markets.

It was Nathanson who introduced the

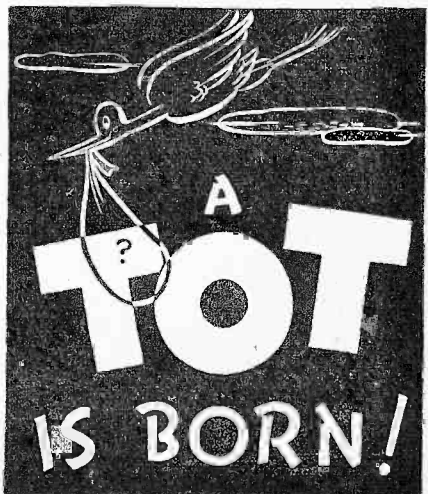
use of newspaper advertising in Mexico for coin machines. Thru this medium he has built a highly profitable coin machine business. Many other progressive merchandising methods that have built the coin game business in Mexico have been attributed to this dynamic young leader.

"Thru his efforts the Keeney Anti-Aircraft Machine Gun has become the most popular legal machine in Mexico," say Keeney's officials.

"Thru his efforts, too, Keeney's Remote Selector Wall Boxes have built new sources of revenue for Mexican music operators."

Tattles on Ryan

CHICAGO, July 6.—John P. (Midge) Ryan is back home with his beautiful bride, the former Mattie Mele, of San Francisco. They were married in Reno by the Rev. Father John Ryan, no relative of the groom, and came back to Chicago via United Airlines. Ryan is an executive with the Mills Novelty Co.—From Nate Gross' column in The Chicago Herald-American.



SPECIAL CLOSING OUT 500 One-Ball Automatics, thoroughly reconditioned and ready for location. Less Than Five, \$12.50 Each

5 FOR \$50.00

FREE PLAY GAMES		CONSOLES	
Twinkle \$29.50	Sports \$47.50	Favorite \$22.50	
Triumph 69.50	Topper 42.50	Club House 22.50	
Champion 39.50	Gun Club 19.50	Bally Bells 22.50	
Pick-Em 42.50	Box Score 19.50	1939 Dominos 165.00	
Vogue 42.50	Liberty 19.50	1937 Dominos 59.50	
Double Feature 24.50	Triple Threat 29.50	Tanforan 22.50	
White Sails 47.50	High-Lite 19.50	Paddock Club 22.50	
Chevron 29.50	Follow-Up 29.50	Kentucky Club 59.50	
Headliner 34.50	Zip 24.50	Super Track Time 195.00	
Scoop 47.50	Airliner 34.50	Kentucky Skill Time 59.50	
C. O. D. 47.50	Flash 34.50	Pace Pay Day 165.00	
Fifth Inning 29.50	Contact 24.50	Pastime 195.00	
Spotting 27.50	Jumper 47.50		
Variety 42.50	Conquest 42.50		
Victory 69.50	Rebound 37.50		
Eureka 47.50	Golden Gate 42.50		
Majors 29.50	Bang 37.50		
Commodore 59.50	Fair 12.50		
Lucky 47.50	Airport 37.50		

1-BALL AUTOMATICS	
Preakness \$22.50	Big Race \$22.50
Fleetwood 27.50	Railroad 10.00
Klondike 29.50	Post Time 12.50
Entry 29.50	Hi-Boy 29.50
Derby 29.50	Three-U 29.50
Classic 10.00	Derby Time 29.50
Golden Wheel 12.50	Hey Day 22.50
Fairgrounds 29.50	Pikes Peak 7.50
Jumbo 10.00	Ace 7.50
Derby Champs 39.50	AK-Sar-Ben 22.50

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE COMPANY
205 1/2 FRANKLIN STREET FAYETTEVILLE, N.C. Cable Address COINSLOTS

DISTRIBUTORS FOR MILLS PHONOGRAPHS, GAMES & SLOTS

LOOK OVER THIS LIST OF A-1 RECONDITIONED MACHINES FOR REAL BARGAINS
EVERY MACHINE THOROUGHLY CLEANED AND CHECKED.

USED FREE PLAY MACHINES		USED AUTOMATICS	
2 Avalon \$25.00	2 Red Hot \$62.50	1 Longchamp \$35.00	
3 Airport 27.50	1 Score Champ (F.S.) Write	1 1937 Skill Time 42.50	
1 Bang 30.00	1 Snooks 27.50	1 1938 Skill Time 80.00	
1 Barrels (Reserve) 55.00	1 Stoner Baseball 50.00	1 Band Tails 32.50	
2 Champion 30.00	4 Spotted 17.50	1 Hawthorne 70.00	
1 Chief 20.00	3 Super Six 52.50	1 Sport Page 57.50	
3 Chubbie 17.50	2 Thriller 20.00	5 Square Bells 75.00	
1 C. O. D. 35.00	2 Trophy 20.00		
1 Commodore 45.00	1 Up & Up 32.50		
2 Conquest 32.50	1 Variety 35.00		
1 Flagship 45.00	2 Vogue 35.00		
2 Follies 42.50	2 White Sails 37.50		
2 Follow Up 22.50	2 Zip 20.00		
1 Gun Club 17.50			
4 Headliner 25.00			
1 Home Run 65.00			
1 Jumper 35.00			
1 Genco Lucky Strike 40.00			
4 Nippy 35.00			
1 Oh, Johnny (F.S.) Write			
2 One-Two-Three 82.50			
2 Pick-Em 35.00			
2 Rebound (New Backboard) 27.50			

TERMS: 1/3 Deposit With Orders, Balance C. O. D.

OLIVE NOVELTY CO. 2625 LUCAS AVE., ST. LOUIS, MO.

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 **\$32.50**

AUTOMATIC COIN MACHINE CORP.
338 CHESTNUT ST. SPRINGFIELD, MASS.

CUT YOURSELF IN ON PROFITS WITH DAVAL'S **AMERICAN EAGLE** WORLD'S SMALLEST BELL WITH FREE PLAY TOKEN AWARD AND GUM VENDER

10 FOR \$275
Sample \$32.50. Ball Gum Mod. \$2 Extra

MONARCH COIN MACHINE CO.
1731 BELMONT AVE. Cable "MOCOIN" CHICAGO, ILL.

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

"A Tot Is Born," Hints Don Anderson

CHICAGO, July 6.—Don Anderson, sales manager for Western Products, Inc., has assumed the title of "mystery man of the coin machine business" following a "halfway" announcement. He hinted that Western Products has a sensational, new idea for profitable operation. Exactly what it was he did not reveal. "It will be welcomed by every operator in the country," he declared. All he would say was: "A Tot Is Born."

However, when it came to talking about the latest profit-makers released by Western, Anderson became very talkative: "Major League Baseball is breaking all profit records all over the country. Operators report that they have never operated a game with such consistently high earnings."

"And Big Prize," he concluded, "is fast becoming one of the most popular Western machines ever built. This one-ball automatic payout machine is in greater demand today than at any time since its introduction. The fact that it is a six-coin multiple and has a jackpot makes it extremely popular with all players."

Business at High Peak, Says Monarch

CHICAGO, July 6.—"Business at Monarch reached an all-time peak during the last week," reports Al Stern, of the Monarch Coin Machine Co. "We feel that there are a large number of reasons for this record-shattering mark. Among them is the fact that operators have learned thru dealing with us that machines they've bought from Monarch have given them better service and have earned them more money."

"Another is the fact that they always know that Monarch machines are absolutely dependable—that they don't have to worry about servicing these machines once they are on location."

"They know, too, that when we advise them as to what machines to buy for their particular needs and territories, they are getting the best of advice."

G&G 'Grabs' Games Off Assembly Line

CHICAGO, Ill., July 6.—"Grab 'em" is what Max Glass is yelling these days. He reports that on every phone call to the Jennings factory he learns whether more Roll-in-the-Barrel games have been produced. Given the number, he rushes his men out there with a two-word order—"Grab 'em!"

"We just can't keep up with the demand for Roll-in-the-Barrel," said Glass. "Every time we think we've got our customers happy another phone call or wire comes in and we find that we're just as far behind as we were when we started. It seems like the harder the factory works to get out more machines, the greater the number of orders we get."

"There's only one way to handle the situation and that's to grab 'em. Get all the machines you can is what I'm telling our men. Don't even leave a bit of wire behind. In fact, I'm willing to finish up the machines in our own offices. Anything, just get me more machines to fill the demand."

\$10.00 DOWN Balance Monthly

15 3/4 INCHES
49 INCHES HIGH
25 INCHES
18 INCHES WIDE

NEW GUESSING SCALE
Operates Automatically
Does Not Require Electricity
No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. Fulton St. CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

We will be closed on Saturdays during July, August and September.

THE AMERICAN EAGLE GIRL, chosen by Daval to represent its latest counter game, American Eagle.

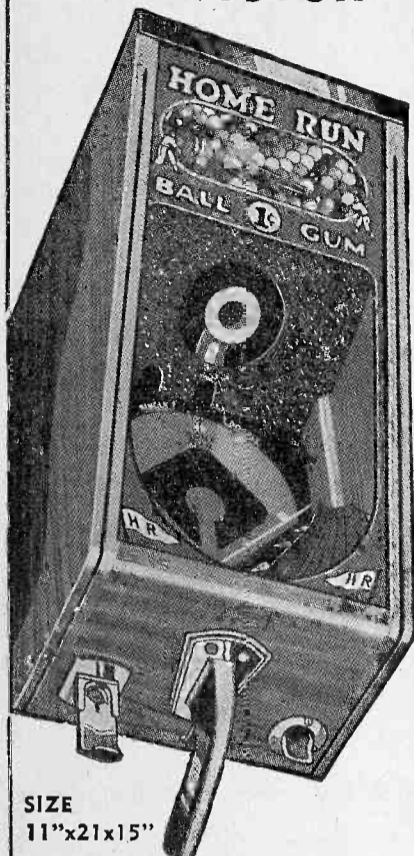
JUST AROUND THE CORNER

VISIONTONE
The ONLY MOVIE-MUSIC MACHINE with FULL AUTOMATIC SELECTIVITY

WATCH BILLBOARD for Demonstration DATE

HOME RUN

Smashing New Success
By VICTOR



SIZE
11"x21"x15"

An Outstanding Ball-Gum Vendor, with a fascinating Amusement feature. (It's legal everywhere.) HOME RUN has a brand new and very clever batting arrangement that is operated by a trigger which bats the ball through the air. HOME RUN is operated with 180 count ball-gum. Striped balls are used in Home Run the same as in ordinary ball-gum vendors. HOME RUN vendors have been on location for several weeks and have proven to be very successful, their average earning power has exceeded that of many outstanding amusement games. HOME RUN will be a vendor that will stay on location permanently because it offers the same appeal as ordinary ball-gum vendors plus its beauty, attractive design, unique amusement feature and the extra award for skill. Don't delay, try Home Run today—IT'S A HIT!

SPECIAL \$24.50

INTRODUCTORY OFFER SAMPLE HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play) ALL FOR \$24.50. HOME RUN without Ball Gum in lots of 10 or more, each \$19.50. All orders require 1/3 cash, balance C. O. D.



ESQUIRE

The last word in vending perfection.

Truly a great vendor—it is universal—vends all types of bulk merchandise and vends them accurately—no additional parts necessary.

Sample Esquire only

\$6.95

Each
Porcelain Finish
50c Extra

TOPPER

Is tops in modern design. Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything; almonds, candies, mixed nuts, cashews, peanuts, pistachios, charms, ball-gum, etc. When ordering Toppers for ball-gum, please so specify.

Sample Topper

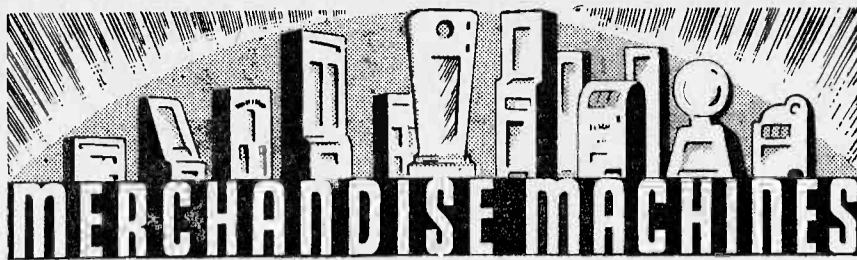
only **\$6.75**

Each
Porcelain Finish
75c Extra

Write for quantity prices. All orders require 1/3 cash, bal. C. O. D.



VICTOR VENDING CORP.
571 W. GRAND AVENUE, CHICAGO



MERCHANDISE MACHINES

Federal Food & Drug Act Now In Effect; Label Requirements

WASHINGTON, July 6.—All sections of the Federal Food, Drug and Cosmetic Act, including those whose enforcement was postponed by the Lea amendment, went into effect completely Monday, July 1. At the same time the jurisdiction of the Food and Drug Administration was transferred from the Department of Agriculture to the Federal Security Agency.

Thus foods, drugs and cosmetics moving in interstate commerce must now bear labels listing all ingredients or be subject to seizure by federal authorities.

Actually, the new act went into effect January 1, 1940, but as a result of a special ruling, the effective date of certain labeling requirements on candy, ice cream and other food products, including the listing of ingredients, were postponed until July 1, 1940.

New Candy Labels

Insofar as the confectionery industry is concerned, the Food-Drug Act will be in full effect July 1 and all candy packages and labels must, after that date, carry a listing of all the ingredients.

The mandatory requirements include: the common or usual name of the food; if in package form, the label must bear a statement of (a) the name and place of business of the manufacturer, packer or distributor, and (b) an accurate statement of the quantity of contents; if the product bears or contains any artificial flavoring or chemical preservative, the

label must state that fact.

In addition to the above information, candy packages must also list all ingredients and contain information pertaining to dietary uses.

Package Size Rulings

In the matter of artificial coloring, exception is made for artificial coloring in ice cream, butter and cheese. Coal tar colors used in foods, drugs and cosmetics must be among those certified as harmless. The Act also forbids the use of containers which are deceptive as to quantity. In this category are glass bottles with thick bottoms, long necks and of excessive thickness, and cartons which conceal deceptive shapes and sizes of containers. According to the provisions of the Act, certain types of extension edge candy boxes, if such boxes tend to be deceptive as to fill of container, may be outlawed.

The Act provides criminal penalties, extending from \$1,000 fine or imprisonment up to one year, or both, to a fine of \$10,000 or three years' imprisonment, or both, for manufacturers or shippers found guilty of violations.

Summer Profits On Bulk Venders

PHILADELPHIA, July 6.—"For summer profits I recommend the new Prize King, 1100-size ball gum vender, and the De Luxe King Jr. ash tray model, which slides along the bar," advises H. F. Burt, of Automatic Games, Chicago.

"There is less spillage with ball gum and summer tourists are quick patrons when they come upon one of these machines. The sliding King Jr. fits the summer picture perfectly, as most counters and bars are crowded during the warm season and a movable vender gets much more play.

"Both of these new models have excellent quality construction, distinctive and outstanding good looks consistent with the quality of the Silver King line manufactured by Automatic Games."

Cornine Appoints Factory Agent

CHICAGO, July 6.—Automatic Merchandisers, Inc., of Newark, N. J., has been appointed factory representative for Cornine's Penny Hershey Bar Vender, covering the East and Middle Central States. "The Penny Hershey Bar Vender has met with widespread approval and unusual success," says Cornine.

Bottled Beverages Up 18.7% in 1939

CHICAGO, July 6.—Preliminary study of 1939 sales from reports furnished by nearly 200 bottling plants shows a 1939 per case sales increase of 18.7 per cent over 1938 for all size bottles.

The 12-16 ounce sizes showed the greatest proportionate per case increase of 37.1 per cent. The 6-10 ounce sizes scored a 17.8 per cent increase. The 24-32 ounce increase was 7.6 per cent.

OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

Northwestern

39 BELL

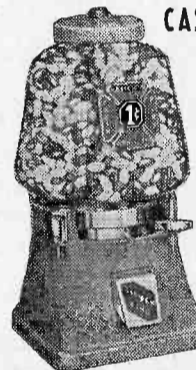


- ★ BIGGER PROFITS
- ★ PEP UP LOCATIONS
- ★ SMASH COMPETITION

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
605 E. Armstrong St., MORRIS, ILLINOIS

Northwestern
Model 40 - \$4.95
IN 100 LOTS
SAMPLE \$5.45
Send for Descriptive Literature and Price List of Complete Line.
RAKE, 5 S. 22nd St. PHILA., PA.



CASH IN—"King Jr."
5 lb. "SILVER KING,"
\$3.95
Each

Newest, most modern money-maker for all locations. Just the right size for counter or booth. Vends peanuts and small candies, also all types of Breath Pellets. Capacity 2 lbs. candy. Blue Hammerloid finish.

TORR 2047 A. SO. 68 PHILA., PA.

PROVEN Money Makers!



Big Opportunity for Experienced Route Salesmen.

Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no comebacks. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO., Dept. 79, Jackson, Mich.**

SALESMEN WANTED

To sell our 2-in-1 Vendor, America's finest Penny Nut and Confection Machine, to operators. Large commission. Exclusive territory to producers.
D. ROBBINS & CO. 1141-B DeKalb Ave. BROOKLYN, N. Y.

WHILE THEY LAST! USED CIGARETTE MACHINES

- NATIONAL 626—ENCLOSED STAND\$17.50
- NATIONAL 630—ENCLOSED STAND 27.50
- ROWE ARISTOCRAT—6-COLUMN 14.50
- U-NEED-A-PAK—3-COLUMN—ENCLOSED STAND 17.50
- ADVANCE—2-COLUMN 7.50
- ADVANCE—4-COLUMN 12.50

1/3 DEPOSIT, BALANCE C. O. D.

X. L. COIN MACHINE CO., INC., 1351-3 WASHINGTON ST., BOSTON, MASS.

Cigaret Operators Move To Meet Price Changes

State and local conditions give ops varied problems to settle

CHICAGO, July 6.—Cigaret machine operators took various steps to meet the new federal tax increase on cigarettes as the law went into effect July 1. State taxes and local price levels influenced most of the price changes. Associations held meetings to discuss ideas and at least one new cigarette association came into being to consider the new situation.

Brief reports from various cities indicate the trends among operators and retailers to meet the changed price situation. These are preliminary reports and it is anticipated that changes will be made almost daily for two or three weeks:

BOSTON—Retail stores will try to sell at 15 cents; cigarette operators have been selling at 15 cents but an increase may be necessary. Five of the six New England States have an "Unfair Sales Act" which will discourage "loss leaders" in stores. The State Supreme Court killed the popular vote on the 2-cent State cigarette tax.

SPRINGFIELD, Mass. — Machine sales will probably be 17 cents; stores plan on 16 cents.

BUFFALO—Expect vending machines to sell at 17 cents.

WASHINGTON—Operators and locations plan to mutually absorb the tax increase so that prices will not be changed.

FORT WORTH, Tex. — Operators plan to add 1 cent, making the price then 18 cents. They do not expect any drop in sales.

INDIANAPOLIS—Cigaret operators met June 30. Favor adding 1 cent to dime packs, which is expected to hurt sales. Operators will ask locations to help absorb tax so standard packs will remain at 15 cents.

PHILADELPHIA — Plan to raise price to 17 cents in machines. Stores plan on 16 cents. Chains may retain 15-cent price but will drop the 2-for-29 bargain price.

ST. LOUIS—Prices of cigarettes in the 2,500 vending machines in the city went up 2 cents, to 17 cents, said The St. Louis Globe-Democrat on July 2. Dime packs were increased to 13 cents. Stores will raise price to 16 cents, or two for 31 cents. Reports indicate the State Supreme Court may not have time to pass on the city petition to let the people vote on the 2-cent city cigarette tax at the election August 6.

CHICAGO — Cigaret operators in Illinois suggested at a meeting June 22 that the price of 15 cents be maintained; that dime packs be increased to 11 cents; that the standard commissions be reduced from 10 per cent to 6½ per cent—or 1 cent per pack.

Location Owners In N. J. Pay New Cig Defense Tax

NEWARK, July 6.—Cigarets thru machines in New Jersey will continue to sell at 15 cents, with the location owner paying the half-cent federal defense tax which went into effect July 1. Members of the New Jersey Cigaret Merchandisers' Association decided on this course at a regular meeting held recently in the Robert Treat Hotel.

When it was decided to pass the new tax to location owners a form letter was drafted for use by member firms. It was pointed out that by allowing the 15-cent price to remain, location owners would make more in the end because of the volume increase. Decision was well received.

At a board of directors meeting which preceded the general session the budget for the next six months was drafted. Charles W. Stange, president, was in charge in the absence of Max Jacobowitz, vice-president.

Leo Spector, of Majestic Novelty Co., was voted into membership.

Ill. CMA Holds Meet

Discuss business under new taxes—Jack Kelner elected president

CHICAGO, July 6.—Gathering of cigarette vending machine operators from the State of Illinois, held at the Palmer House, Chicago, June 22, was one of the largest gatherings of cigarette machine operators ever held. It was the first meeting of Illinois operators in two years. The meeting was presided over by Jack Kelner at the urgent request of Walter C. Knack, president of the association, calling the meeting.

Discussion opened with the announcement of the federal tax increase on cigarettes of one-half cent per package. It was suggested that operators in the State of Illinois continue to vend cigarettes at 15 cents. It was also decided to vend the 10-cent brands at 11 or more cents. Discussion was that average commission to localities be reduced from 10 per cent of gross to 6½ per cent, or one cent per pack.

The chairman then read a paper proposing a 10-point program to be pursued by the association for the coming year. In this was outlined a method to meet adverse legislation, to enlarge the membership and to adjust grievances among members and non-members. Following this an election of officers was held.

Jack Kelner was nominated for president to carry on the work he initiated at this meeting. He declined the nomination but when no further nominations were forthcoming a motion was made

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.

Position	Approximate Pieces to lb.	Candy Name
1	850-900	Pee 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	Radiant Mix

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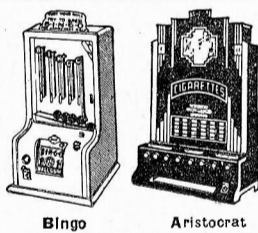
MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand) \$19.50
NATIONAL 6-26 (With Enclosed Stand) 19.50
NATIONAL 9-30 (With Enclosed Stand) 49.50

LOTS OF 10 SINGLE — \$5.00 EXTRA

1/3 DEPOSIT, BALANCE, C. O. D.

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10 Bingo 1c Ball Gum Amusement Games, Each \$ 6.50
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10 Specialty "Penny Back" 4c Pistol Gum Vendors, Each 8.50
5 Grootchen Imp 1c Cig. Reel Counter Games, Each 8.00
10 Rowe Aristocrat 6 Col. Cig. Vendors, Each 18.50

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1c Skill Game

WURLITZER PHONOGRAPHS
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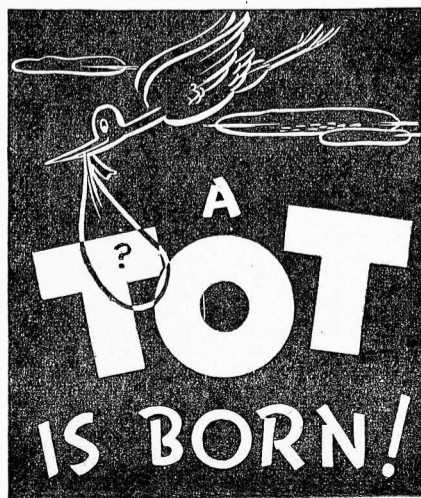
DROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

At 8,000 Mark

CHICAGO, July 6.—Ticket sales for the first annual picnic and outing of the coin machine industry reached the 8,000 mark at the end of this week. Committees are pushing plans to completion and it is expected that ticket sales will soon reach 10,000.

According to James A. Gilmore, manager of Coin Machine Industries, Inc., there is optimism on every hand and only a bad move by the weather man on July 20 will keep the outing from being a great success.

The outing is to be held at Riverview Park here July 20. There will be many out-of-town guests.



and carried that the nominations be closed. Kelner was then automatically elected by a unanimous vote.

The vice-presidency was a replica of the previous office election and Harold Clemons, of Joliet, was re-elected. Howard Hultz, of Springfield, was elected secretary, and Jacque Strause, of Peoria, was re-elected treasurer.

Three additional members of the board of directors were elected: Pete Youngen, of Eby-Youngen Co., Aurora; Clyde Meiers, of Springfield, and George Anderson, of Hardin.

A surprise guest speaker was J. Renz Edwards, of Kansas City, Mo., who has been vacationing in Sayner, Wis., for the past two weeks and was persuaded to stop off en route home and attend the affair. He was enthusiastically received and added a great deal of interest to the meeting.

A follow-up meeting was decided upon, to be held in Peoria at the Pere Marquette Hotel, Sunday, July 21, at 1 p.m. Most operators will meet for dinner at noon. There will be refreshments and entertainment afterward.

Calcutt Features Counter Games

FAYETTEVILLE, N. C., July 6.—Joe Calcutt, of the Vending Machine Co., reports that his firm has just opened one of the largest counter game showings in its history.

"Only the finest counter games are on display, giving the operators a wide choice of machines," he reports. "Each machine is carefully labeled and completely explained."

"There is a demand from many opera-

WE'RE "NUTTY" PEOPLE!

Yes—but that's our business. Our specialty is supplying vending machines throughout the country with all kinds of fresh, meaty nuts. Specially processed.

Small-Size Whole Almonds	New-Size Whole Virginias
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The latest crop is just in, ready for your inspection. Write for free samples and our list of lowest prices.

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238 Market St., Philadelphia, Pa.

S & M Adams Gum Vendors

(60) in perfect working order, painted aluminum and some chrome. \$6 each. F.O.B. N. Y.
MARSH, 1289 Bronx River Ave., Bronx, N. Y.

tors for our firm to supply them with a complete line of all the counter games we believe are the type that they should operate. Because the requests have come to us we have arranged for the most complete line of counter games we have ever stocked in our history."

MUSIC MERCHANDISING

Patriotic Records Claiming Attention of Music Operators

Ops are harnessing power of phonographs to help Americans keep "heads up"—"a patriotic record in every phonograph" is slogan being hailed by many

NEW YORK, July 6.—With leading department stores here using valuable window space to feature patriotic merchandise ranging from jeweled clips done in the American flag design to full-sized umbrellas in the stars and stripes motif; with every concert, lodge meeting and bingo game commencing with some national air, with everyone everywhere becoming increasingly conscious of what a glorious blessing it is to be an American and wanting to give vent to his patriotic feelings in true American fashion, it is not surprising that the operators of automatic phonographs both here and in all other parts of the land, according to reports, are including at least one patriotic number in their machines.

"This is not being done," as one operator put it, "because we want to cash in on any wave of patriotism. On the contrary, we don't expect these numbers to bring in as many nickels as some other hit tune which we might use. We feel, however, that this is the patriotic thing to do, for certainly the automatic phonograph is a potent force to help keep heads up in these trying times, and we are harnessing that force for the good of the nation."

Concurrent with the present trend, music publishers and recordings companies have made available a number of patriotic songs for operators' use. *God Bless America*, made by Kate Smith for Columbia and by Bing Crosby for Decca, is currently the most popular. Reports from operators in Birmingham and Buffalo indicate it is very popular in music machines in those locations. One op in Birmingham reports he's put the Kate Smith version in every one of his machines. Kate Smith's *Star-Spangled Banner* is also claiming attention.

Victor and Columbia are soliciting the co-operation of operators in promoting *Shout Wherever You May Be! I Am an American*, recorded by Gray Gordon and Gene Krupa for the respective firms. This tune has been on the market since 1938 but is just now coming into its own. Gordon introduced it recently at the Edison Hotel, New York, and to give the song a real send-off had 50,000 "I Am an American" buttons made up for distribution to customers. Nick Lucas also featured this song in his repertoire during his two-week engagement at the Roxy Theater here last month.

Among other patriotic records currently available for music machines are *Gem of the Ocean and America the Beautiful*, recorded by Horace Heidt for Columbia, and *On Freedom's Shore and We Sing America*, done by a mixed chorus on the Royale label.

We're All Americans, a song written by James Mangan, of Mills Novelty Co., is one in which the coin machine industry will naturally pride since it is the product of a well-known figure in the industry. First tests of the number indicate it will go well as a march or in swing tempo.

Use of this number and others indicate the lengths to which the automatic phonograph ops are going to help America keep heads up in these trying times. "A patriotic record in every phonograph" is a slogan that's being hailed by many in the industry as one to be adopted and adhered to from now until peace reigns once more.

Capehart Pleased With Ops' Response

FORT WAYNE, Ind., July 6.—The official announcement of his firm's first product by Homer E. Capehart has brought a deluge of orders to the Packard Mfg. Co., it is reported. It has definitely convinced the firm, its salesmen and executives that its first product has met with the approval of the trade, they state.

"Orders for the first model of the Heads-Up-Selector, which is constructed for use with 16-record automatic phono-

graphs, have already placed the firm far behind in its production schedule," said an official.

As an example of the size of the orders being taken, Homer E. Capehart produced some written by Rudy Greenbaum, New York and New Jersey representative. "These orders are definite proof of the need for the Heads-Up-Selector," said Capehart. "The orders which Rudy has taken are only a sample of what all of our salesmen are taking clear across the country as more and more operators get to see the Heads-Up-Selector."

"One of the most outstanding compliments for the Heads-Up-Selector comes from Dave Stern, prominent coinman of Elizabeth, N. J., who said: 'This is one unit that the entire industry has needed. It is a well-known fact to every phono operator that the keyboard selector is one of the greatest conveniences the public can have in choosing their records. In fact, this convenience of selectivity is responsible for greater profits, for it makes it easier for the public to buy the music it wants from the phonograph.'

"Other expressions, just as generous, have been received from all over the country."

Two Million Young People in Music

NEW YORK, July 6.—Among the millions comprising the audience and patrons of this country's estimated 300,000 automatic phonographs are an army of more than 2,000,000 young people who are now just becoming interested in music. They are the 2,000,000 young instrumentalists who are playing in school orchestras or bands thruout the country.

Patriotism

CHICAGO, July 6.—A banner inscribed: "God Bless America—We Are Proud To Be Americans" is being distributed by Chapin & Gore, Inc., Chicago liquor firm, to Midwest tavern owners. They are said to be swamped with requests for the banner.

God Bless America is also the name of a song which has been recorded by most of the record companies. Reports have reached the offices of *The Billboard* that there has been a terrific demand for this tune on the phonographs.

The second "most in demand" patriotic recordings are *Ballads for Americans* by Paul Robeson. The latter is not considered suitable for automatic phonographs because of its length—it covers four full sides on 10-inch records.

Revamps Aid Phono Operators

CHICAGO, July 6.—"They shall have music wherever they go, seems to be the theme song of phonograph operators all over the country for the American public," comment executives Paul Gerber and Max Glass, of the firm bearing their names.

"Operators everywhere are making it possible for more people to hear America's leading orchestras via recordings in more locations the country over. And they're doing it with Gerber & Glass changeover equipment, giving their older machines a modernized appearance. Not only has Gerber & Glass equipment enabled operators to increase their earnings on their old locations, but in remodeling their old machines has enabled these operators to expand their routes to include many new locations. After all, it costs as much for an operator to install a phonograph in a small location as in a large one. With G. & G. changeovers operators can install phonographs in small locations and yet realize a profit.

"Dependable, sturdy construction, coupled with attractiveness, is the basic feature behind the success of G. & G. changeovers."

According to the National School Band Association, there are 45,000 school bands and 35,000 school orchestras in the United States.

The tremendous group range in age from 10 to 19 years and they study all the orchestral and band instruments from piccolo to tuba. It is estimated that from a quarter to a half of all school children have a fling at tootling for themselves at some time or other.

Miraben Head, Ben Lutske, in N. Y.

CHICAGO, July 6.—Ben Lutske, head of the Miraben Co., Chicago, and his wife left this week on a combined business and pleasure trip to New York. Lutske's firm is the maker of Miraben phonograph modernizing parts for use on old model phonographs.

Lutske reports that the trip has been pending for a long time but that he has heretofore been unable to get away from his factory. "We've been so busy that I have been unable to get away for a short vacation," said Lutske. "Now, however, we are so well set to handle the large amount of business we are enjoying that I feel able to leave the factory for a short time.

"While in New York, besides enjoying a little relaxation, I intend to contact coinmen with a view to further show them the advantages of Miraben equipment. We believe we have the best equipment available and I enjoy telling coinmen how simple it is to modernize with this equipment. Miraben parts live up any old phonograph and they are attached with the utmost of ease.

"On the pleasure side of the ledger is the fact that the trip to New York is a return to my home and family, which, by the way, will be the first encounter between my wife and her in-laws. All kidding aside, we are looking forward to an enjoyable time in both pleasure and business."

Baker Announces Phono Attachment

CHICAGO, July 6.—"What promises to be a revolutionary innovation for phonograph operators is Baby Grand, the new idea keyboard light-up selector unit just introduced by Baker Novelty Co., of Chicago," declares Harold L. Baker, president of the firm. "Baby Grand is the result of months of research and experiment," says Baker. "It provides operators with a magnificent, modernistic selector of unexcelled beauty. It can be attached to old phonographs and so give them the glamour and appeal to compete with latest equipment. In this way many dollars of value and years of profits are added to phonograph equipment.

"Baby Grand is really a miraculous transformation for the phonograph," he continued. "It is as beautiful in appearance as its name implies, and a marvel of simplicity. Built along streamline modern lines, it has full keyboard control for every selection, as well as for cancel, so that the entire front presents a gorgeous line of unbroken beauty. It is very easy to attach and may be put on without removing phonographs from location. Takes but a few minutes, but its effect on boosting phono collections is almost magical.

"The model for 16-record phonographs is now ready, while our models for 10, 12 and 24-record machines will be available in the very near future."

Miracle Label Is Announced to Ops

MINNEAPOLIS, July 6.—The Miracle Record Co. made its bow to the music world here recently to cater especially to operators of phonographs. Executives of the firm have had long experience in the coin machine industry.

The Miracle firm will feature local talent for the time being. One orchestra being used is scheduled for national publicity and has already attracted attention far beyond this section.

The first record issued is by Vinny's Dixieland Band. On the one side is *Dreams Sometimes Do Come True*, with vocal by Barbara Hughes. The reverse side has *You're Driving Me Crazy*, an instrumental fox-trot.

The response to the first release has been very encouraging and other records will soon follow. The firm has adopted a neat brown label that harmonizes well with the black of the record.



LATEST OF A LONG LIST of substantial orders for Wurlitzer automatic phonographs received by the State Music Distributing Co., Milwaukee, was from E. H. Vollmar (seated), Wurlitzer music merchant of La Crosse, Wis. With him as he signs the order are, left to right, Mike Fose, sales manager of State Music Distributing Co., and Bill Mossbarger, Wurlitzer district manager for Wisconsin and Minnesota.



LET YOUR NEAREST WURLITZER DISTRIBUTOR TELL YOU HOW BUILT-IN SPEAKERS RESULT IN GREATER COUNTER MODEL PHONOGRAPH PROFITS

ALABAMA
G & S Distributing Co.
414 North 21st St.
Birmingham, Ala.

ARIZONA
California Simplex Distributing Co.
2277 W. Pico St.
Los Angeles, Calif.

ARKANSAS
Commercial Music Co.
323 Center St.
Little Rock, Ark.

CALIFORNIA
California Simplex Distributing Co.
2277 W. Pico St.
Los Angeles, Calif.

California Simplex Distributing Co.
1157 Post St.
San Francisco, Calif.

COLORADO
DeLoss Osborn
1122 Broadway
Denver, Colo.

CONNECTICUT
Hub Automatic Sales
Garde Hotel
New Haven, Conn.
Hub Automatic Sales
26 Brighton Ave.
Boston, Mass.

DELAWARE
Penn Coin-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.
Penn Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

DISTRICT OF COLUMBIA
Penn Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

FLORIDA
Modern Vending Co.
822 Fifth St.
Miami, Fla.

Simplex Distributing Co.
713-717 S. McDuff Ave.
Jacksonville, Fla.

GEORGIA
Hankin 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-Bil 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.
607 W. Douglas St.
Wichita, Kans.

Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.

KENTUCKY
Kentucky Springless Scale Co.
514 S. Second St.
Louisville, Ky.

LOUISIANA
J. H. Peres Amusement Co.
922 Poydras St.
New Orleans, La.

Service Novelty Co.
807 Desiard St.
Monroe, La.

MAINE
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MARYLAND
Penn Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

MASSACHUSETTS
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MICHIGAN
Wolverine Music & Spec. 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-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.

NEW MEXICO
DeLoss Osborn
1122 Broadway
Denver, Colo.

NEW YORK
Art Novelty Co.
29 Beaver St.
Albany, N. Y.

Davis Sales Co.
192 N. Clinton Ave.
Rochester, N. Y.

Davis Sales Co.
105 Lexington Ave.
Syracuse, N. Y.

Modern Vending Co.
656 Broadway
New York, N. Y.

OREGON
Pacific Distributors
424 N. Broadway
Portland, Ore.

PENNSYLVANIA
Banner Specialty Co.
1508 Fifth Ave.
Pittsburgh, Pa.

Penn Coin-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.

Benj. Sterling, Jr.
Rocky Glen Park
Scranton, Pa.

RHODE ISLAND
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

SO. CAROLINA
Amusu Novelty Co.
129 N. Spring St.
Spartanburg, S. C.

SOUTH DAKOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

TENNESSEE
G & S Distributing 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. Ervay St.
Dallas, Tex.

Commercial Music Co.
2016 Travis St.
Houston, Tex.

Commercial Music Co.
508 Seventh St.
San Antonio, Tex.

UTAH
DeLoss Osborn
1122 Broadway
Denver, Colo.

VERMONT
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

VIRGINIA
Southern Music Co.
1224 W. Broad St.
Richmond, Va.

WASHINGTON
Pacific Distributors
4 Bernard St.
Spokane, Wash.

Western Distributors Inc.
3126 Elliott Ave.
Seattle, Wash.

W. VIRGINIA
R & S Sales Co.
9 Butler St.
Marietta, O.

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

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Service Novelty Co.
155 E. Pearl St.
Jackson, Miss.

MISSOURI
Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.

Wal-Bil 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.
1157 Post St.
San Francisco, Calif.

NEW HAMPSHIRE
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

J. 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
R & S Sales Co.
9 Butler St.
Marietta, O.

Triangle Music Co.
4608 Prospect Ave.
Cleveland, O.

Triangle Music Co.
406 N. High St.
Columbus, O.

Sicking, Inc.
Cor. 14th & Central Pkwy.
Cincinnati, O.

OKLAHOMA
Commercial Music Co.
704 N. Broadway
Oklahoma City, Okla.

SEE WURLITZER ADVERTISEMENT, BACK COVER THIS ISSUE BILLBOARD

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

More Records on Radio

DUE to the musicians' strike called by James Petrillo, president of the American Federation of Musicians, against Station KSTP, St. Paul, an affiliate of the National Broadcasting Co., and Station WRVA, Richmond, Va., affiliated with the Columbia Broadcasting System, all remote band broadcasts have been removed from the NBC and CBS networks. As a result, station managers affected by the strike have more than doubled up on their outlet of records to fill up the time originally scheduled for bands playing hotels and night clubs. Present practice affords greater publicity for most of the bands making popular records, which in turn should find greater favor on music box locations.

News Notes

Phil Harris, Matty Malneck, Skinny Ennis and Joe Reichman have signed to appear in new band movie shorts for Warner Brothers. Each leader will record the original songs used in these movies. Decca is carrying out the contract it signed with Fabian Andre thru his former manager Lou Holden, who took over active leadership of the band. Andre stepped out as band leader to devote his entire time to arranging. Holden's initial recordings include "Ferryboat Serenade" and an original composition known as "The Maid With the Swiss Accent." Victor signed Clarence Profit and Orchestra, colored outfit, as a co-feature with Una May Carlisle, vocalist. Both will appear on the Bluebird label.

Good Titles Go Far

POPULAR song titles which have also made the grade on music machines are accepted by movie producers as good picture titles. Producers are aware of the publicity given them on thousands of locations throught the country, re-

flecting favorably at the theater box office. Universal has been taking advantage of music box leaders for over a year. Once a song title establishes itself, an original story is developed around it and no time is lost producing it. First out was *Oh, Johnny, How You Can Love*, followed by *Ma, He's Making Eyes at Me*. Currently in production is *Margie*, featuring Cliff (Ukulele Ike) Edwards. Song is the most popular ever written by Benny Davis and is slated for a revival on records.

Unusual Salesmanship

THE management of the Pick-a-Rib Restaurant, New York, located among several 52d street night clubs using swing entertainment, employs unusual sales methods in exploiting its music box. The records for the day are billed in the club in the same manner as a night club owner would bill his acts and band.

Ram, who wrote *Boog It*, is also the author of *Slow Freight*, which was on a music publisher's shelf for two years before Benny Carter discovered it. . . . Freddie Fisher and his Schnickelfritz Band recently recorded 10 sides for Decca in Chicago. They will be released on the basis of a record every three weeks, with the first out this week.

Territorial Favorites

FOLLOWING is a list of reports from operators located in various sections of the country who have noted locally favorite artists and records. These favorites are in addition to the national leaders recorded weekly in the Record Buying Guide.

DES MOINES: The personal appearance of Dick Jurgens and band in a local ballroom boosted the popularity of his recording of *Cecelia* in locations here. A couple of operators stated that it had the heaviest play of any record this year during the week of Jurgens' engagement.

WASHINGTON: WPA is a strong favorite here, this city being the birthplace of the title. However, the American Federation of Musicians has protested against the record, claiming that it is unfair to lambast a project which is helping unemployed musicians. Decca, as a result, is withdrawing its release. Victor is holding back a Glenn Miller version. Louis Armstrong and Jan Savitt, who were first to record it for Decca, appear with this record in most



EARL E. REYNOLDS, of Dallas, who, according to an announcement by Homer E. Capehart, will now represent the Packard Mfg. Co. as district manager in the States of Texas and New Mexico. Reynolds is one of the veterans of the coin machine business. At present he has his own distributing firm.



DISTRIBUTOR M. T. FRIMMER, head of the Mid-West Novelty Sales Co., Tulsa, Okla., is one of the newest to join the Rock-Ola Mfg. Corp. family of distributors. A grand opening was held recently in the firm's showrooms. Above a group of those in attendance inspect Rock-Ola's Dial-a-Tune.

2. Sierra Sue
3. Make Believe Island
4. Hear My Song, Violetta
5. I'm Stepping Out With a Memory
6. Devil May Care
7. I Can't Love You Any More
8. You're Lonely and I'm Lonely
9. I Can't Resist You
10. Woodpecker Song.

Last Week

1. I'm Stepping Out With a Memory
2. You're Lonely and I'm Lonely
3. Woodpecker Song
4. I Can't Resist You
5. The Breeze and I
6. Yours Is My Heart Alone
7. Sierra Sue
8. Meet the Sun Half Way
9. Imagination
10. Make Believe Island

Phonovision Chi Showings Are Set

NEW YORK, July 6.—At the wind-up of the 10-day showing of Phonovision for Eastern distributors at the firm's offices here, Phonovision Corp. of America announced that Phonovision would be on display at the Sherman Hotel, Chicago, from July 13 to 20. At this showing allotments of territory west of the Mississippi will be made. Firm has extended an invitation to all manufacturers, distributors and operators in the Midwest to see and hear Phonovision at the showing.

In effect, this showing will be the first of a series of public and trade previews in all large cities. Demonstrations are being planned for Boston, Philadelphia, Detroit, Washington, Cleveland, Indianapolis, New Orleans, Memphis and Atlanta. Definite schedule for these showings will be announced at the conclusion of the Chicago preview, it was stated.

Second public demonstration of Phonovision was held July 4-5 at the Zombie Restaurant on the midway at the New York World's Fair. The machine turned out to be a major attraction, as crowds thronged 'round to see it, execs stated. "Unusual note of the showing," officials reported, "is that the machine was set up in an outdoor spot and visibility and sound were practically as perfect as in our own showrooms."

Announcement was made this week of the incorporation of Phonovision Corp. of America under the laws of Delaware. Capital is set at \$1,000,000 preferred stock, with 100,000 shares of common. Personnel of corporation will be announced next week.

Officials also revealed this week that additional talent is being set for use on Phonovision films. Production is scheduled to begin soon in 20th Century-Fox studios here.

The more popular artists and numbers of the day are given the top position and usually the swing hits are "headlined." As a result, many swing fans visiting 52d street clubs are attracted by this ballyhoo and remain for hours playing the new swing records.

This and That

AFTER some delay, the initial Johnny Long Orchestra records have been released, the first two sides including *Moonlight on the Ganges* and *Louise*. Sammy Mysel, who wrote *Singing Hills*, is a former owner of a Pittsburgh music store who well understands the commercial record problems. He is currently pianist at Mountain Lake Inn, New York summer resort. . . . Hal Kemp is scheduled to supply the music on the Edger Bergen-Charlie McCarthy radio program in the fall. . . . Buck

locations here.

ST. PAUL: Operators here like to test new records regardless of their commercial potentialities, feeling that new titles attract more players than old ones. A current example is *Hoosier Hooty*, a new record made by Tommy Dorsey, which has been tested in several locations and is doing well.

BALTIMORE: Operators report several newcomers as favorites. In the parade are *Get Your Boots Laced*, *Papa*, recorded by Woody Herman; Charlie Barnet's recording of *All This and Heaven Too*, and the Jan Savitt and Tony Martin versions of *You're Lonely and I'm Lonely*.

JACKSONVILLE: *Beer Barrel Polka* is making still another comeback. Folks here are hungry for typical tavern tunes. Operators are also testing out *Windmill Tillie*, recently recorded by Rene Musette, which is a polka of the Beer Barrel style.

SPOKANE: *Down by the O-Hi-O* is coming along strongly, and the best liked record is that made by the Andrews Sisters. Some operators feel that the trio finally have a record that will measure up with some of their early successes.

Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended July 5 and the week before, ended June 28. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

- | | |
|----------------|-----------|
| | This Week |
| 1. Imagination | |

"The Magic Fingers of RADIO"

Eddy
DUCHIN
AND HIS ORCHESTRA
ARE MUSIC BOX
MAGIC!!!

EDDY DUCHIN (Columbia) 35491

On the Alamo—FT; Moanin' Low—FT.

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 hit by Eddy, and featuring Lew Sierwood's famed trumpet growl, this disk has a great deal to recommend it.

—From ON THE RECORDS,
THE BILLBOARD—June 29, 1940

ON
Columbia
RECORDS

MUSIC CORPORATION OF AMERICA
745 FIFTH AVENUE NEW YORK CITY

● **McNamara's Band**
Original Recording by

● **The Jesters** { Red Latham
Wamp Carlson
Guy Bonham

● **21c** 2 HITS for price of one
(McNamara on both sides)
each net f. o. b. New York City

Also available backed with "The Tattooed Lady". Specify which.

General Records, 1600 Broadway, New York City

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

CONTINUED FROM PAGE 12

ARTIE SHAW (Victor)

Dreaming Out Loud—FT; VC. *Now We Know*—FT; VC.

The first selection, from a new RKO movie of the same title, reveals the best work Shaw has put on wax since he started making 75-cent pressings. The side has a musical unity and cohesion lacking in recent Shaw disks. The reverse is a weak ballad, played draggily.

EDDY DUCHIN (Columbia)

Please Take a Letter, Miss Brown—FT; VC. *Prairie Mary*—FT; VC.

If either side means anything here it will be *Prairie Mary*, a novelty not done any too well but offering something a little more unusual than the poor ballad on the reverse. Latter is played in typical Duchin style, good piano, straight arrangement.

BOB CROSBY (Decca)

Complainin'—FT. *Ja-Da*—FT.

The best Crosby (Bob) disk to come out of the recording studio in recent weeks, largely because of the superfine piano work of Jess Stacy. Band really does a job on these two numbers, which ought to account for good over-the-counter sales even if the music machine demand is slight.

CAB CALLOWAY (Vocalion)

Do I Care, No, No—FT; VC. *Hi-De-Ho Serenade*—FT; VC.

Care is more typical Calloway and is further highlighted by some outstanding Chu Berry sax breaks. Reverse, despite the expectations created by its title, is just fair, lacking the solid kick of previous stomp items by Cab along similar lines.

FREDDY MARTIN (Bluebird)

Goodnight Moonlight—FT; VC. *I Made My Manners to a Sweet Young Thing*—FT; VC.

This is one of those tired-sounding records from a band that ordinarily knows what to do with a song. The ennui was probably occasioned by the complete triteness of both melodies. Meaningless for dealers, operators or anyone else.

MUGGSY SPANIER (Bluebird)

Lonesome Road—FT. *Mandy, Make Up Your Mind*—FT.

For hot jazz enthusiasts only. Great stuff actually, but its commercial appeal is as limited as its jazz musicianship is excellent.

GLENN GARR (Decca)

Down by the O-Hi-O—FT; VC. *Dream Train*—FT; VC.

Garr has yet to show anything on wax worthy of placing him in a position to vie with the topnotchers in the matter of home sales or automatic phono popularity. Like his other disks since his first release several weeks ago, this has nothing.

JOHNNY LONG (Decca)

Louise—FT; VC. *Moonlight on the Ganges*—FT.

Long comes thru with a surprise in the form of two expertly played old favorites, highly listenable, featuring full, good arrangements and an imaginative vocal on the A side. Unfortunately, Long's lack of prominence in the name-band field will hold this disk back in the record-buying market, but on merit it rates highly.

XAVIER CUGAT (Victor)

When the Swallows Come Back to Capistrano—FT; VC. *The Breeze and I*—FT; VC.

Retail sales can be pretty high with this combination of two increasingly popular songs, a favorite band and a name vocalist, Dinah Shore. Latter momentarily steps off her own Bluebird records to do the words on both sides here, lending her distinctive voice to Cugat's equally distinctive rhythms and style to make an excellent buy for more discriminating record purchasers.

RAY HERBECK (Vocalion)

Seems Like a Month of Sundays—FT; VC. *Sailing Thru the Sunbeams*—FT; VC.

Enervating melodies, instrumentation and orchestration. Just another also ran in the phonograph sweepstakes.

COUNT BASIE (Columbia)

Tickle-Toe—FT. *I Never Knew*—FT.

The Count at his best, particularly on *I Never Knew*, which packs into its three minutes some fine trombone, plenty of lift, a good ending passage and a generally great arrangement. Basie followers will jump for this, and swing devotees in general will be delighted. Colored

music machine locations ought to share that delight also.

DON REDMAN (Bluebird)

Shim-Me-Sha-Wabble—FT. *Chant of the Weed*—FT.

First side was waxed by McKinney's Cotton Pickers years ago when Redman directed that famous band, and *Chant* has been the Redman theme for the past several years. Not much commercial advantage in all of that, but good merchandising points for music store sales to record librarians.

EARL HINES (Bluebird)

Gator Swing—FT. *My Heart Beats for You*—FT; VC.

Another swing couplet from another colored outfit without the jazz history of the above but with equal satisfaction for swing addicts. This is in the same noncommercial but musically creditable vein.

CHARLES KAMA (Bluebird)

When My Ship Sails Away From Hawaii—V; VC. *Blue Moon Over the Islands*—FT; VC.

Hawaiian recording, with vocals in English, that will appeal to lovers of this type of music and no one else. No halfway measures with this type of disk—you either like it or you don't.

RAY KINNEY (Decca)

When My Dreamboat Sails Tonight for Honolulu—V. *Kona Moon*—FT; VC.

More songs of the Islands, with the same thing applying here as above. With the exception that Kinney has a pretty fair reputation thru several years of radio broadcasting and appearances in leading spots as well as in a current Broadway show. He also brings a more American touch to his Hawaiian music.

TOMMY REYNOLDS (Vocalion)

Missouri Scrambler—FT. *I'll Wait for You Forever*—FT; VC.

Nothing to side A that hasn't been done by every other swing band before, but it's good enough, fast-paced rhythm stuff. The ballad is straight, with Sally Richards doing her best to pull it under with a bad vocal.

FOUR KING SISTERS (Bluebird)

On Behalf of the Visiting Firemen—V. *Poi, My Boy, Will Make a Man of You*—V.

Two novelty numbers with little of the bright, imaginative quality necessary to lift them out of the routine rut in which this foursome puts them. Lyrics on the A side are a little easier to understand than on previous King Sisters' disks, but the reverse is as jumbled as usual.

TEDDY POWELL (Decca)

Feather Merchant's Ball—FT. *Teddy Bear Boogie*—FT.

Better swing from Powell than usual, with all the tricks in the book thrown in, a *One o'Clock Jump* style ending on the first side, boogie-woogie piano on the other. Once again for jazz lovers and nobody else.

THE QUINTONES (Vocalion)

Honey Bunny Boo—V. *Harmony in Harlem*—V.

This vocal group is pretty bad on both sides here, the whole thing being slightly on the silly side and the harmony very far from being anything unusual. Band backing the group attempts to save the day with some really expert work on the B side, but the job's a little too much for it in the face of the Quintones' amateurish vocal outpourings.

STOCK THESE NUMBERS AND STACK UP THE NICKELS!!

- 3133 SIERRA SUE MARCHETA *Bing Crosby*
- 3161 I HAVEN'T TIME TO BE A MILLIONAIRE APRIL PLAYED THE FIDDLE *Bing Crosby*
- 3150 LITTLE CURLY HAIR IN A HIGH CHAIR THE BREEZE AND I *Jimmy Dorsey and His Orch.*
- 3152 BOOG-IT SIX LESSONS FROM MADAME LA ZONGA *Jimmy Dorsey and His Orch.*
- 3153 SECRETS IN THE MOONLIGHT WHERE WAS I? *Jan Savitt and His Orch.*
- 3188 MAKE-BELIEVE ISLAND ASK YOUR HEART *Jan Savitt and His Orch.*
- 3065 THE WOODPECKER SONG DOWN BY THE OHIO *Andrews Sisters*
- 2973 BOOMPS-A-DAISY PLAYMATES *Dick Robertson and His Orch.*
- 3078 SUGAR BLUES IMAGINATION *Ella Fitzgerald and Her Famous Orch.*
- 3199 SHAKE DOWN THE STARS I FELL IN LOVE WITH A DREAM *Ella Fitzgerald and Her Famous Orch.*
- 3247 I'M STEPPING OUT WITH A MEM'ORY TONIGHT I'LL NEVER SMILE AGAIN *Tony Martin*
- 3227 HIT THE ROAD ARABIAN NIGHTS *Vic Schoen and His Orch.*

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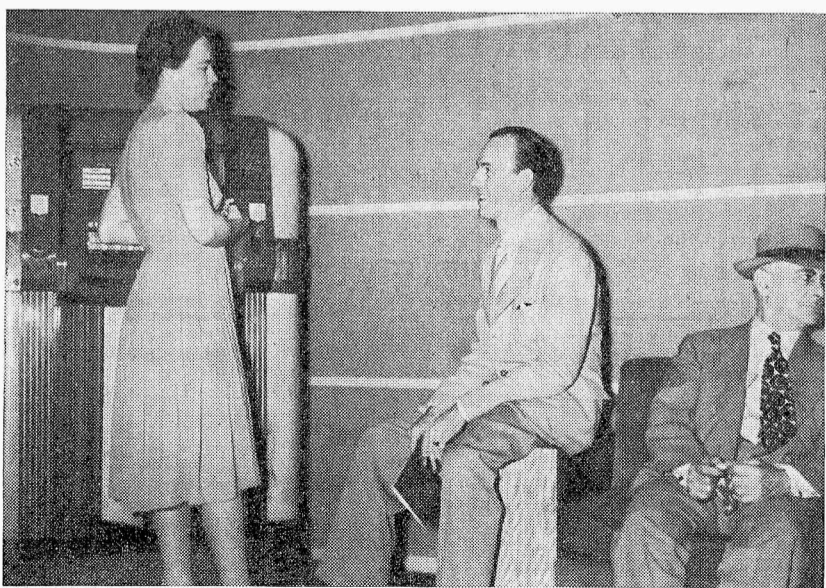
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"I NEVER PASS A PHONOGRAPH without playing one or more selections," Griff Williams, orchestra leader, tells a member of the Mills Novelty Co.'s organization. The machine shown in the picture above is the Mills Throne of Music.

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

Record Buying Guide

TRADE
SERVICE
FEATURE
of
Billboard

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Where Was I? Setting pretty nearly a record for speed—three weeks ago it had yet to appear in these listings—this hauntingly beautiful melody this week joins the select circle of top phono hits. The fragile loveliness of its tune caught on with machine patrons in no uncertain terms, and it's now essential in every box. CHARLIE BARNET* and JAN SAVITT* are the headliners here.

The Woodpecker Song. (13th week) GLENN MILLER*, ANDREWS SISTERS, WILLIE GLAHE, KATE SMITH.

The Singing Hills. (12th week) BING CROSBY, DICK TODD, HORACE HEIDT*.

Playmates. (8th week) KAY KYSER*, MITCHELL AYRES*.

Make Believe Island. (4th 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.

The Breeze and I. The next likely number to land in the bracket above is this adaptation of a Latin American song. Its rise has also been rapid, and justifiably so, inasmuch as it's one of the better melodies currently making a bid for smash hitdom. Operators are making a mistake if they're holding back on this one. JIMMY DORSEY* leads the parade of hit phono artists, followed by CHARLIE BARNET* and—to a lesser degree—FRANKIE MASTERS*.

Say It. This climbed to a fairly high point, but now it appears to be just hanging there, lacking the energy to move farther ahead into the "going-strong" category. It's unlikely that it ever will make that move now, but it continues to be a profitable enough item for the machines. GLENN MILLER* and TOMMY DORSEY* contribute the most favored disks here.

Boog It. The same sort of career has been followed by this rhythmic number, which has done all right for itself and for ops playing it, but which seems unlikely to progress much further past the niche it occupies now. It's still GLENN MILLER*, GENE KRUPA* and CAB CALLOWAY* for the best liked records here.

Slow Freight. The first word of this title is pretty descriptive of its progress last week after a good start the week before. It may be that the GLENN MILLER record is meeting with competition from another Miller disk, *Pennsylvania 6-5000*, just starting (see below), with ops holding back a little on *Freight* to see what happens on the newer one. At any rate *Freight* is no world-beater at the moment, altho it may develop nicely.

Shake Down the Stars. This ballad is pretty good, nothing startling or exceptional, but playing away to fair returns in the music machines. GLENN MILLER* and ELLA FITZGERALD* are about even as regards the most popular phono rendition of it.

Blue Lovebird. Advancing slightly this week, both the KAY KYSER* and the MITCHELL AYRES* records are doing nicely in most locations around the country. It's difficult to see this song (from the *Lillian Russell* picture) as ever being a front-running hit. But it's bound to pay its way under the needles to a good enough extent.

Fools Rush In. A particularly appealing ballad, with more to the melody and the lyric than most Tin Pan Alley effusions, this is beginning to catch on pretty well. Promising is definitely the word to describe its appearance thus far, in either the GLENN MILLER* or TOMMY DORSEY* versions.

Sierra Sue. Also showing nice signs of life is this ballad of the old school. BING CROSBY does it in his usual superior style, accounting for most of its music-machine success so far, with GLENN MILLER* helping out.

I Can't Love You Any More Than I Do. Still another number that is making a strong bid for future hitdom, and displaying enough stamina currently to give evidence that it may make it. BENNY GOODMAN* and MITCHELL AYRES* share the phono spotlight here.

Six Lessons From Madame La Zonga. After a couple of weeks in "Possibilities," this original and clever novelty is starting to climb. It looks very good for eventual success in a big way. JIMMY DORSEY* leads CHARLIE BARNET* by a wide margin in phono popularity.

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 tho they most probably will never climb into the "Going Strong" bracket.

Alice Blue Gown. (7th week) Almost thru. FRANKIE MASTERS*, ORRIN TUCKER*, GLENN MILLER, WAYNE KING, OZZIE NELSON*.

No Name Jive. (7th week) Pretty weak. GLEN GRAY.

April Played the Fiddle. (4th week) Going down fast. BING CROSBY.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Pennsylvania 6-5000. Watch this GLENN MILLER swing item. It's in the same pattern of *In the Mood* and *Tuxedo Junction*, and ops know what those two hits meant to the machines.

I'll Never Smile Again. It will be exceedingly surprising if the TOMMY DORSEY* record of this lovelier-than-average ballad isn't one of the biggest phono hits of the summer.

I Am an American. Those operators looking for patriotic song material for their machines will find it here in a GRAY GORDON* disk that is timely, unusual and generally excellent.

When the Swallows Come Back to Capistrano. Here is another potential hit for the boxes. Better be prepared on this rhythmic ballad.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.



GENE
KRUPA ★

DICK
JURGENS ★

COUNT
BASIE ★

FRANKIE
MASTERS ★

GENE
AUTRY ★

head the greatest list of popular, hillbilly and race artists in the 35c field . . . the NEW

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RECORDS

Columbia Recording Corporation announces the return of one of the grand old names of the record industry, when with Release No. 155 the name "Vocalion" is changed to "Okeh".

For a time, however, releases of many Okeh artists will be found on both Okeh and Vocalion labels. Okeh catalogue numbers will be the same as Vocalion. All the greatest artists until now on Vocalion, plus many new ones, will be on the new Okeh Records.

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GENE KRUPA
5627 Blue Rhythm Fantasy Part I
Blue Rhythm Fantasy Part II

DICK JURGENS
5628 A Million Dreams Ago
Avalon

COUNT BASIE
5629 Gone With "What" Wind
Blow Top

FRANKIE MASTERS
5630 Say When
Orchids for Remembrance

JACK LEONARD
5631 When the Swallows Come Back to
Capistrano
All This and Heaven Too

JOHN KIRBY
HORACE HENDERSON
5632 Chloe
Chloe

AL DONAHUE
5633 Get the Moon Out of Your Eyes
I'm Home Again

TOMMY TUCKER
5634 I'm Nobody's Baby
Buds Won't Bud

TINY HILL
5635 I'm Knee Deep in Daisies
Five Feet Two, Eyes of Blue

RAY HERBECK
5636 I Can't Get Indiana Off My Mind
Trade Winds

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Instead of Vocalion—Just Say Okeh.

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VICTOR POPULAR RELEASE NO. 379

- 26652 Jack the Bellboy
Central Avenue Breakdown
Lionel Hampton
- 26653 *All This and Heaven Too
*Where Do You Keep Your Heart?
Tommy Dorsey
- 26654 April in Paris
King for a Day
Artie Shaw
- 26655 *Can't Get Indiana Off My Mind
*I Just Couldn't Take It, Baby
Hal Kemp

BLUEBIRD POPULAR RELEASE NO. 285

- B-10775 In the Park in Patee
How Can I Ever Be Alone?
Yvette, Vocal with Orchestra
- B-10776 *When the Swallows Come Back to
Capistrano
*A Cabana in Havana
Glenn Miller
- B-10777 *Seems Like a Month of Sundays
*I'm Losing My Mind
Bernie Cummins
- B-10778 *And So Do I
*It's the Last Time I'll Fall In Love
Charlie Barnet
- B-10779 *Too Tired
*You Run Your Mouth, I'll Run My
Business
"Fats" Waller and his Rhythm
- B10780 Chester's Choice
*River, Stay *Way From My Door
Bob Chester
- B10781 Joyous Companions
Four-Leaf Clover
Curly Hicks and his Taproom Boys
- B10782 *Once In a Lovetime
*A Lazy Lack-a-Daisy Melody
Mitchell Ayres and his
Fashions-in-Music
- B10783 *I Am an American
*Gentlemen of the Jury
Gray Gordon and his Tic-Toc Rhythm
*Vocal Refrain

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HIT RECORD GUIDE

Swing and Sway

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EASTERN FLASHES

NEW YORK, July 6.—Plenty of out-of-town coinmen paying visits here. Homer E. Capehart arrived here after the close of the convention in Philly. . . . Visiting offices of Phonovision were Eddie Ross, from Baltimore, and an op from Rio de Janeiro, among many other out-of-towners. . . . Dick Dixon, of Triangle Music, Cleveland, and Jack Cohn, head of the operators' association there, visited Nat Cohn during their New York sojourn. Dixon was raving about his two athletic sons, both six-footers and 200-pounders. The older of the two enters West Point this fall. . . . Sol Silverstein, Chicago Coin's hustling representative, spent July 4 in the city. Sol, it is reported, is becoming quite a horseman. No wonder he's so enthusiastic about Chicoin's new game, Polo. . . . Jack Fitzgibbons' New England man, Milt Soffer, was back home for a few days. He's taken a cottage at one of the resort spots for the summer.

AROUND THE TOWN . . .

Sam Sachs, of Acme Sales, announces his appointment as distributor for Capehart's Packard Mfg. Co. for New York and Boston. . . . Back from Chi came George Ponser and Jack Fitzgibbons. Ponser spent his time looking over the new products coming out of the various Chi factories. Fitz was there for the big Bally powwow, where all the new Bally products were unveiled. Both men say they'll have plenty of surprises for the trade soon. . . . Jack Mitnick tried to play ball with the kids in his neighborhood and wound up with a bum ankle that has him hobbling about the Ponser offices. "Never again," he vows. . . . Mac Perlman, now operating pin games exclusively, says business is fine. . . . Sanford Warner, of Bert Lane's staff, tells of one op who insists on asking him, "How much do I own you?" . . . Rudy Greenbaum, local representative for Packard Mfg. Co., is staying over at the Hotel St. George in Brooklyn so he can get in a daily swim in the hotel's pool. Rudy reports trade here has gone for his firm's Heads-Up Selector in a big way.

PARTY OF THE WEEK . . .

Biggest party of the summer to date was the bachelor dinner tendered Sidney Levine, popular attorney for the phono men, last Wednesday evening at the Tower Club of the Park Central Hotel. The boys gave Sid a silver service. Among those present were Irv Sommer, Harry Rosen, Nat Cohn, Bill Boiles, Bill Gersh, Mort Robbins, Lee Rubinow, Julie Beeman, Sidney Segal, Charley Frischer, Sam Engelman, Milton Kapech, Charles Levine, Sol Karp, Al Bloom, Harold Levine, Charley Sachs, George Briggs, Harry Wasserman, Frank Dandio, DeWitt Eaton, Joe Fishman, Jim Hicks, Meyer Parkoff, Tom Burke, Dave Stern, Charley Aronson, Bill Alberg, Larry Serlin, George Ruttin, Al Botkin, Al Tuffery, Sam Karp, Sam Bernardi, Jimmy Scher, H. Levine, Maurice Amschin, Ben Levine, Ted Lifson, Carl Sandberg, Nathan B. Silverman, Jack Silver, Lou Licht, Dan Sullivan, Gustave Newumhauser, Benjamin Weisberg, Sol Karp, Robert Binois, Julius Leitcher, Julius Karp, Joseph Sussman, Dr. Joseph Huberman, Joseph Lotterman, Charley Frischel, Ted Osman, Samuel Mezanski and Bill Rabkin. A swell show was put on by George Kutting with the help of Harold Kahn.

COIN SHOTS . . .

Bill Alberg and Charley Aronson, of Brooklyn Amusement Machine Co., held their first showing of Evans' new In-the-Barrel machine this week. "Re-

sponse of ops to the game proves once more that Evans' manikin action is the answer to every coin machine problem," they stated. "We're now making deliveries. This game is sure to be the top money-maker of them all. Our territory includes all of New York and New Jersey and we feel the game merits the attention of all operators." . . . Bill Rabkin, of International Mutoscope Reel, is forgetting about vacation plans this summer. "Too busy," he says. "Keeping production at top speed on our Sky Fighter, Photomatic and other equipment in our factory, as well as keeping an eye on our operations at the World's Fair, is all I'll have time for this summer." . . . Jim Stewart and Jules Levy, of Stewart Sales Machines Co., claim they are moving ahead slowly but surely. "We'll soon be ready for our opening announcement," they say.

JERSEY JOTTINGS . . .

Plenty happening at the Newark offices of George Ponser Co. these days, according to reports. "With Daval's American Eagle and Chicago Coin's Polo on hand, ops are thronging our offices," Irv Morris reports. . . . Barney Sugarman, of Royal Sales, says he was getting ready to close up shop one night last week when a long-distance call came in from Jacksonville, Fla. "It was the biggest order of the month," Sugy stated. . . . Jack Kay, of Ace, says he's doing a bang-up job with Genco's Formation. Irv Orenstein, of Hercules, also reports plenty of action.

MEN AND MACHINES . . .

Over at Allied Wholesaling, Tony Gasparro is proudly displaying Exhibit's new game, Lone Star. "The rotating value changer featured on the game is what's making it such a hit," he explains. "This feature is one of the most interesting to be installed on a game." . . . Jimmy Commonwealth and Nick Barra, officials of Commonwealth Remodeling & Phonograph Co., held open house at their headquarters Friday and Saturday of last week. Lots of the town's phono ops were on hand to view the firm's new Marlbite remodeling process. . . . Plenty of phone calls are being made between the Modern Vending offices here and the Jennings factory in Chicago. Nat Cohn's on the wire every day, he reports, trying to get more Roll-in-the-Barrels to meet the demands of ops here. "What a game," Nat says. . . . Bert Lane, of Seaboard Sales, reports that a survey of pin game ops here reveals that they use a large amount of Genco games. "What's more," Bert maintains, "trade-in prices of Genco

games are always high."

FAST FLASHES . . .

Al Botkin, of Brooklyn, admits he's pretty good at dancing the rumba but maintains that Bob Petrocone, of Royale Automatic Music, is better. This is the first time Beau Brummell Al has ever been known to bow to anyone when it came to dancing. . . . Mike Munves continues to be one of the busiest jobbers in the East. . . . Earle Backe, of National Novelty Co., reports he's getting more customers every day. "We believe we've one of the largest national followings of any distrib in the East," he says. . . . Hymie Budin is going to town with Stoner's Rotation. He says it's going to last and last for the boys. . . . Dave Simon is trying with might and main to find some way of adding a few more hours to the day to take care of the requests for those Keeney wall boxes and machine guns. . . . Over at Savoy Vending in Brooklyn, Al Simon and Jack Semel report ops are taking to Chicago Coin's Polo in a big way. "It shows coinmen really welcome a machine that's different," they say. . . . Lucille Bonomo, switchboard operator at East Coast Phono, is a relative of Joe Bonomo, movie strong man of a few years ago. . . . Sally Lazar, one of the Ponser office girls, is reported making goo-goo eyes at one of the boys. . . . Recent illness of his baby daughter had Benny Gruber plenty worried. Baby is okeh, but Benny now has a bad cold.

OFF THE CUFF . . .

Charley Lichtman is back in action again at Roxy Sales Co. He says he's feeling like a million now that he's doing what he's always wanted to do. . . . From Philly comes word that Al Rodstein, of Arco, is doing a big business with reconditioned equipment. . . . Joe Ash, of Active Amusement, leaves the office early as possible these days to get home to his two sons. . . . From Roy McGinnis, of Baltimore, comes the statement that the only worry his firm has right now is getting faster deliveries on Keeney's Wall Boxes.

CMA NOTES . . .

Sol Kesselman, counsel for the New Jersey Cigaret Merchandisers' Association, was honored with a bachelor dinner at the Cadillac Restaurant, Newark, recently. Sol marries Bernice Miller July 7. . . . New York CMA members are making plans for vacations—if and when. Sam Yolen plans to spend his two weeks aboard his boat. Bob Hawthorne is planning a stay in the Poconos, as is Jack Bloom. Lou Schwartz is going to the Catskills, and Connecticut and Pennsylvania are the goals of Ray Harrison and Harry Kolody, respectively. Aaron Gosch is looking over Wisconsin literature. July 11 is last meeting of the New York CMA until August 15.

Short Editorials For More Readers

To the Editor:

Without a doubt your editorial called "Two Things" is excellent. However, I am afraid that your message will reach too few and for that reason my criticism is two-fold.

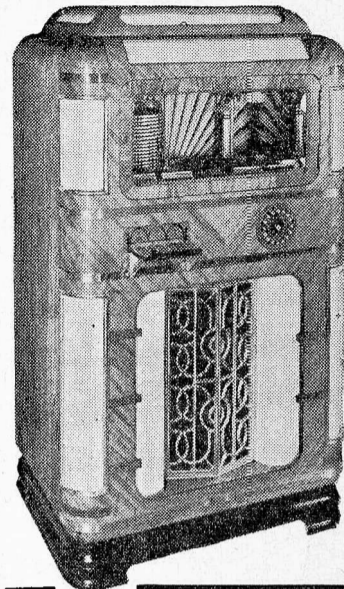
First, length of the article; second, there are very few operators in our field who will take time to look in the editorial section.

Why not change with the times and occasionally, especially when an article is as excellent as this one, put it in the middle of the amusement section and



AN ANNUAL EVENT IN BUFFALO, the Restaurant and Culinary Exhibition attracts 40,000 people. At last exhibition it is said that no exhibit attracted more attention and favorable comment than that of the Rudolph Wurlitzer Co., shown above.

FOLLOW THE LEADER
REMODEL WITH
ACME QUALITY PARTS
(ONE LOW, ECONOMY PRICE TO ALL)



WE'RE DISTRIBUTING
HOMER E. CAPEHART'S
'HEADS-UP-SELECTOR'
FOR 412-616 AND 24 MODELS

Complete Sets of Parts To Remodel

WURLITZER 616, \$16.80

(Dome \$7.25 Extra)

WURLITZER 24, \$17.20

(Dome \$7.25 Extra) (Base \$6.80 Extra)

WURLITZER 412, \$13.60

SEEBURG REX, \$22.95

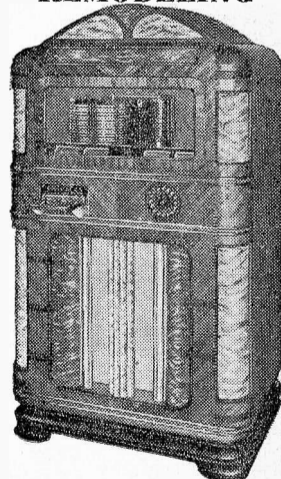
WRITE TODAY for Circulars and Prices
of Newly Remodeled Phonographs!!

1/3 With All Orders, Balance C. O. D.

ACME SALES CO.

1775 Coney Island Ave., Brooklyn, N. Y.
625 Tenth Avenue, New York City
180 Brighton Avenue, Boston, Mass.

NEW MARBLITE
REMODELING



New! Different! The Remodeling that has made a hit with all the Phonograph Operators! New Round Marlbite Dome! New Marlbite Grill! 1/4" thick Genuine Marlbite! New Dress Up Bands! The Most Handsome Remodeling Job ever done!

WURLITZER 616

Completely remodeled, with dome

(for sale) \$90.00

Completely remodeled, with dome . . . 32.00

WURLITZER 412

Completely remodeled (for sale) . . . \$50.00

1/3 deposit with all orders, balance C. O. D.

"Write for price list on parts"

COMMONWEALTH

553 W. 34th St., New York City

Bryant-9-0074

condense it to about two paragraphs, if possible, and use the entire page.

I hope this constructive criticism is taken in the spirit in which it is given.

IRVIN I. FREEDMAN.

Automatic Merchandising Co.,
Harrisburg, Pa.

Exclusive
SEEBURG FEATURES
WIN UNANIMOUS
PLAYER AND LOCATION
APPROVAL!



SEEBURG'S WIRELESS WALL-O-MATIC

NOW IN ITS 3rd YEAR OF SUCCESSFUL OPERATION ON BAR, WALL AND COUNTER!

*Eliminates purchase
of Special Equipment!*



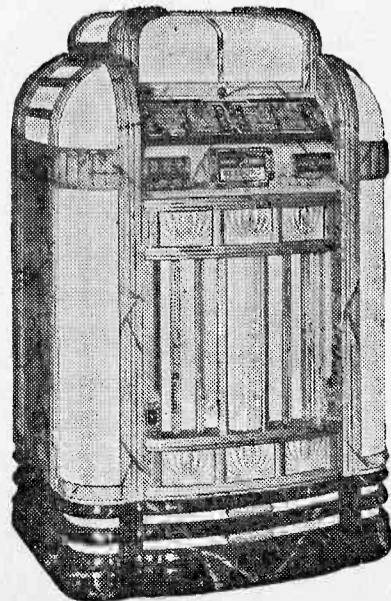
THE ONLY 20 RECORD WIRELESS
REMOTE SELECTOR WITH NUMBERED
PUSH BUTTONS BESIDE THE TITLE STRIP!

*No dials to turn!
No confusing numbers to remember!*

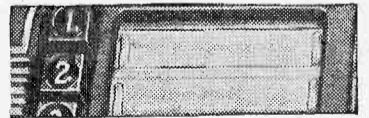


USES AN
ABSOLUTE
MINIMUM OF
BAR SPACE!

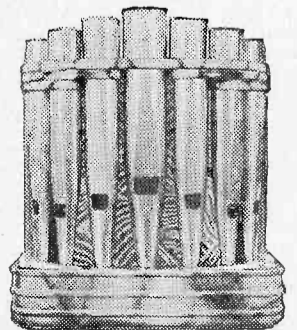
The SEEBURG MUSIC SYSTEM
with WIRELESS REMOTE CONTROL
earns up to 600% more!



Seeburg Electric Selection COLONEL 20 Records—Electric Selection



Seeburg Electric Selection features numbered push buttons directly beside title strips—makes selection easy, eliminates confusion! A Seeburg "First"!



Seeburg Deluxe Wireless SpeakOrgan

J.P. **Seeburg**
CORPORATION
1500 DAYTON STREET • CHICAGO

NO WIRES! NO CABLES! JUST PLUG IN!

PROFITS SOAR SKY HIGH as players

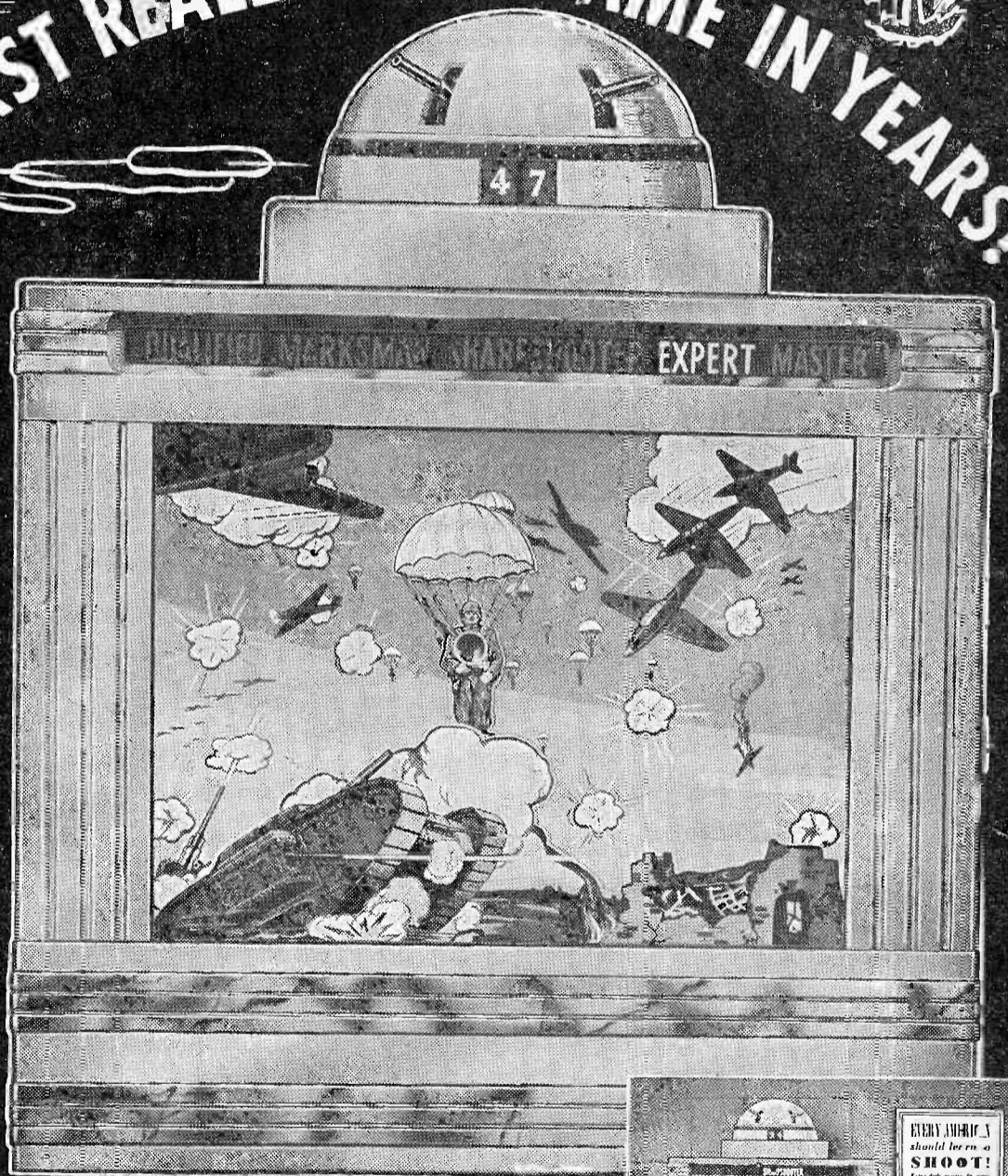
Shoot the Chutes

SEEBURG RAY-O-LITE RIFLE RANGE

THE FIRST REALLY NEW GAME IN YEARS!

The Biggest Profit Bombardment In Years!

Headlines come to thrilling life as Parachutists drop from the sky, bombs burst in air and shells explode on the colorful field of realistic war action! Players shoot for high "ratings"—receive "Master" rating for 50 or more consecutive hits! Safe, amusing Ray-O-Lite Rifle Range practice attracts young and old—creates constant, profitable location action!



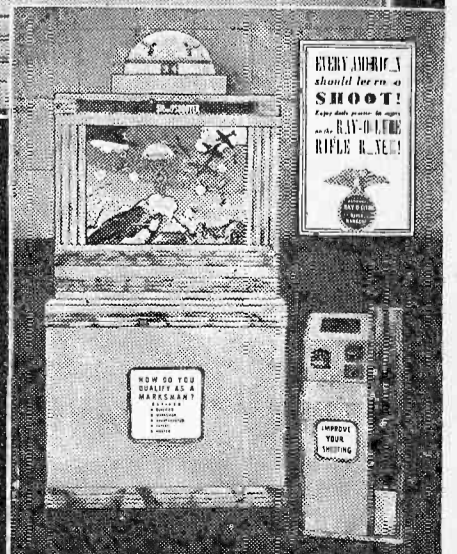
Operators!
CAPITALIZE ON NATIONAL
DEFENSE PROGRAM PUBLICITY

Cash In Now
with Seeburg's
SHOOT the 'CHUTES!

Your Seeburg Distributor is
making immediate deliveries!

 
Seeburg
CORPORATION

1500 DAYTON STREET • CHICAGO



EVERY AMERICAN
should be a
SHOOT!
RAY-O-LITE
RIFLE RANGE

HOW DO YOU
QUALIFY AS A
MARKSMAN?

IMPROVE
YOUR
SHOOTING



BABY GRAND
Light-Up
SELECTOR

YOU'VE BEEN WAITING FOR!

Beautify, Modernize and Increase Collections of Your Old Phonograph Equipment!

"BABY GRAND" NOW READY FOR 616 MODEL!

Others Ready Soon for 10, 12 and 24-Record Machines

PRICED RIGHT!

Write Quick!

INVESTIGATE AT ONCE FOR TERRITORY

BAKER NOVELTY COMPANY INC.
 2626-32 Washington Boul. Chicago

WURLITZER 600	\$149.50	ROCK-OLA 20 In Special Marbelite Cabinet. Not a Rebuilt.	\$79.50
All Models—Used Phonographs—Always on Hand at Unusual Bargain Prices. Write!			
EAST COAST PHONOGRAPH DIST.			
455 WEST 45TH ST.		NEW YORK CITY	

Lynch Commends New Jennings Game

DALLAS, July 6.—“With a single word which we believe describes the situation perfectly we wired the O. D. Jennings & Co. factory in Chicago our opinion regarding the new game Roll-in-the-Barrel; that word was ‘Congratulations,’” declares S. H. Lynch, of the Electro-Ball Co.

After sending the wire, Electro-Ball Co. phoned long distance to the Chicago factory and demanded that a large number of the games be shipped to it for immediate placement in Texas, it is reported.

“These are the first orders we have taken,” the firm informed the factory, “on showing of the sample machine you shipped to us. Once again ‘congratulations’ on the greatest machine of all time.”

The Electro-Ball Co. reports that it will handle the distribution thruout the Southwest and will appoint distributors and jobbers for Roll-in-the-Barrel games. “The unique legal action of the machine, eliminating the bumper, the plunger and the kicker, is bound to bring about one of the longest and most profitable runs that any machine has ever enjoyed in the Southwest,” Electro-Ball officials say.

Modern Busy With Roll-in-the-Barrel

NEW YORK, July 6.—“We were actually deluged with telegrams and phone calls the first day that the announcement of Roll-in-the-Barrel appeared in *The Billboard*,” reports Modern Vending

Co., New York.

“We’ve never before experienced anything like it,” said official Nat Cohn. “We received phone calls from leading distributors from the entire Eastern Seaboard. In every case the demand has been for instant delivery.”

“Everyone is tremendously impressed with Roll-in-the-Barrel. As one of our leading distributors said, ‘This game is going to lead the field for one thing alone—that it has no kickers, no plunger, no bumpers.’”

“Irv Sommer left this morning and is motoring to our Florida offices. He will

Canucks Form Music Assn.

Act to assure operators continued profits — tell urgent need

TORONTO, July 6.—Operators here, considering the many new aspects of the phonograph operating field, have begun the formation of a new association, it was announced this week. The group will be known as the Ontario Amusement Machine Protective Association. Officers are expected to be elected within the next week or two. Association is sponsored by some of the largest operators in the province.

Business on the whole has been on the upswing, but costs too have also gone up. An additional 25 per cent war tax was added on July 1 on new equipment being brought in. Many of the operators realize now that more of the revenue must go to the operator for replacements, etc. It is felt that this can only be brought about by an effective organization and the establishment of a code of ethics.

In the past there have been several attempts to form an association, only to fail by the wayside.

Up Production On Liberty Bell

CHICAGO, July 6.—“Response of distributors to the introduction of Groetchen’s Liberty Bell has been so overwhelming that we have had to revise our production schedule and cancel employee vacations already planned,” report officials of the Groetchen Tool Co.

“We released Liberty at exactly the right time,” say Groetchen officials, “when the influx of tourists and travelers brings added cash into resort communities. As a result, cash collections on Liberty token payout bells have soared to new heights.”

“The nickel-play model of Liberty is getting wonderful response, because it offers to players awards as high as 250 free plays, with smaller winners occurring at frequent intervals to keep player interest at highest pitch. Operators who have enjoyed such a splendid income thruout the winter and spring on our Imps are now eagerly buying Liberty Bells because they know that the sure way to profits is to concentrate on Groetchen’s proven winners.”

stop all the way down and visit with leading distributors, jobbers and operators to tell them about Roll-in-the-Barrel,” continued Cohn.

“We’ve never before seen such enthusiasm for any machine. The fact that Roll-in-the-Barrel can be legally operated anywhere makes the game doubly valuable to every operator. Furthermore, the play action is full of suspense and has a million thrills. The constantly rolling barrel, with the special scoring system and free play awards, has won the admiration of every operator who has seen it.”

24,000
16,000
8,000
4,000
2,000

Yes, even 24,000 plays are possible with one phonograph needle, but is it advisable when such a needle quickly ruins every record it plays? 2,000 plays represent \$100.00 in revenue; 24,000 plays, \$1,200.00; but the surest way to get the \$100.00 or \$1,200.00 the fastest and with the least expense is to use only Permo Point Needles. Is it good business to attempt saving a few cents on needle cost and lose dollars in revenue because of poor tone? Permo Point Needle performance assures the best in tone quality, record life and dependability. It’s the only needle recommended by every phonograph manufacturer. Protect your business by using only Genuine Permo Point Needles.

Advertisement

WHILE THEY LAST!

ROCKOLA’S 1935.....\$17.50
 WURLITZER 412 and 312.. 22.50
 WURLITZER 616 A and 716. 49.50

ALL IN A-1 SHAPE

UNIVERSAL AUTOMATIC MUSIC CORP.

6408 Stony Island Ave., Chicago.

WANT

TWO JANETTE CONVERTERS—110 D.C. Current to 110 A.C. Current. Must have Speed Control on top of Converter for use in Gem Seeburgs. Must be cheap.

L. L. SEBRING CO.
 NORFOLK, VA.

Good Publicity

The Publicity Committee for the Coin Machine Industry Picnic to be held at the Riverview Park, Chicago, July 20, desires the names of all members of the trade in other cities who plan to attend the big event. The committee wishes to use these names for publicity beneficial to the industry. Mailing your advance registration involves no obligation of any kind.

Publicity Committee: Harry Carr, *Coin Machine Journal*; C. J. Anderson, *Coin Machine Review*; Walter W. Hurd, *The Billboard*.

To Publicity Committee
 c/o The Billboard
 54 West Randolph Street, Chicago.

I (or we) plan to attend the Industry Picnic, Chicago, July 20. Your are authorized to use my (our) names in publicity for the industry which your committee may plan.

Signed

Firm

Address

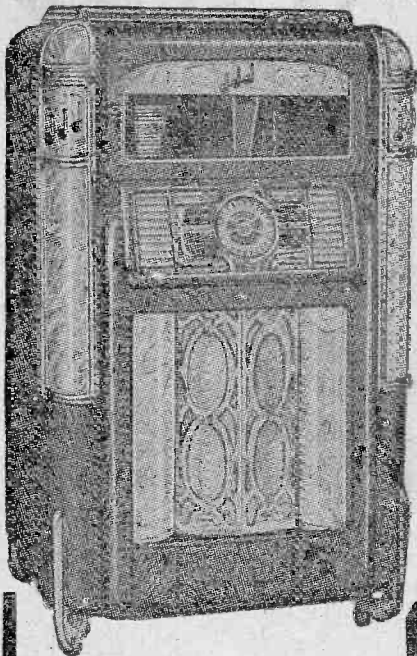
.....OperatorDistributorManufacturer

London Enthuses On Gottlieb Game

CHICAGO, July 6.—From Sam London, of the Milwaukee Coin Machine Co., Milwaukee, comes an enthusiastic report for Gottlieb’s new game, Border-Town. “The remarkable reception the trade is according the game in our territory is indicative of its worth,” he declared. “Border - Town is a great hit. It’s the kind of game they’ve been looking for, a lightning money-maker with whoopee atmosphere, thrilling action and a whole stack of new ideas and surprises for players.

“In particular, the six ways to win and the new free-play builder-upper feature, which awards players the accumulative total of free plays of each game, are proving a big success. At the rate we’re selling them, I expect Border-Town will set a record in sales in our territory.”

Modernize with
GENUINE MARBLETTE



EASY TO INSTALL—NO SAWING

Lightup Materials as Above for Wurlitzer 24, \$17.75.

All Marblette Materials for 616 Grille and Sides, \$17.75.

PHONOGRAPHS

WURLITZER 500	\$179.50
ROCK-OLA STANDARD	129.50
MONARCH (20 RECORD)	89.50
WURLITZER 618	49.50

(See Grill)

SLOTS

WATLING ROLATOP	\$14.95
(10c & 25c Play)	
CAILLE 5c, LIKE NEW	22.50
JENNINGS CHIEF (50c)	22.50

1/3 Deposit with Order, Balance C. O. D.

GERBER & GLASS

814 Diversey Blvd., CHICAGO, ILL.

Philadelphia

PHILADELPHIA, July 6.—The Philadelphia Mint closed its fiscal year June 29 with a new high record both in the number of domestic pieces coined as well as in total coinage, which includes some South and Central American countries whose metal money is coined here. This year's domestic coinage totaled 616,210,630 pieces, having an aggregate value of \$29,870,584.05. The previous high record was in the fiscal year ended June 30, 1937, when domestic coinage reached 576,567,917 pieces. The Mint's activities in this fiscal year consisted of: Half dollars, 7,470,080; quarters, 33,149,907; dimes, 67,340,543; nickels, 151,400,300, and pennies, 353,889,800.

In view of the increased activity in the motion picture industry here, so many theaters being rebuilt, remodeled and built, Berlo Vending Co. has designed a "Built In" de luxe vending machine, which is built into the theater and becomes a part of the permanent equipment.

Wilson Photo Service at near-by Norristown, Pa., has been appointed the agency in that territory for Columbia and Vocalion records.

William Granoff has opened a penny arcade, Playland, at 224 North Eighth street, outfitting it with pinball and novelty machines.

Operators don't mind this seasonal summer lull for the music machines. Since the installation of wall-boxes the remote pick-up of nickels has kept the take in locations at winter levels.

Houston

HOUSTON, July 6.—S. M. (SI) Schachter is now traveling Texas for Commercial Music Co., State distributor for Wurlitzer. He reports business good on Wurlitzer remote-control equipment.

H. J. Rettke, representative of M. A. Gerett Corp., made a business call on Houston branch of Southwestern Music Corp. last week. Southwestern Music is exclusive distributor for Miracle Point phono needles, a product of M. A. Gerett Corp.

Maurice De Olive, of Brenham, was at Stelle & Horton's last week, where he placed a good order for Rock-Ola remote-control equipment. Operator Louie Morris, of Galveston, was in the same day.

G. T. Crosby, who operates more than 50 milk vending machines in industrial Houston, has had considerable welcome trouble lately. Increased hot-weather business slipped upon him and several cash boxes overflowed to the extent that machines were put out of order. He remedied the situation by stepping up collections. Operators of cold drink and nut vending machines also reported substantial business gains in recent weeks.

During their travels George Wrenn made a careful study of key sections of Texas, summarizing the possibilities of

Boogie Woogie!

Shine to this mean riff and start tapping at the tappa in rebellious swing! This jive is cutting deep.

*** Mills Novelty Company's**

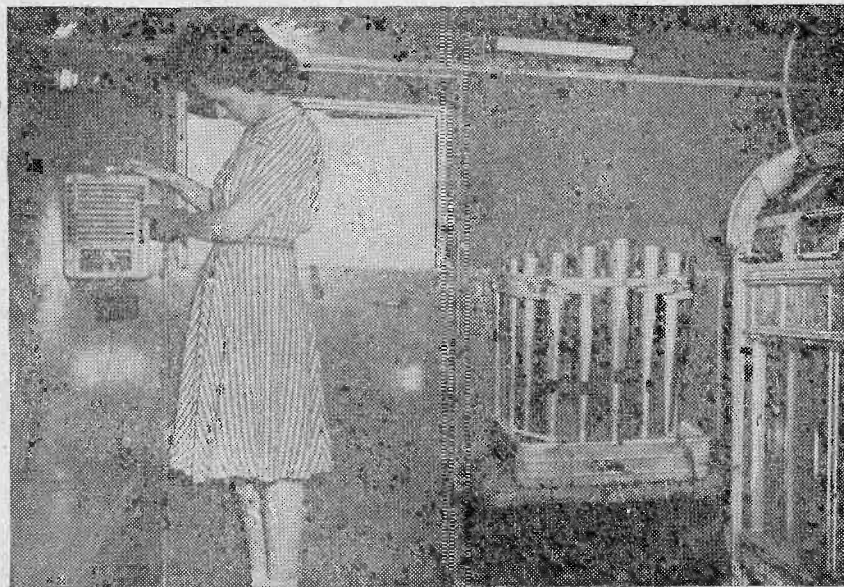
EMPRESS

"Excels in Tone!"

a new Kenney remote-control wall-box system. He reported the outlook very promising.

The Mills phonograph indoor baseball team, sponsored by Harold Daily, of South Coast Amusement Co., is now leading in one of the faster city indoor baseball leagues. Daily himself is a regular player on the team.

Reopening of Ellington Field as an air-base defense for Gulf Coast industries will also open several new locations. One million dollars will be spent immediately on the field, which will be occupied as quickly as possible by over 1,000 enlisted men, 100 officers and several hundred flying cadets. During the World War 20,000 men and 300 planes were located there.



MRS. ANDERSON A. SAGE selects a recording on the Wall-o-Matic installed in the Sage trailer in which she and Mr. Sage travel thruout the Southwest demonstrating the Seeburg Wireless Remote Control Music Systems.

A Natural!

THE ONLY
MOVIE-MUSIC
MACHINE with
FULL SELECTIVITY
PLUS
LOW COST * SIMPLE OPERATION

HOLD EVERYTHING until you see
VISIONTONE

WRITE • WIRE • PHONE
TONOVISION Corp. of America
1595 BROADWAY, NEW YORK
Circle 6-5676-5677-5678

THE BILLBOARD GIVES YOU THE ONLY
WEEKLY
RECORD BUYING GUIDE
READ THE BILLBOARD EVERY WEEK

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

LAST 2 WEEKS!

FREE WALL BOX DEAL!

PHONE! WRITE! WIRE!

George Ponser

P. S. (This applies only to operators in our territory.)

MASTERCRAFT PADDED COVERS
For Automatic Coin Phonographs

For Every Make and Size Machine
No. 4 Adjustable Pad—Accommodates all makes and sizes, \$10.25 each
No. 30 Adjustable Carrying Harness—Accommodates all makes and sizes, \$6.25 each
6" Carrying Strap... 1.75 each

Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproofed. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO.
Ino. 1921.
3816-3825 Cortland St., CHICAGO, ILL.



Liquor Industry Strong on Public Relations Plans

CHICAGO, July 6.—Public relations has been one of the outstanding efforts on the part of liquor distillers and beer brewers. Countless advertisements have been bought in newspapers and magazines telling of the magnitude of the industry, its benefits to the country and of the moneys diverted to the government in taxes.

One of the latest of these advertising promotions to inform the public of the industry's standing has been undertaken by Calvert Distillers Corp. in a series of statements by the president of the firm.

Typical was the headline, "A Billion-Dollar Pay Roll." Ad copy went on to tell of the need in 1933, at the bottom of the depression, for some new industry which would generate a flow of money throught the country. Repeal put in motion an endless chain of business revival, it was declared.

"And now, in the seventh year of repeal, how has our country benefited?" asks Calvert. The answer: "Measured in money alone . . . \$5,269,000,000 paid in taxes; two-thirds to the federal government and one-third to State and local governments. Next to income taxes, the alcoholic beverage furnishes the largest source of income to the government. In 1939 public revenues from this source were slightly over \$1,000,000,000 or \$2,739,000 a day. These moneys are building schools, hospitals and other public improvements, aiding in health programs, the poor, the sick and the aged.

"Employment is given to 1,229,500 persons who receive annually wages aggregating \$1,125,645,000. American farmers have sold 480,000,000 bushels of corn, rye and malt, amounting to the sum of \$300,000,000. Repeal stimulated cooperage, bottle making, printing of labels and cartons, manufacturing of machinery, automobiles, bar equipment furniture, tableware . . . scores of industries have felt the beneficial effect of this new industry.

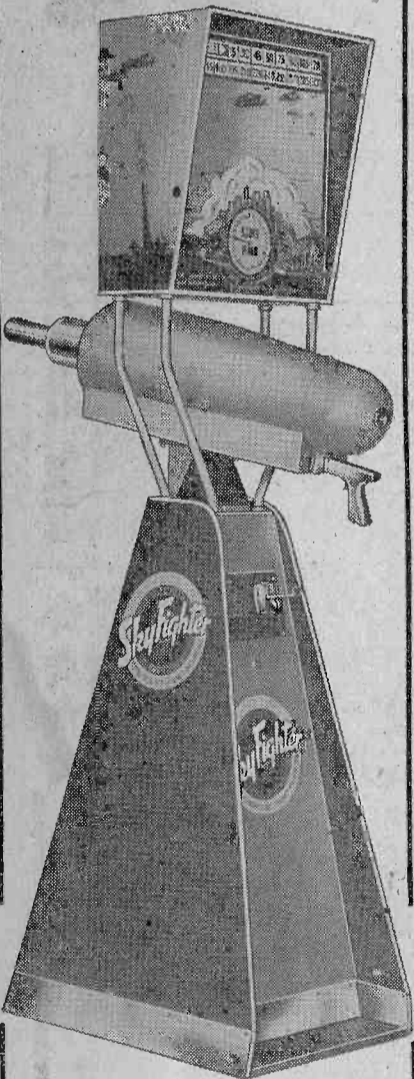
" . . . hotels and restaurants were saved from impending bankruptcy and finally America now has the finest distilleries in the world."

Calvert ended the ad saying: "If our effort helps to gain a greater measure of public good will, if it gives the public a better concept and clearer understanding of our industry, then our contribution will have served its purpose."

Chicago Coin Gets Plaudits on Game

CHICAGO, July 6.—From Sam Gensburg and Sam Wolberg comes news that Chicago Coin Machine Co. distributors have been writing the main office all week, congratulating these officials on the release of the new ChiCoin Polo. They quote H. Rothstein, head of Ban-

GOING UP!
SKY FIGHTER
TRADE MARK
PROFITS ARE ZOOMING!



... BECAUSE IT'S TIMELY, THRILLING AND THE ONLY ANTI-AIRCRAFT MACHINE GUN THAT GIVES

300 SHOTS IN 30 BREATHLESS SECONDS

INTERNATIONAL MUTOSCOPE REEL CO., INC.

44-01 11th St.
Long Island City, New York

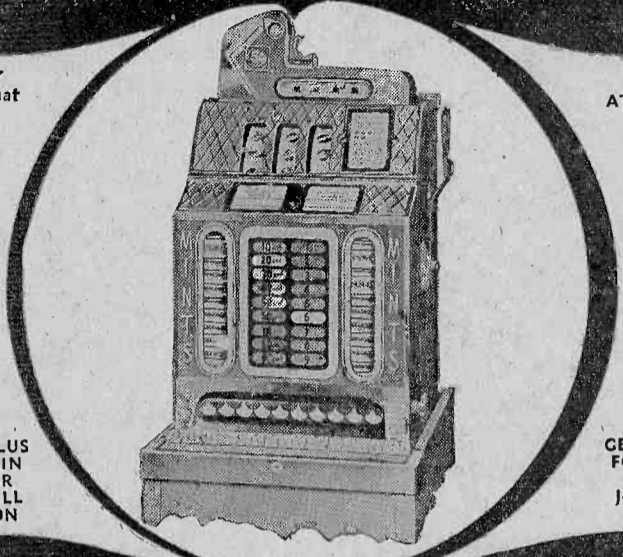
★ MILLS ★ FREE PLAY MINT VENDER OPENS A NEW PROFIT ERA FOR OPERATORS!

BUILT BY MILLS — that means it's PERFECT!

BELL MACHINE — NO PAY-OUT — AWARDS MADE IN FREE PLAYS

VENDS ROLL OF MINTS FOR EACH COIN PLAYED

SLUG REJECTION PLUS ESCALATOR ASSURES FULL PROTECTION



MOST ATTRACTIVE OF THEM ALL!

FAMOUS MILLS BELL MECHANISM THAT REALLY STANDS UP!

FIT FOR ALL TERRITORIES!

GET FULL INFORMATION FROM Joe Calcutt TODAY!

ALREADY APPROVED BY THE HIGH COURTS OF ONE OF OUR LARGEST STATES!



HURRY! WRITE JOE CALCUTT FOR DETAILS!!

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET FAYETTEVILLE, N.C. Cable Address: C.V. MSLYTS

ner Specialty Co. in Philadelphia, as saying: "Operators in our territory are wild about Polo. They welcome the opportunity of offering their locations something new . . . something different.

"This they realize they can do with Polo and are acting quickly to take advantage of this opportunity before these new machines are on other locations. Operators who buy from us have ordered Polos in very large quantities. This is not unusual in view of the fact that the machine is made by Chicago Coin.

"Ordinarily operators wait till after they've placed a few new machines on locations before they begin heavy ordering. Not so with Polo. Operators have expressed the confidence that Polo will earn such big profits that it would be a mistake not to order in large volume immediately."

Will Buy for Cash
100 EVANS TEN STRIKE. Each...\$50.00
BALLY LUCKY STRIKE BOWLING. Each\$20.00
GERBER & GLASS

914 DIVERSEY, CHICAGO, ILL.

RECONDITIONED SLOTS

- | | |
|--------------------------------|----------------------------|
| JENNINGS: | |
| Chiefs 5c, 25c | \$35.00 |
| Chief Gold Award 10c | 35.00 |
| Club Special | 50.00 |
| FACE: | |
| Kitty 5c, 10c | \$40.00 |
| Comet 5c, 10c | 25.00 |
| All Star 5c, 10c | 30.00 |
| All Star Gold Award 5c, 10c | 30.00 |
| MILLS: | |
| Q.T. Slug Relector 1c, 5c, 10c | \$35.00 |
| Q.T. Old Style 5c | 30.00 |
| Blue Front Single Jackpot 5c | 40.00 |
| Gold Award | 35.00 |
| Bonus 5c | 60.00 |
| Groetchen Columbia | 35.00 |
| 1/3 Dep. With Order | * Write for Complete List. |

Automatic Coin Machine Corporation
340 Chestnut St., SPRINGFIELD, MASS.



OPERATOR OLIVER WILLIAMS, of Egg Harbor, Wis., was a recent visitor to the Mills Novelty Co.'s Chicago showroom. It is reported that Williams thoroly approved Mills' 4 Bells, which he is shown inspecting.



LIBERTY TOKEN PAYOUT BELL, \$32.50
Will Allow \$5.00 In Trade on Your Old Counter Game.

O'BRIEN

89 THAMES ST., NEWPORT, R. I.

ALLIED BARGAINS

FREE PLAY GAMES

Gottlieb Bowling Alley . \$47.50	Fantasy . . . \$32.50
Red Hot . . . 64.50	5th Inning . . 24.50
Conquest . . . 32.50	Trumph . . . 54.50
Bally Beauty 62.50	Contact . . . 24.50
Dbl. Feature 24.50	Headliner . . 29.50
Stop & Go . . 19.50	Follies . . . 47.50
Mills 1-2-3 . . 67.50	Big Town . . . 49.50
Supercharger 39.50	Score Card . . 49.50
Super Six . . . 44.50	Champion . . . 36.50
Rink 19.50	Bright Spot. 62.50

AUTOMATIC PAYTABLES

Sport Page . \$59.50	Klondike . . \$27.50
Hawthorne . . 28.50	Hey Day . . . 28.50
Prakness . . . 17.50	Grandstand. 82.50
Dead Heat (2 J.P.'s) . . . 65.00	Derby Time (6-Coin Multl.) 42.50

PHONOGRAPHS

Wurlitzer 412 \$ 36.50
Wurlitzer 616 59.50
Wurlitzer 600 159.50
Wurlitzer Counter Model 61 89.50
Rockola Standard 1939 152.50
Rockola 1939 Deluxe 159.50
Seeburg Royale 20 Record 92.50
Seeburg Regal 20 Record 139.50
Seeburg Rex 20 Record 82.50

LEGAL EQUIPMENT

ABT Target Model F \$12.50
Evans Ten Strike 92.50
"Chicken Sam" Rayolite 37.50
Seeburg Rayolite 56.50
Gottlieb 3-Way Gripper 8.50
Tom Mix Rifle 42.50

Allied
NOVELTY COMPANY
Phone: Capitol 4747
8520 W. FULLERTON AVE., CHICAGO

Evans Releases In-the-Barrel

CHICAGO, July 6.—Coin machine history is repeating itself, say officers of H. C. Evans & Co., as their company launched what they call the greatest 100 per cent legal game since Ten Strike.

Called In-the-Barrel, the new game combines features that made Ten Strike a great success and then tops it all with new ideas that are said to blast old notions of a game's appeal, they declare. Revolving barrels form the high-point targets, while half-barrels below may still be made by balls that miss the revolving barrels. The action is entirely automatic.

The straight-shooting, shock-proof, fully controlled manikin that hurls the shots, as well as the ball return and ball lift, are the Evans features so highly acclaimed in Ten Strike. Nine balls are offered for 5 cents and the play is described as fast and fascinating. Two models are offered, free play and regular. "In-the-Barrel brings to players another science and skill hit that gives them the excitement they crave," said R. W. (Dick) Hood, president of the company, "and to operators it brings another 100 per cent legal manikin machine that promises to be even a greater success than Ten Strike. It fits perfectly into almost every type of location. The outstanding features that place it in a class by itself are its fast action, completely automatic operation, revolving barrels, the new cumulative free play and the remarkable precision mechanism. In-the-Barrel is proving that history does repeat itself, especially when you can produce games that are wanted."

Atlas Applauds Daval's New Game

CHICAGO, July 6.—Morrie and Eddle Ginsburg, of Atlas Novelty Co., Chicago, are reported to have gone strong for Daval's American Eagle, the firm's latest counter game, which they say is "the last word in counter games."

"Daval's American Eagle with its bell action, small size, free play token award, mystery award, complete payout control, beautiful design, outstanding patriotic color scheme, gum vender and every feature—hundreds of them—makes this game the last word in counter game craftsmanship," declares Morrie Ginsburg. "It's an outstanding example of the fine counter games that Daval produces."

"As a money-maker we only repeat what our customers tell us. Every operator who has called on us and has purchased Daval's American Eagle reports that it takes in more coin than any counter game they've ever operated. They also tell us that the players and the location owners believe it to be the most attractive and the most fascinating machine they've ever seen," he concluded.



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.

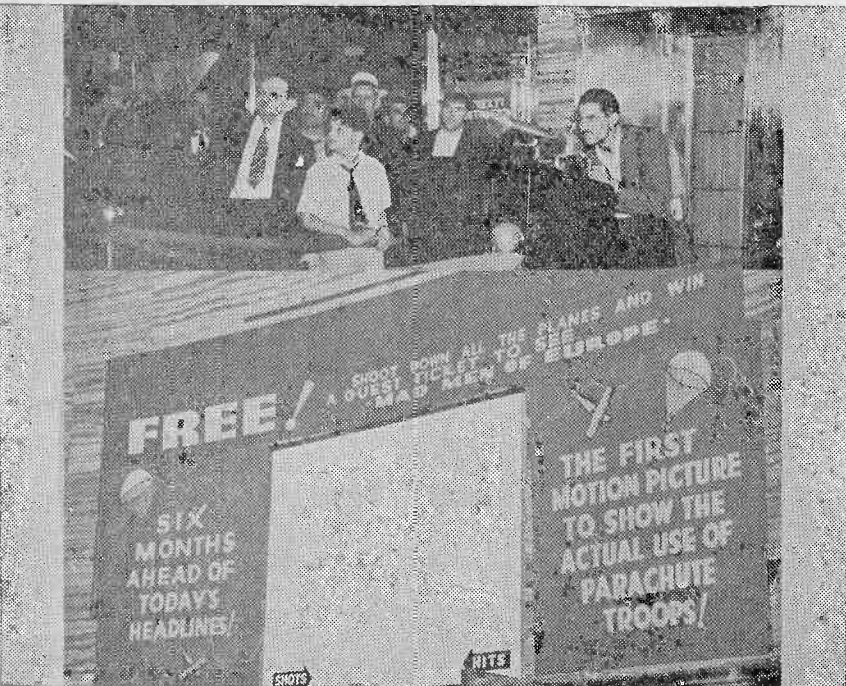
Available in straight Penny and straight Nickel Play.

See Your Nearest Jobber For Immediate Delivery On Liberty.

GROETCHEN TOOL COMPANY
130 NORTH UNION STREET CHICAGO, ILLINOIS

A BEAUTY!
★ LOW COST
★ SIMPLE OPERATION
THE ONLY
MOVIE-MUSIC MACHINE
with Full Automatic
SELECTIVITY
VISIONTONE
WATCH BILLBOARD for DEMONSTRATION

WANT
FIRST-CLASS, EXPERIENCED
MECHANIC
For Payout Tables, Consoles and Pace's Races. Give full details as to age, experience, references and salary expected.
McCALL NOVELTY CO.
3147 Locust St., ST. LOUIS, MO.



A KEENEY ANTI-AIRCRAFT GUN was used by the management of the Fox Theater, Brooklyn, as part of its lobby display featuring a picture based on a war-time theme.



Sold on 15 days' free trial. Complete satisfaction or money refunded. No ifs, ands or buts. 24-hour delivery. The kind of counter bell you have always hoped for, giving you tremendous profits on all locations. Available in straight Penny and straight Nickel Play.

\$32.50

ROY TORR
2047 A So. 68th St. Philadelphia, Pa.

IF IT'S COIN OPERATED ** WE HAVE IT ** NEW OR USED

CONSOLES	Jennings Pick-Ems . . . \$35.00	Bally Alleys \$59.50
1938 Track Times . . . \$87.50	Jennings Paddock Club . . 39.00	Casino Golf, F. S. . . . 45.00
Kentucky Clubs 49.50	Jennings Parlay Races . . . 39.00	Buckley Diggers 59.50
Red Head Track Times . . 39.50	Keeney Dark Horses . . . 22.50	Groetchen Skill Jump with Base 35.00
Tanforans 22.50	ARCADE EQUIPMENT	Blowball with Base 39.50
Jennings Derby Days . . . 22.50	Mills Motion Pic. Mach. \$89.50	Rotarys 47.50
Jenn. Derby Days, Slants 25.00	Chicken Sams with Base. 35.00	A. B. T. Targets 10.00
Paces Races 50.00	1939 Ten Strikes 95.00	Shockers 6.00

If You Don't See What You Want Listed—Write Us for Quotations.
We Represent All the Leading Manufacturers.
CLEVELAND COIN MACHINE EXCHANGE, 2021-5 PROSPECT, CLEVELAND, OHIO

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Best Buy—\$99⁵⁰!

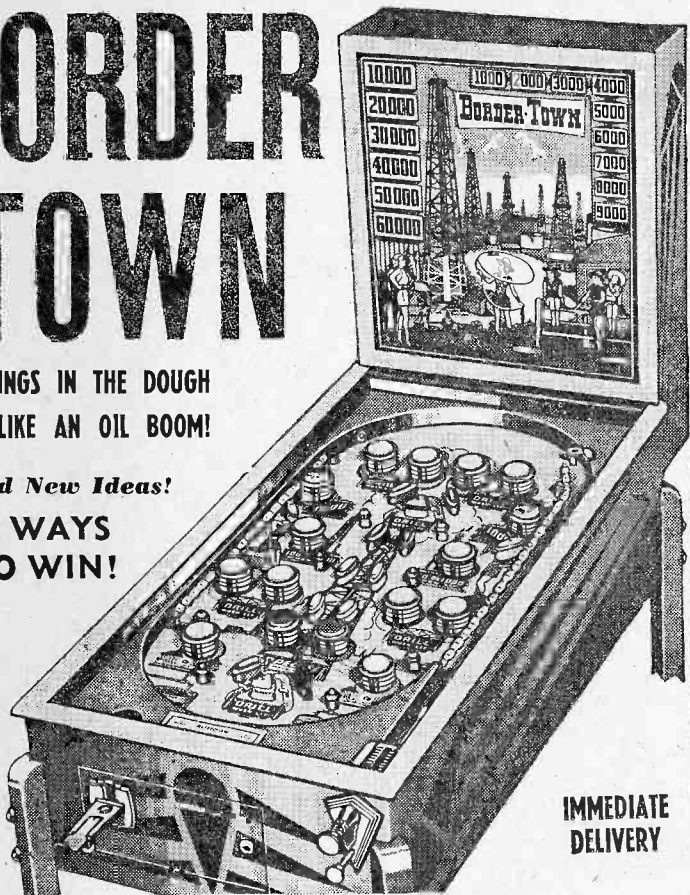
BORDER TOWN

BRINGS IN THE DOUGH
—LIKE AN OIL BOOM!

Brand New Ideas!

6 WAYS
TO WIN!

Rush
Your
Order
Today!

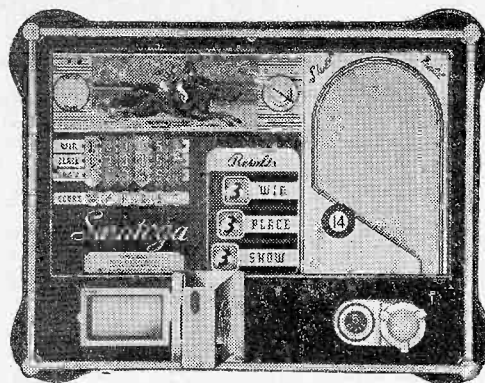


IMMEDIATE
DELIVERY

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST.,

CHICAGO



**2 For 1
FREE PLAY
OR
CASH PAYOUT**

The only console of its kind
that gives you double value.

**Pace's Free Play Saratoga Bell Console
Is Leading the Field**

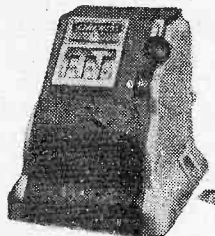
Simplified mechanism—quick and easy change over from Free Play to Automatic Payout. Skill Field ready for use if needed. Slugproof coin chute—5c, 10c, 25c. Also Paces Free Play Mint Vender Bell designed to meet with legal requirements of large Eastern State.

Write for Complete Information and Prices

PACE MFG. CO., INC.

2907 Indiana Ave.
CHICAGO, ILL.

LIBERTY TOKEN PAYOUT BELL



Buy **LIBERTY TEN AT ONE TIME**
FOR ONLY **\$275.00**

Sample Machine \$32.50

DON'T DELAY - - ORDER TODAY

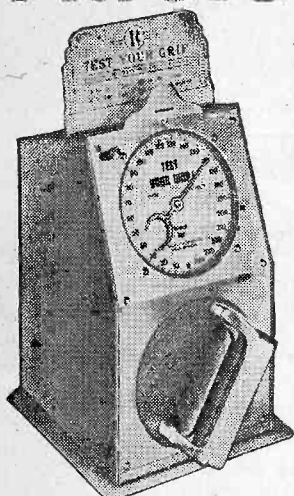
from

AMERICAN SALES & SERVICE CO.

609 17th St.

Rock Island, Ill.

**UNIVERSAL GRIP SCALE
PRICES ADVANCE!**



Owing to heavily increased costs of material and skilled labor to maintain the high quality of our product.

on and after **JULY 31, 1940,** \$12.75
Unit Price Will Be Standardized at

PRIOR TO THAT DATE—Orders will be accepted at the old price of \$9.75 or \$8.00 in lots of 10 or more, cash in full with order.

PLACE YOUR ORDER NOW! Beautiful red crackle finish—all chrome front—rotary grip handle—holds \$20.00 in pennies.

NEW IMPROVED UNIVERSAL GRIP SCALE
Pays for Itself in Less Than 30 Days, Operators Say.

Holly Manufacturing Company

2761 UNION GUARDIAN BUILDING

DETROIT, MICH.

**Distributors Laud
American Eagle**

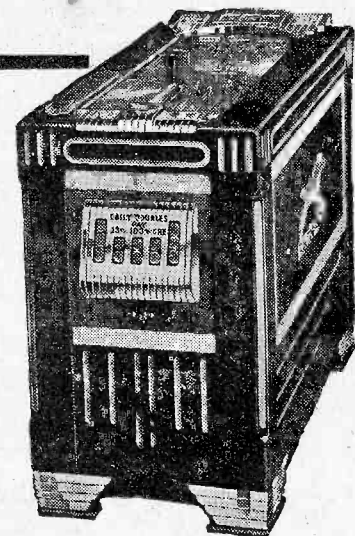
CHICAGO, July 6.—“It certainly made us feel good to hear from leading coinmen thruout the country that even the name of our newest counter game is meeting with the approval of locations everywhere,” declared Al S. Douglis, president of the Daval Co., Inc., Chicago.

“Our present hit, American Eagle, is appropriately named. It meets present conditions. Its beautiful design and attractive appearance, its patriotic colors all tend to make it welcome to the location owner and the patron.

“Si Lynch, of Electro-Ball Co., Dallas, has placed a record order for the counter game with this statement: “From the moment we received our first sample of Daval’s American Eagle we knew that it was a winner. To test our judgment, we placed it on location—the result of that is in this large order.”

“Not only Si Lynch, but Bill Cohen, of Silent Sales Co., Minneapolis, is a staunch backer of the new game,” continued Douglis. The Spinx, as Bill is known, has started to talk and what he says is: “The world’s smallest bell with free play token award and gum vender—it’s a sure bet for every operator who wants to put money in the bank every day.” Cohen is favorably disposed toward our counter game and cites the past successes in the counter game field by Daval.

“These are only two comments, but if space permitted I would continue to quote these and other comimen on their enthusiasm for American Eagle. I haven’t as yet said a word as to my own enthusiasm. It suffices to say that we are already increasing production.”



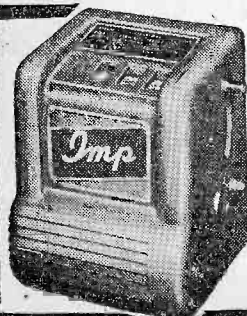
BAKER'S PACERS

Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.
2626 Washington Blvd., Chicago.



IMP

\$1250

MOST SUCCESSFUL GUM VENDER IN A DECADE.
Cigarette or Cherry Reels.

Biggest Stock in South—We Ship Same Day.
Send Your Trial Order.

H. G. PAYNE CO. 312 Broadway
NASHVILLE, TENN.

**Domestic Novelty
To New Quarters**

WASHINGTON, July 6. — Domestic Novelty Co. is planning to move to new quarters at 3340 M street, N. W., it was learned from owner James Koutsos. The new location, which will not be occupied until late August or early September, is undergoing extensive remodeling, with additional space being added to the building.

Koutsos indicated that when com-

**ATTENTION
Phonograph Operators**

Service man. Six years' experience. Capable of taking complete charge of service department, including amplifiers and remote control systems. Desires steady position. Excellent references. BOX D-84, The Billboard, Cincinnati, O.

pleted his firm would have four times the floor space now in use. His complete line of amusement machines is to be enlarged and there are indications that he is now considering other types of machines to be added to his stock.

**THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"**



Monarch

FINER EQUIPMENT



World Series \$ 44.50	Seeburg Hockey \$29.50
Seeburg Convict (Con-sole Model) 119.00	Western Baseball Deluxe (free play and payout combination) 99.50
Bally Alley 79.50	

CONSOLES		PAYOUTS	
Keeney Triple Entry \$110.00	Bally Hawthorne \$69.50	Bally Thistledown 72.50	Bally Sport Page 59.50
Keeney Red Head Track Time 39.50	Bally Gold Medal 89.50	Keeney Stepper Upper 59.50	
Jennings Padlock Club 49.50			
Keeney Kentucky Club 49.50			
Mills Rio 29.50			
Exhibit Longchamp 49.50			

COUNTER GAMES

WE CARRY A COMPLETE LINE OF NEW AND USED COUNTER GAMES. ANY QUANTITY—PRICE RIGHT.

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—Phonographs—Slots. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

TAKE IT EASY!

RELAX AND WAIT FOR



VISIONTONE

THE ONLY

MOVIE-MUSIC MACHINE with FULL SELECTIVITY

WATCH FOR DEMONSTRATION

Pool Bowling New Firm's Game

CHICAGO, July 6.—One of the largest manufacturers in Chicago this week launches its entrance into the coin machine industry with a new sport creation which it calls Pool Bowling. The game is a combination of billiards and bowling and is said to be a game requiring science and skill, even tho novices enjoy it as well. "It introduces to operators a new sport which is destined to become a favorite thruout the country," say the builders.

"Pool Bowling opens a brand-new field to all operators and heralds a new era of operating prosperity," said company executive. "For years operators have been clamoring for such a game. It is already setting amazing records in test locations of all types.

"Pool Bowling is a creative triumph of men of vision and years of experience who foresaw the tremendous future of such an absolutely legal game. It has no coin chute. There is no mechanism, no electricity, no lighting, nothing whatever to get out of order or chiselers to beat. There are no awards, no free plays, no ice of any sort. It is positively not a game of chance, therefore absolutely legal, yet its appeal to players is absolutely tops. Pool Bowling requires calculation and skill. It presents a miniature bowling alley on a small pool table. Regulation billiard balls are used and regulation billiard cues. Each shot must be banked on the opposite cushion before it enters the alley, and that's where 100 per cent science and skill are required for perfect shots.

"It is so simple anyone can play it, tho it takes practice to make high scores. Pool Bowling is fast. One to four players may play. Scoring, strikes, spares, etc., are exactly as in bowling, and regulation-type bowling score sheets are used. As all shots are made from the front of the table, the game requires no more space than the average pin game.

"Pool Bowling, with its tremendous appeal and earnings, its strict conformity to law and absolute freedom from trouble and grief, is ushering in a new phase . . . a new era the industry has so long looked forward to with great anticipation."



LIBERTY

TOKEN PAYOUT

BELL




\$32.50

A new Counter bell with popular cherry fruit symbols; paying out FREE PLAY tokens automatically. Straight penny and straight nickel play. Immediate delivery.

IDEAL NOVELTY CO.
1518 Market St., St. Louis, Mo.

..it's your break!



ROTATION

For a sure run — pick Rotation. Three big exciting ways to win (1) beat the high score, (2) contact Rotation bumpers 1 to 6 inclusive and in sequence and (3) contacting special "Spot" Bumper when lighted. Each contact lights one Rotation bumper.

And there's more. The popular odds build-up feature plus new catalin type wafer bumpers — no flutters or misses.

FREE PLAY
\$99.50
NOVELTY



Stoner Corp.
AURORA, ILLINOIS

HERE ARE THE BEST FREE PLAY BUYS!

C. O. D. \$25.00	Red Hot \$39.50
Commodore 37.50	Super 6 39.50
Triumph 42.50	Supercharger 25.00

1/3 Deposit With Order, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone: NE-8-0140



"ONE PICTURE WORTH 10,000 WORDS," according to a well-known Chinese proverb. "The picture tells the story here," declared a spokesman of Rock-Ola.



HERE'S HONEY!

DAVAL'S

AMERICAN EAGLE

10 FOR \$275

Sample \$32.50 Ball Gum Mod. \$2 Extra

SILENT SALES COMPANY
SILENT SALES BLDG., MINNEAPOLIS, MINN.



THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

★ DAVAL'S ★ AMERICAN EAGLE



THE FIRST AND ORIGINAL

WORLD'S SMALLEST BELL WITH FREE PLAY TOKEN AWARD and GUM VENDER

The most beautiful, BIG MONEYMAKER in all history! Featuring the marvelous, new MARVEL mechanism that has been acclaimed "THE WORLD'S FINEST" by leading operators from Coast to Coast! FREE PLAY mystery awards on all regular Bell combinations! Perfect check-up for operators on collections! Complete payout control! BIG, BEAUTIFULLY DISPLAYED GUM VENDER VENDS BALL OF GUM FOR EACH COIN! Free play token is greatest come-on play in history! HOLDS THEM AT THE MACHINE BY THE HOUR! Daval's AMERICAN EAGLE is the BIGGEST HIT of all time! RUSH YOUR ORDER TO YOUR JOBBER QUICK!

10 for \$275. Sample \$32.50. Ball Gum Model \$2 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO

List Coin Machines In South American Trade Guide Book

CHICAGO, July 6.—Chicago is the undisputed center of manufacture of coin-operated devices. Most of the manufacturers are represented in the Latin American Trade Guide, which the Chicago Association of Commerce began distributing to 16,000 Latin American importers, agents and trade promotion agencies early this week. The catalog has 202 pages listing wares offered to foreign purchasers by 1,100 Chicago exporters.

Coin machines are listed on page 129 of the guide under the heading of "Vending Devices—Coin Operated." The title of the catalog is Chicago-Mercado International and it is printed in Spanish. Association officials predict that the guide will sharply stimulate foreign trade.

In announcing the distribution of the publication, the association emphasized the timeliness of the mailing. "At a time when European sources of supply for importers in Latin America are practically eliminated, forcing merchants in Central and South America to turn to the United States as never before, Chicago is placing in their hands a highly comprehensive directory of our exporters, printed in their language and offering the merchandise we have available.

"This is the fourth time we have issued a directory of Chicago exports, but the first time it has ever been published entirely in the Spanish language," it was said. Chicago was said to be the only city in the country which prepares such a guide.

Fine Response on Chi Coin's Polo

CHICAGO, July 6.—Officials of the Chicago Coin Machine Co. today reported that a fine response had been received on their newest release, Polo, from coinmen the country over.

Stated Sam Gensburg and Sam Wolberg, Chicoin officials: "Coinmen in every part of the country have flooded us with messages of congratulation. We appreciate the tremendous interest they have shown in this new release and can only answer by saying we've given them what they wanted.

"Our distributors everywhere report heavy advance orders for Polo and request us to speed up production so that they can make early deliveries to operators.

"With all the new features incorporated on Polo and its consequent attraction, it probably will set new earning records. So it is very easy to see why operators want to place as many Polos as possible on location immediately. The new wider playing field, new bumpers, new ways to win and new hi-score feature, all make Polo one of the finest machines ever offered to coinmen."

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 July 13, 1940.

- 5-BALL FREE PLAY**
- 1 Bally Charms \$67.50
 - 2 Bally Champion 25.00
 - 1 Bally Vogue 32.50
 - 1 Chicago Coin Home Run 65.00
 - 3 Chicago Coin Roxy 48.00
 - 1 Chicago Coin Nippy 29.50
 - 2 Gottlieb Big Show 47.50
 - 1 Gottlieb Bowling Alley 37.50
 - 1 Keeney Super Six 49.50
 - 1 Keeney Cowboy 17.50
 - 1 Keeney Thriller 17.50
 - 1 Exhibit Short Stop 55.00
 - 1 Exhibit Jumper 32.50
 - 1 Stoner Chubbie 22.50
 - 2 Western High Flier 57.50
 - 3 Bally Gold Cup, Console 84.50
 - 2 Bally Gold Cup, Table Model 79.50

- CONSOLE & AUTOMATIC PAY**
- 2 Pace Reel Jr., Fruit Reels \$ 69.50
 - 1 Baker's Pacer Deluxe, 5c Cash 159.50
 - 1 Baker's Pacer Deluxe, 25c Cash 172.50
 - 1 Pace Races, No. 4680, 5c Cash 57.50

- LEGAL EQUIPMENT**
- 1 Evans Ten Strike \$100.00
 - 1 Exhibit Bowling Alley 49.50
 - 1 Seeburg Convict 159.50
 - 1 Exhibit Vitalizer 47.50

- COUNTER GAMES**
- 10 Columbia Bell, G.A. Rear Door Payout, Cig. Reels \$55.00
 - 1 Red, White & Blue Target 15.00

Write us for your price on any new machine that has been released by the respective manufacturer. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.
00 BROAD ST., RICHMOND, VA.
Day Phone 3-4511 - Night Phone 5-5328.

"BALLY'S

SUMMER SHOW
SHOWED ME WHY

IT PAYS TO

TIE UP

WITH "BALLY"

LOU BERMAN

L. BERMAN & CO.

112-114 Northwest 1st Street,
EVANSVILLE, IND.



LIBERTY TOKEN PAYOUT BELL



Write, 'phone or wire your order for Groetchen's latest Token payout Bell. Fruit symbols; pays out FREE PLAY tokens on customary combinations.

**Roanoke Vending
Machine Exchange, Inc.**
533 Center Ave., N. W., Roanoke, Va.

WONDER 3 BAR JACKPOT

OVER 100 WINNERS
\$2500 JACKPOT

50	50	50	50
40	40	40	40
30	30	30	30
20	20	20	20
15	15	15	15
10	10	10	10
5	5	5	5

JACKPOT PAYS
\$2500
\$500
\$250
\$100
\$50
\$25
\$10
\$5

LAST BALL ON BOARD RECEIVES ONE PUNCH IN JACKPOT

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.



THE WALL-O-MATIC, part of the Seeburg Wireless remote control music system, is examined by Dick Jurgens, orchestra leader, as he selects one of his latest recordings.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

Rock-Ola De Luxe \$189.50	Bally Alleys, Late Model \$ 59.50
Rock-Ola Standards 159.50	Seeburg Chicken Sams (with base) 85.00
Seeburg Regals 149.50	Evans Ten Strikes, 1939 Models 89.50
Seeburg Rexes 79.50	Exhibit's Vitalizers 49.50
Rock-Ola Monarchs 99.50	Rock-Ola Ten Pins, 1939 Models 110.00
Rock-Ola Windors 89.50	Bally Bull's Eyes 89.50

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WIS.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

Free Plays

Bally's TRIUMPH
Bally's CHEVRON
Keeney's THRILLER
Keeney's BIG SIX
Keeney's SUPER SIX
Keeney's Supercharger
Genco's FOLLIES
Genco's MR. CHIPS
Genco's BLONDIE
Chicago's SCOMMODORE
Chicago's BIG SHOW
Chicago's SCORECARD
Stoner's BRITE SPOT
WRITE FOR NEW
LOW PRICES!

2200
NORTH
WESTERN

is the famous address
coinmen the world over
associate with FRIEND-
LY PERSONAL SERV-
ICE and the largest
selection of perfectly
rebuilt machines avail-
able anywhere!

Specials!

BALLY'S DANDY, Free
Play, Brand New \$24.50
MILLS 1-2-3, Free Play,
Animal Symbols 67.50
WURLITZER'S 600-A,
Slug Proof 157.50
WURLITZER'S 500, Key-
board 179.50
WURLITZER'S 61, 1939
Counter Model 91.50
EVANS TEN STRIKE ... 97.50

RECONDITIONED
REFINISHED

Phonographs

GUARANTEED PERFECT
PRICED FOR QUICK ACTION

SEEBURG
MODEL A — 12 Records \$ 29.50
MODEL B — 12 Records 32.50
K-20 — 20 Records 79.50
REX — 20 Records 84.50
ROYALE — 20 Records 94.50
GEM (1938) — 20 Records 127.50
REGAL — 20 Records 149.50
CASINO (1939) — 20 Records .. 149.50
PLAZA (1939) — 20 Records .. 154.50

WURLITZER
P-30 — 12 Records \$ 24.50
P-12 — 12 Records 32.50
312 — 12 Records 37.50
412 — 12 Records 39.50
616 — 16 Records 64.50
716 — 16 Records 61.50
24 — 24 Records 109.50
ROCKOLA
LUXURY LIGHTUP \$164.50
MILLS
DANCEMASTER — 12 Records .. \$17.50

1/3 Deposit, Balance C. O. D.

Illuminated Grills, \$9.50.
Title Strips, 40c Per 2,000.

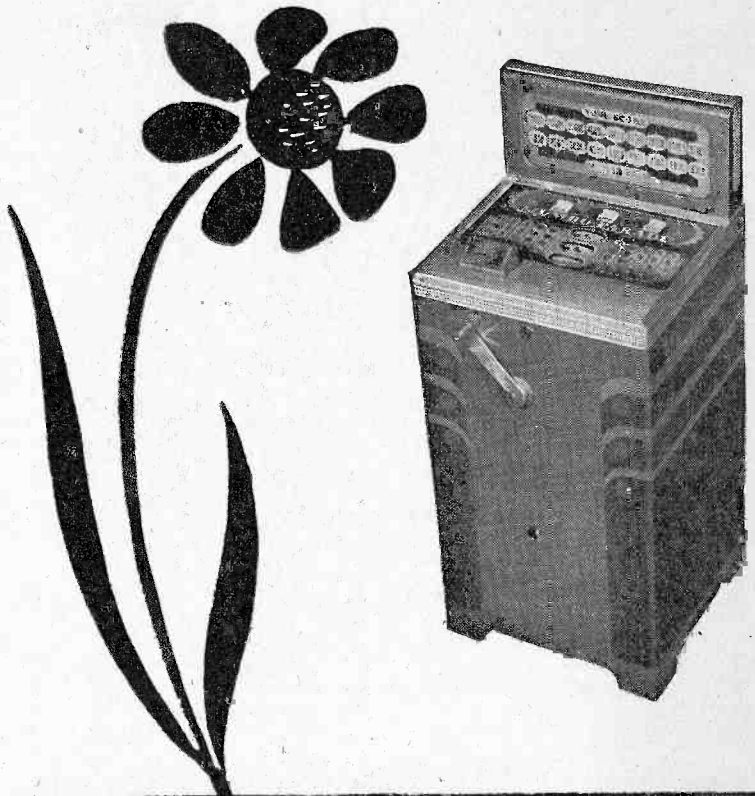
Write today for complete list of reconditioned bargains! Hundreds of FREE PLAYS,
PAYTABLES, CONSOLES, SLOTS, COUNTER GAMES and PHONOGRAPHS! Guaranteed
mechanically perfect, refinished like new!

ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. Western Ave., Chicago — America's Largest Distributor

ASSOC. • ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT
OFFICES • ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH



HORSE SENSE!
Can you afford to take a
chance on any machine
that doesn't offer FULL SELECTIVITY
... along with Low Price, Simple
Operation, and Eye Appeal? Hold
Everything until you've seen the
Movie-Music Machine Marvel. . . .
VISIONTONE
WATCH BILLBOARD for
DEMONSTRATION DATES
WRITE • WIRE • PHONE
TONOVISION Corp. of America
1595 BROADWAY, NEW YORK
Circle 6-6676-6677-6678

Metal Typers
For Army Camps

CHICAGO, July 6.—"In analyzing our
shipments of Metal Typers and aluminum
medals," state Groetchen officials, "we
have become aware of an increasing
trend on part of operators to place
these Metal Typers near army camps,
National Guard armories and similar
places.

"Metal Typers get a substantial play
in those places, especially in the Cit-
izens' Military Training Camps, which
have a more or less transient group of
soldiers receiving military training.

"Of course, amusement parks, penny
arcades and bathing beaches rank first
in popularity for placement of Metal
Typers. It is surprising the number of
medals they use during the summer.

"A new stunt for using these medals
has come to light recently. It seems
that in a Western college community
the co-eds started wearing bracelets
made up from these aluminum medals,
each one being imprinted with a dif-
ferent message or funny saying from
their various boy friends.

"This fad, once having gotten
started, is spreading rapidly and we are
encouraging our customers to give im-
petus to such novel ideas which add so
greatly to the income of Metal Typers."

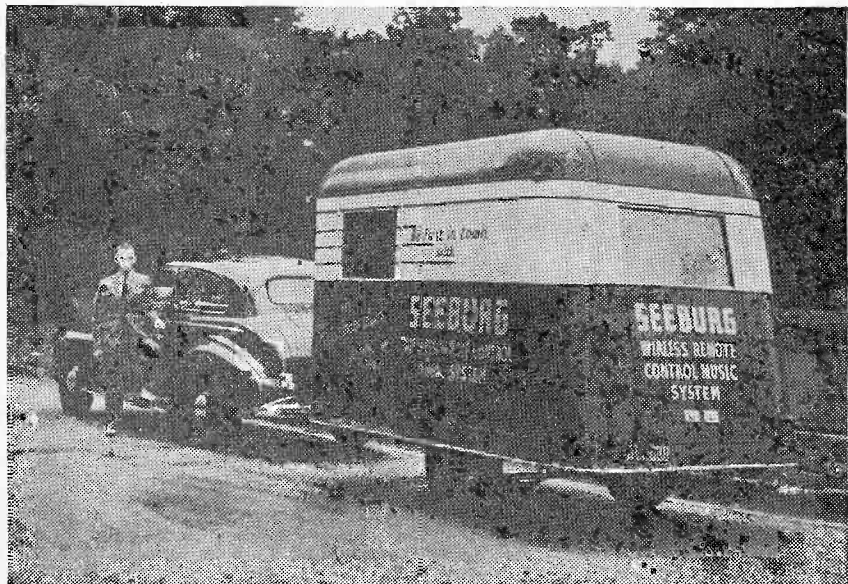
MILLS

PHONOGRAPHS
CONSOLES
BELLS
TABLES

Distributor

KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts., Philadelphia, Pa.



ANDERSON A. SAGE, Houston (Tex.) salesman for Electro-Ball Co., Inc.,
demonstrates the Seeburg wireless remote control music system to locations
with the trailer above. He reports that it is of great aid in helping operators
to sell locations on the merits of the Seeburg system.

**GROWING!
GROWING!
GROWING!**

The most popular Free Play
Game that ever hit America
is JUMBO PARADE by Mills
Novelty Company, 4100 Ful-
lerton Avenue, Chicago, Ill.
Ask your nearest Distributor

I'm the FARMER'S
DAUGHTER
a "Superior" girl



America's most popular girl—THE
FARMER'S DAUGHTER—is coming
to town. A real "gold digger" . . .
She'll sow plenty of interest and reap
plenty of profits. 1600 Re holes . . .
Comic "meller drama" symbols. Average
profit \$35.30 on each board. For an
introduction to the "fastest number" in
years, write for details.

SUPERIOR PRODUCTS
1100 N. PEARL ST. CHICAGO, ILLINOIS

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

BARRELS of Fun!
BARRELS of Profits!

REVOLVING BARRELS!
AUTOMATIC ACTION!
ALL SKILL!
CUMULATIVE FREE PLAY!

FREE PLAY \$197.50
NOVELTY \$187.50



Greatest Hit Since Ten Strike!

The industry's amazing hit creation by Evans! Brand new, absolutely different, 100% legal science and skill with revolving barrels and the same Automatic Action that made Ten Strike the Gold Strike of the industry!

IN-THE-BARREL has features no other game even pretends to have! Evans' straight-shooting, shock-proof manikin is under player's control at all times! Has Evans' famous Automatic Ball Return and Ball Lift—precision-built bug-free mechanism! 9 Balls for 5c! Played as fast as player's speed will permit! Perfect for every type of location—it's the hit that brings new prosperity! Rush your order quick!

Brooklyn Amusement Machine Co., Inc.
660 BROADWAY BROOKLYN, N. Y.

FAST PLAY!
100% LEGAL



H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

READY FOR DELIVERY!!

EVANS IN-THE-BARREL

SPECIAL SALE OF FREE PLAY GAMES

Big 6	\$17.00	Dough Boy	\$55.00
Big Town	42.50	Jolly	44.00
Big League	45.00	Lancer	22.00
Big Show	42.50	Punch	29.00
C. O. D.	25.00	Pick'Em	14.00
Cadillac	60.00	O'Boy	40.00
Flag Ship	24.00	Super 6	38.00

1/3 Deposit With Order, Balance C. O. D.

ALL MAKES OF PHONOS—
WRITE FOR PRICES!

BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (All Phones: Evergreen 8-4732)

Spin-O Popular
In Drink Spas

MINNEAPOLIS, July 6.—“I used to pay a popular bartender \$5 a week extra—but my Spin-O is more popular than any bartender. You can't make a mistake by putting in Spin-O. I wouldn't take \$200 for it if I couldn't get another one.” That is what one tavern owner had to say recently about this popular game, according to M. Levine, manager of the Spin-O Corp. “With increased competition for the amusement dollar, taverns, theaters and other amusement establishments have proved that Spin-O is a perfect sales stimulator.

“Having the advantage of being legal, drawing crowds without added expense, able to be played by everybody, whether sitting or standing, and having a small first cost and practically no upkeep cost, Spin-O is proving more and more popular in theaters, taverns, dance halls, billiard parlors, night clubs, as well as in many private clubs and organizations,” he concluded.

Radically DIFFERENT!

Assures Protection
Otherwise Impossible



The Chicago “ACE” Lock

Radically different 7-pin tumbler construction. All 7 tumblers must be engaged to open lock. One of the most secure locks ever built. Can be keyed alike. Enjoy “UTMOST SECURITY — LOWEST COST” with the famous Chicago “Ace” Lock.

CHICAGO LOCK CO.
2024 N. RACINE AVE., Dept. 67, CHICAGO

CARL TRIPPE Price Plus Guaranteed Satisfaction

BANG—OUT THEY GO AT GIVE-AWAY PRICES
ALL “IDEAL” A-1 RECONDITIONED—READY TO OPERATE

SPECIALS IN LEGAL EQUIPMENT

Bally Bull's Eye (with Base)	\$89.50	Bally Alley	\$49.50
Bang-a-Deer (Uncrated)	49.50	Rockola Ten Pins	84.50

COUNTER GAMES

A.B.T. Target Mod. F	\$9.00	Heads or Tails	\$12.50	Royal Flush	\$6.00
Bally Counter Game	2.50	High Tension	2.50	Select 'Em Dice	4.00
Bally Mill Wheel	2.50	Horses	2.50	Smoke Reels (1c)	6.50
Beat It	4.00	Indian Dice	4.00	Sparks	12.50
Bell Slide	4.00	Joker Wild	4.75	Spark Plug (5c Auto.)	6.00
Cent-a-Pack (1c)	6.50	Lucky Pack	7.00	Tally (5c)	5.00
Criss Cross (1c)	6.50	Midget Races	2.50	Ticketta (Millis 5c)	2.50
Deuces Wild	4.75	Penny Pack	7.50	Vest Pocket Bells (5c)	29.50
Dixie Dominoes	4.50	Poker Face	5.00	Whirlwind (Bell & Fruit)	5.00
Dough Boy (Numbers)	7.50	Play Ball	3.00	Win-a-Pack (1c)	6.00
Dough Boy (Cig.)	7.50	Red Dog	1.75	Wonder Bell (5c Bell & Fruit)	4.00
Electra, 1c Penny Target	4.00	Reel Dice	4.00		
Gripper (Western Single 1c)	5.00	Reel Spot	2.50		
		Reel "21"	4.50		

TERMS: One-Third Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.



LIBERTY

TOKEN PAYOUT

BELL



Available in Straight Penny and Straight Nickel Play

Ready for Delivery Now

Guaranteed by Groetchen—\$32.50

1/3 Deposit

GERBER & GLASS

914 DIVERSEY CHICAGO

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

IT'S CALCUTT FOR THE CREAM OF COUNTER GAMES!



JOE CALCUTT

BALLY BABY
Tiniest of counter games. Cigarette—Beer or Number Reels. Fast action. Easy to locate. Big moneymaker. Buy them by the Dozen.

AMERICAN EAGLE
World's Smallest Bell with Free Play Token Award and Gum Vender. Mystery payout. Vends ball of gum for each coin. It's a honey!

PENNY PACK
Greatest non-payment counter game in history. SEVEN YEARS IN PRODUCTION. 1940 Cigarette Reel Model tops them all. It's beautiful AND it's a MONEY GETTER!

MARVEL
"The World's Finest Token Payout Counter Game." Smallest token payout built. Marvellous new mechanism. Ball Gum Vender. Sensational scavenger coin chute.

KOUNTER KING
Matching numbers for real thrills with big come-on action that keeps the players at the machine. Ball Gum Vender. 4-Way Play.

SMOKER BELL
A sensational bell that features the big come-on action Cigarette Reels. Gets plenty of play anywhere. Perfect from any angle.

FRUIT KING
Non-payment Bell with Ball Gum Vender. 4-Way Play—1c, 5c, 10c, 25c. Holds over \$65.00 in Nickels. A beauty of a moneymaker.

Q. T.
Bell or Vender—still the greatest of them all! Neat and compact. Covers one square foot of space.

WAMPUM
Token payout cigarette reel counter game. A fine machine from every standpoint. Proven a real moneymaker. BUY THIS ONE TODAY!

IMP
The game that went over with a bang. Non-payment. Tiny size. Great action. Also MERCURY and LIBERTY in stock for delivery!!

WILD DEUCES
The true poker action counter game. With deuces wild this game gives the players chills and thrills every second. Plenty of action.

VEST POCKET BELL
The cube of perfection. 5c automatic payout. A big hit everywhere. Now with metered jackpot and in all chrome model. Buy ten and you'll clean up!

—QUICK! WRITE FOR PRICES!—
... AND SPECIAL BOOKLET—ALL ABOUT THE CREAM OF COUNTER GAMES—TODAY!

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET, FAYETTEVILLE, N. C. Cable Address: COINSLOTS

SPIN-O
FREE PRIZES!

OPERATORS!

Here's what you've wanted... fast... furious... **LEGITIMATE!** Pulls big crowds in Taverns, Theatres, Clubs, Ballrooms, and other spots... builds your take on other devices... makes big money and fast money from the start! We offer a dandy deal with long, STEADY profits to right operators, on exclusive franchise basis.

WRITE OR WIRE FOR DETAILS TODAY!

SPIN-O SALES COMPANY
127-47th STREET, N.E. MINNEAPOLIS, MINNESOTA

Mayer Reports Successful Trip

CHICAGO, July 6.—"Back from a great trip and elated over its success!" That's how Charley Mayer, head of Allied Novelty Co., sums up his swing thru several States, personally contacting the trade.

"I met many of my old acquaintances among operators. They greeted me with the warmest welcome wherever I went and showered compliments on me for the splendid job we are doing at Allied Novelty Co. and the unique service we are rendering. The orders I booked top anything we ever expected, and there's a mighty busy season ahead for us."

Robbins Lauds Victor's Home Run

BROOKLYN, July 6.—On his recent trip to Chicago, Dave Robbins, of D. Robbins & Co., Brooklyn, made arrangements to act as New York City distributor for Home Run, new Victor counter game.

"Being a sort of specialist on counter games, I predict that Home Run will go over in a big way," says Dave. "This game has marvelous player appeal, is beautifully designed and is built mechanically perfect. The idea of shooting a ball of gum with a gun is certainly novel and different. The ball actually sails thru the air, giving the players a real thrill. All bull's-eyes are registered."

Grand National Ups Sales Pace

CHICAGO, July 6.—Grand National Sales Co. is setting a new sales pace, according to Al Sebring, head of the company. "Buyers from distant points and the Chicago territory are visiting our three large showrooms. Perhaps it is due

LIBERTY
TOKEN PAYOUT
BELL

A new counter bell with familiar cherry fruit reels, paying out automatically FREE PLAY tokens on all customary combinations. Straight penny or straight nickel play.

Exclusive factory distributors
WESTERN DISTRIBUTORS, Inc.
3126 Elliott Avenue
Seattle, Washington

\$32.50

"House of Proven Winners"

Fifth Inning, Nov. \$10.00	Headliner, F.P. \$17.50	Scoop, F.P. \$32.50
Pickem, Nov. 10.00	Pickem, F.P. 17.50	Bally Alley, Nov. 36.50
Spotem, Nov. 10.00	Champion, Nov. 19.50	Big Show, F.P. 37.50
Chevron, Nov. 10.00	White Sails, F.P. 22.50	Super Six, F.P. 39.50
Avalon, Nov. 12.50	Supercharger, F.P. 27.50	Exhibit Alley, F.P. 42.50
Conquest, F.P. 17.50	Topnotcher, F.P. 27.50	Congo, F.P. 47.50
Golden Gate, Nov. 17.50	Vogue, F.P. 27.50	Flagship, F.P. 47.50

One-Third Deposit Must Accompany All Orders—Balance C. O. D.

J and J NOVELTY COMPANY
4840 MT. ELLIOTT AVE. Plaza 1433 DETROIT, MICHIGAN

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

to better conditions generally, or maybe because we have been able to stock all types of equipment—just what coinmen want and when they want it," said Sebring.

Mac Churvis, another Grand National executive, says that the rate of summer increase may show a gain of approximately 20 per cent over last year. Most of the increase, he believes, is due to Grand National's big stocks of all kinds of equipment.

Operators are going wild over Chicago Coin's

POLO

THRILLS AND SUSPENSE EVERY SECOND OF PLAY!

Chicago Coin

1725 DIVERSEY BLVD., CHICAGO

NEW!

New Wider Playing Field!

New Type Bumpers!

New Easy Ways to Win!

New Hi-Score with 1000 to 5000 Bumpers!

FREE PLAY GAMES

Big Town	\$45.00
Commodore	40.00
C. O. D.	25.00
Cowboy	17.50
Follies	37.50
Jolly	47.50
Lucky	25.50
Supercharger	25.50
Super Six	45.00
Thriller	17.50
Triumph	39.50
White Sails	25.00

1c BASEBALL 1c GUM VENDOR

Can Be Legally Operated Anywhere!
Vends a Ball of Gum for Each Coin!



RUSH YOUR ORDER!!

5-BALL NOVELTIES

Pick-Em	\$14.00
Variety	10.50
Mr. Chips	24.50
Scoops	24.50
Avalon	9.50

*** SPECIALS ***

WESTERN BASEBALL

1939 Light-Up Back Board	\$ 85.00
1940 Light-Up Back Board	115.00

Get your name on our mailing list. Write us today!

Survey Promises Biggest Year for Canuck Coinmen

TORONTO, July 6.—Despite the new 25 per cent custom duties on all amusement machines, effective July 1, operators in this section of Canada feel that the Canadian distributors and operators will enjoy the best season in many years.

A new war emergency tax bill which has just passed in the Canadian Parliament levies the 25 per cent customs duty on amusement machines. It is said that operators expect that this will lessen their gross profits considerably, but are accepting it in the spirit of sacrifice in order that the country might be defended. It is felt that locations will not be willing to accept lesser percentages for their share of the phonograph earnings.

A survey by a correspondent of *The*

Billboard of practically every summer resort in Ontario reveals that there is a steady demand and patronage of coin-operated amusement machines. Music machines are in particularly steady demand and use.

Increased employment has reflected in better grosses all over the province, leading coinmen to predict that this year will roll up one of the most impressive business years for coin machines.

With the development of the coin machine industry in this section, there has come a growing demand for an association of operators. Outstanding need for an association, it is said, is to provide a common meeting ground for operators where they may discuss the problems common to all.

Phonograph records, it is reported, will come under the new tariff.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!



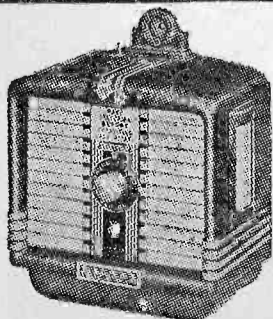
Exceptional care in packing eliminates disappointments

Our Used Games are famous from coast to coast. Operators have LEARNED they're 100%!

WRITE FOR "NATIONAL'S NEWSLETTER," PACKED WITH GREAT BUYS SUCH AS: "SKEE-BALLETTE" \$89.50 FOLLIES FREE PLAY 42.50 LANGER FREE PLAY 42.50 Special! TRIUMPH FREE PLAY Only \$47.50 5% OFF FOR FULL CASH WITH ORDER.

Just two things to do if you want CREDIT: 1. Send your order and 10% Dep. 2. Send the name of your bank.

NATIONAL NOVELTY CO., Merrick, L. I., N. Y.



BIGGER AND BETTER KEENEY WALL BOX

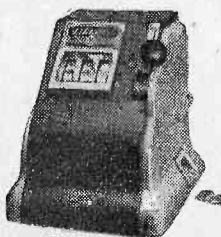
The Keeney Wall Box is almost human in performance. Operators prefer it because Keeney Wall Boxes are

ADAPTABLE TO ALL MAKES AND MODELS

Exclusive Distributors for New York, New Jersey, Connecticut
SIMON SALES, 437 West 42nd Street, N. Y. C.

*** L. BERRY ***

TOKEN PAYOUT BELL



\$32.50

2117 Third Ave., No.,

Made by Groetchen means guaranteed satisfaction. Call or wire Max or Harry Hurvich, "Gold Dust Twins."

BIRMINGHAM VENDING CO.

Birmingham, Ala.

ART NAGEL'S Weekly Specials

FREE PLAY GAMES

Super Six	\$50.00	Conquest	\$24.50
Big Six	29.50	Punch	49.50
Triumph	60.00	Gun Club	14.50
Big Show	49.50	Box Score	24.50
Red Hot	65.00	Zip	17.50
Flash	27.50	Spottem	22.50
Scoop	39.50	Doughboy	69.50
Score Card	54.50	Big League	54.50
Short Stop	60.00	Contact	19.50
Bowling Alley	49.50	Chief	17.50
Airport	24.50	White Sails	37.50
Nippy	29.50	Variety	30.00
Toppers	29.50	Summer Time	54.50
Cowboys	27.50	Clipper	32.50
Rebound	28.50	Lucky	37.50

1/3 Deposit, Balance C. O. D.

AVON Novelty SALES CO.

2923 PROSPECT AVE. CLEVELAND, OHIO.

GREAT GREATER GREATEST! To-Day LONE STAR

Exhibits
with **New Rotating Value Changer**

- ★ THREE (3) DIFFERENT WAYS TO WIN
 - ★ VALUE of Switches INDICATED BY ROTATING DISC Controlled by Player.
 - ★ NEW FUN for PLAYERS with TRIPLE WIN POSSIBILITIES.
 - ★ A MECHANICALLY PERFECT Game—with NEW APPEAL players can't resist!
- SEE IT! GET IT NOW! from your Distributor.



FREE PLAY
104⁵⁰
CONVERTIBLE

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

PHONOGRAPH SPECIALS!

Rock-Ola '39 De Luxe, Used	\$165.00
Rock-Ola '39 Standards, Used	159.50
Rock-Ola '39 Counter Models	135.00
Rock-Ola Monarchs, 20 Rec.	97.00
Seeburg Royals, 20 Rec.	94.00
Rock-Ola Imp., 20s with Grille	59.00
Wurlitzer 616-A's, 16 Rec. with Grill	59.00
Rock-Ola Ambassadors, 16 Rec.	39.00
Wurlitzer 412s, 12 Rec.	30.00
Rock-Ola Standards, 12 Rec.	30.00
Wurlitzer 312s, 12 Rec.	24.00

MISCELL. LEGAL GAMES

Chicken Sam, Late Ser.	\$92.00
Evans Ten Strike, '39 Models	92.50
Bally Alley, '39 Models	49.50
Daval Bumper Bowlings	29.50
U-Roll-It Bumper Bowlings	20.00
Skee-Ball-Ettes	98.00
Bally Lucky Strikes	49.00
World Series, '37 Models	45.00

TERMS: 1/3 Deposit, Balance C. O. D.
F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd., CHICAGO, ILL.

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.

End Your Correspondence to Advertisers by Men-
tioning The Billboard.

Resolutions Not Effective Enough

To the Editor:

I have just read your editorial under the title, "Resolutions," which appeared in *The Billboard*, June 15, and in this connection I should like to make a suggestion which would carry your idea a bit further.

Why wait for a war emergency? Why doesn't the coin machine industry undertake to support community welfare wherever possible and thus identify itself with the interests of the public in peace as well as in war?

And, I might add, it will require more than mere passing of resolutions to bring about the proper publicity. However, other industries have solved this problem and there is no reason why the coin machine industry should be an exception.

HOWARD G. MAYER.

Chicago.

SUMMER SPECIALS!

Rex, 1937	\$ 79.50
Gem, 1938	129.50
Regal, 1938	145.00
Crown, 1938	155.00
Plaza, 1939	145.00
Playfair, '39, Walnut and Marbi-Glo	149.50
Vogue, '39, Marbi-Glo	169.50
Classic, 1939, Marbi-Glo	195.00
Wurlitzer 24	95.00
Rockola Imperial 18	34.00
Wurlitzer 600	145.00
Rockola 16, Side & Front Plastics	49.50
Rockola Windors	79.50
Rockola Standard, 1939	145.00
Rockola Deluxe, 1939	149.50

1/3 Deposit, Balance C. O. D.
WRITE FOR NEW PRICE LISTS.

MILWAUKEE
COIN MACHINE CO.
1455 W. Fond du Lac Avenue
MILWAUKEE, WIS.



Write for our New
Descriptive Folder NC-20

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

HARLICH MFG. CO. 1413 JACKSON BLVD.
CHICAGO, ILL.

A PROFIT WALLOP IN SPINNING WHEEL ACTION

**HARLICH'S NEW
SENSATIONAL BOARD
WITH ACTUAL BUILT-IN
MECHANICAL UNIT**

Get going with "Wheel of Fortune" now!
Nothing like it before. Everything a punch-
board has plus SPINNING ACTION!
Popular slot symbol tickets.

BIG PROFITS—FAST PLAY

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

HARLICH MFG. CO. 1413 JACKSON BLVD.
CHICAGO, ILL.

COIN OPERATED I. L. MITCHELL & CO.

OUR GAMES ARE PERFECT!
TRIUMPH (F. P.) \$42.50 | FLAGSHIP (F. P.) \$25.00
C. O. D. (F. P.) \$27.50

Write for Complete List! PHONE: GLENMORE 2-5450.
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

ATTENTION! SALESBOARD OPERATORS and JOBBERS

We have just installed new equipment to manufacture salesboards of the latest type.
Write and get our prices and samples. Don't answer this ad unless you are interested
in salesboards.

GENERAL SALES COMPANY

121 4TH AVENUE, SOUTH,

NASHVILLE, TENNESSEE

MORE GENCO GAMES

ON LOCATION THAN ALL OTHERS!

(Shown by a Survey Among Leading Operators)

WINNER AFTER WINNER... AND NOW-

FORMATION

Greatest of them all

GENCO

BUILDS GREAT GAMES

BECAUSE

THEY'RE ALWAYS TOP MONEYMAKERS

★

ALWAYS TOPS IN TRADE-IN PRICES

★

THEY ALWAYS STAND UP!

2621 N. Ashland Ave., Chicago

CASH IN WITH





AMERICAN EAGLE
WORLD'S SMALLEST BELL WITH FREE PLAY TOKEN AWARD and GUM VENDER

50% Back in 90 Days as Trade In

10 FOR ONLY \$275

Sample \$32.50—Ball Gum Mod. \$2 Extra

BALL GUM
15c per Box of 100 pieces. Case of 100 Boxes, \$12.75. 1/3 Deposit, Bal. C. O. D.

SICKING, INC.
1401 CENTRAL PARKWAY
CINCINNATI, O.

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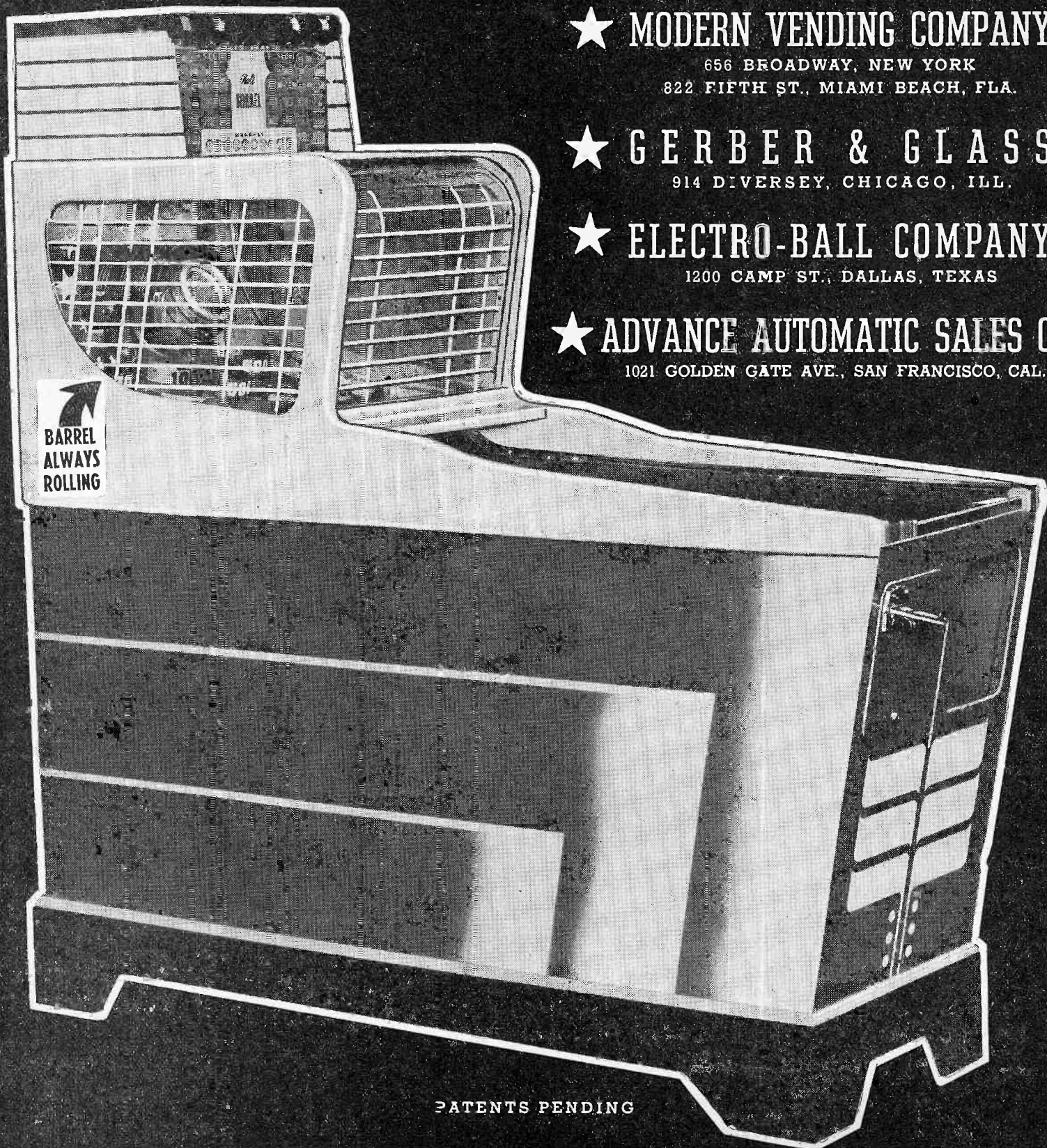
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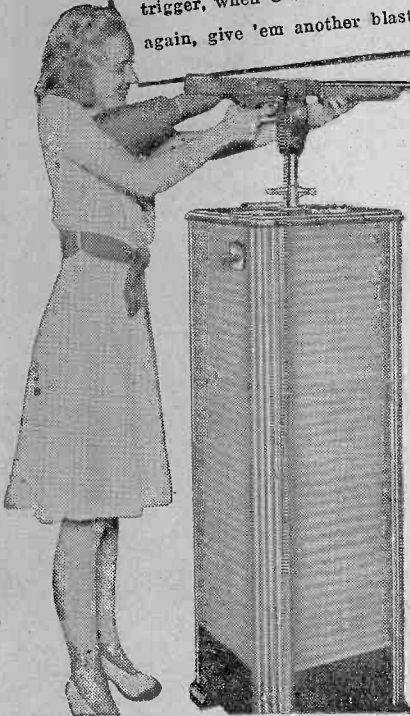
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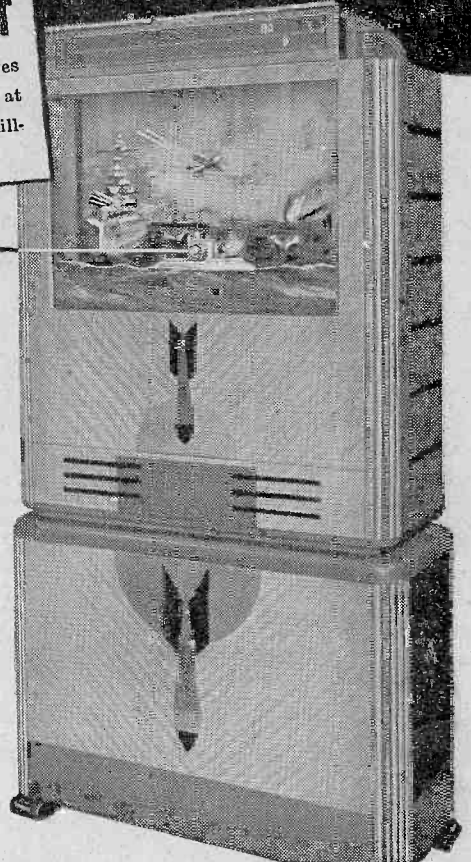
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